

BUILDING UP THEIR TRADE

GETTING NEW CUSTOMERS AND
HOLDING THEM

Written by a Great Advertiser and
Made to Fit Conditions in Smaller
Towns of Country and to Benefit
Merchants Who Read as They Run.

"Mr. Business Man, it costs just so much for running expenses—rent, light, fuel, clerk hire—whether you sell ten or a hundred dollars worth of goods per day, does it not? You call them fixed expenses. Now, the only way to lower fixed expenses is to increase sales. Up to a certain point all excess business brings you an added profit. It pays to lay hold on all you possibly can. Advertising offers the best means for increasing trade. New customers are attracted by leaders—merchandise at unusually low prices. An instance is told of an old lady who came nine miles to get a spool of cotton thread for 3 cents, but she purchased several dollars worth of goods before leaving the store. The ad. has accomplished its mission when it gets a prospective patron within the doors. That is the most difficult part. It is then up to the merchant to make the most of the opportunity and win him for a permanent customer."

"The merchant who utilizes newspaper publicity has the whole world to draw trade from. He is confined to no particular neighborhood. He knows no barriers. Wherever he can send his advertising, there he can solicit business. Some of the more ambitious country merchants are drawing business from the big towns! The advertiser's opportunities are unlimited. Through the newspapers he can reach people he never saw or who perhaps never heard of his store."

"But how about holding them?"
"That depends quite as much upon the merchant as the advertising. If customers receive satisfaction, they will continue to come. But nothing holds them like continued bargain offers. Have a few new specials every Saturday. Keep the farmers guessing what will come next."

"What advice can you give the dealer starting in business?"

"What more at variance with good judgment could be imagined than for a merchant to come to town, rent a store, fill the shelves and counters with new goods, arrange attractive displays in the windows, put competent salesmen behind the counters and then—wait for business; wait for people to come in and buy; wait for them to find out what he has to sell; wait for the public to learn of his very existence? And yet it is not uncommon for one to do this! Advertising would have carried all such information to prospective buyers. He spares no expense to have stock and fixtures the finest and yet neglects the greatest essential of all. Should you inquire why he spends nothing for publicity he would probably say that pleased patrons and his window displays are sufficient advertising. Word of mouth publicity is the best, but it is too slow. Gossip has wings, but favorable news travels slowly. And as to the window—a newspaper announcement is often necessary to call attention to it."

—From a series of articles written by Henry Herbert Huff and copyrighted by American Press Association 1903.

OREGON BRIEFLETS

Oregon City—Great B. Dimick, of this city, has announced himself as a candidate for the Republican nomination for governor of Oregon at the next election in the fall of 1910.

Salem—Under the operation of the new insurance code, Commissioner S. A. Koser states that there have been more new companies admitted to do business in the state since March 1 than were admitted during the entire year of 1908.

Mitchell—What is considered the largest lease of land ever transacted in this county was completed recently, when G. L. Frizzell of Gird's Creek, rented all his grazing and farming lands. The property consists of 2150 acres.

Medford—According to Professor P. J. O'Gara, pathologist of the department of agriculture, pear blight has been practically eradicated from the Rogue river valley. In a close examination of the many orchards but six infected trees were found and these have had the proper attention.

Salem—Attorney-General Crawford has rendered an opinion to the effect that the dairy law passed by the recent session of the legislature is a legal enactment and that the

dairy and food commissioner shall have the power of appointing the inspectors provided for under the law.

Sumpter—The Sumpter Valley Railroad Company has advised the railroad commission of the issuance of a new tariff, in which the rates on flour, sugar and salt are reduced nearly one-half. This action grows out of the complaints made by the Canyon City Commercial Company that the old rates were unreasonable.

Prineville—J. B. Eddy, the right of way man for the proposed Deschutes railway, has just completed the task of working over the entire right of way from Deschutes canyon to Redmond and has come to an understanding with all land owners so that the lands can be easily bought when construction begins.

Salem—Governor Benson has received a letter from Secretary of the Navy George von Meyer, stating that the 13-inch guns of the Oregon have not yet been condemned and consequently cannot be given to the state or to other applicants. It is understood that the government will send two of the 6-inch guns to Salem for the Statehouse lawn.

Baker City—A petition is in circulation here for the purpose of invoking the referendum on Senate bill No. 32, passed by the recent legislature, which raises the salary of judge in the Eight judicial district from \$3000 to \$4000 a year, the added amount to be paid by the taxpayers of Baker County.

Salem—Among the quaint and curious blunders of the recent session of the Oregon legislature was the passage of a bill making it unlawful to drive a wagon on any improved road west of the Cascade range, weighing with its burden less than 2500 pounds. This bill was designed to protect the roads from the result of overloading narrow-tire wagons.

Prineville—The Prineville Rebekah lodge is preparing for a mammoth celebration here on Monday evening, April 26, the anniversary of the founding of the I. O. O. F. lodge in America. This being the 90th birthday of the order unusual preparations are being made for the greatest celebration of its kind ever held here.

HOME COMING FOR CARNIVAL

The following letter from Seneca Fouts, chairman of "Home Coming Day" committee, Portland Rose Festival, tells what the management of the Carnival is trying to do to make this date a great success, and asks cooperation of all Oregon to that end. Following is the text of the letter: Mr. Charles E. Hicks, Independence, Oregon.

Dear Sir: The "Home Coming Day" committee of the Portland Rose Festival is directing this appeal to you. We don't need nor do we intend to indulge in fanciful word picturing of what this celebration is going to be like or what it means to the entire Northwest Men like you who are leaders in the "uplift" movement in our state are keenly awake to its tremendous significance, and from what you must have read in the papers of this city and state, you are surely convinced that no celebration ever attempted in this part of the country has ever approached it in magnitude. We want you to feel that what helps Portland helps you, and we want you, shoulder to shoulder with us during the week.

Monday, June 7, has been set aside as "Home Coming Day," when we hope to hold the greatest family reunion of loyal Oregonians in history. The event will be the formal opening of the six day celebration, and in the evening a monster street pageant in which all military, civic, fraternal and social organizations in Portland and its vicinity will take part, is scheduled.

As this is the opening event, we desire to make it a brilliant success and urge upon you to be represented here officially to review the parade and to remain with us and enjoy our hospitality during the remainder of the week. As you already know a considerable number of leading communities of the state will be represented by floats in the grand "Spirit of the Golden West" parade. As practically every section in the state will be represented, giving an opportunity to exploit its resources and industries, the Festival should carry a strong appeal home to every commercial body in our commonwealth.

Will you not through the proper officials take this matter up with us. We shall be only too glad to offer any suggestions we can that will assist in giving more widespread publicity to your community.

Yours truly,
SENECA FOUTS, Chairman.
"Home Coming Day" Committee.
Portland Rose Festival.

NICARAGUA BACKS DOWN

Central American Nation Expresses Desire to Settle Claim.

Washington, April 7.—Secretary Knox was given to understand by Minister Espinosa, of Nicaragua, that the Nicaraguan government would make an early effort to settle either by compromise or by arbitration the claim for damages of the G. D. Em-



PRESIDENT ZELAYA.

ery Co., whose concession for cutting mahogany was canceled.

The minister told the secretary that a special commission would leave immediately for this city, carrying full instructions for the minister, which would empower him to reach a settlement. If a compromise is not reached the minister will sign a protocol submitting the case to arbitration.

CORPORATION LOSES SUIT

Northern Pacific's Title to Large Montana Tract Void.

Helena, Mont., April 5.—In the United States court Judge Hunt declared null and void the title of the Northern Pacific railroad to 1200 acres of coal land in Carbon county, valued at \$2600 an acre.

The government instituted suit to recover the lands because of their mineral character. Judge Hunt, in his decision, held that, though classified as non-mineral, it was well known that they contained coal before they were entered upon.

Falls Dead After Speech.

Lincoln, Neb., April 5.—W. A. Poynter, ex-governor of Nebraska, while making a speech in the office of Governor Shallenberger at the hearing of the daylight saloon bill today, was stricken with apoplexy and died within a few minutes. Poynter had scarcely finished a calm, deliberate speech in favor of the daylight saloon bill when he was stricken. The physicians were unable to induce even the faintest respiration.

All Nations Present at Conference.

Salt Lake City, April 6.—Every western state and territory, Canada and Mexico have contributed citizens to the great crowd attending the 79th conference of the Mormon church, which is in session here. There are a score of Indian Mormons, who came from Idaho in a special car, Japanese converts, believers from Hawaii, the South Sea Island and a few negroes.

BOISE BROKER ARRESTED

Charged With Duping Idaho Farmers Out of \$75,000.

Washington, April 6.—Charged with having obtained \$75,000 by false pretenses while engaged in business in Boise, Idaho, Roy M. Wright, aged 36 years, a railway postal clerk, said to be a member of a prominent Kentucky family, was arrested here at the request of the Boise authorities. He is alleged to have swindled Boise, Ada and Canyon farmers out of a sum aggregating \$75,000.

Wright was previously arrested at El Paso, Tex., where he forfeited a \$300 bond and escaped into Old Mexico, while Boise officers were getting out extradition papers.

ELECTRIC ROAD FROM CHICAGO TO NEW YORK CITY.

Chicago, April 5.—Direct communication between Chicago and New York was completed yesterday when a train pulled into Pullman over the tracks of the Kensington & Eastern railroad, completed less than 15 minutes before. The line connects the last gap in the system of inter-urban lines which stretch across the continent to Chicago, from the eastern seaboard and a trip to New York over lines operated by electric power is now possible.

WILL SYSTEMATIZE DESIGNS

Plan Expected to Eliminate Confusion and Counterfeiting.

Washington, April 6.—Assistant Secretary of the Treasury Coolidge has approved a plan for systematizing designs for United States notes and coin certificates, thus securing uniformity in portrait and general design. At present there are 19 different designs for United States notes and coin certificates of various denominations, leading to confusion and uncertainty. Under the new

plan there will be but nine.

The \$1 silver certificate will carry the portrait of Washington, the \$2 silver certificate, Jefferson; the \$5 note, whether silver certificate or greenback, that of Lincoln; the \$10 gold and silver certificate and U. S. note, Cleveland; the \$20, Jackson; the \$50, Grant; the \$100, Franklin; the \$500, Salmon P. Chase; the \$1000, Alexander Hamilton.

The portraits of Hillegas, Monroe, Silas Wright, Lewis W. Clark, Mansfield and other will be eliminated. The eagle, the buffalo and the Indian head, which have proved to be easily counterfeited, also will disappear. The new system, it is believed, will discourage counterfeiting.

Marshfield—To reforest for the benefit of future generations the vast area of timber lands which he and his companies own in Oregon, is the plan of C. A. Smith, the Minneapolis lumberman, who is operating on Coos Bay one of the largest sawmills on the coast. This will be the first time in the United States that the holdings of a corporation have been reforested on a large scale.

Marshfield—On the belief that her sudden death was not due to natural causes, an inquest was held over the body of Mable L. Barnes, 20-year-old daughter of W. G. Barnes. After taking evidence the jury adjourned to give time in which to make a chemical analysis for traces of poisoning. Miss Barnes was a beautiful young woman and belonged to a respected family. The parents are inclined to believe that death was due to heart trouble.

War on Standard Oil Company.

St. Louis, April 5.—Special Assistant to the United States Attorney-General Frank B. Kellogg filed his brief with the clerk of the United States circuit court here today and then commenced his argument, after two years of evidence taking in the government suit to dissolve the Standard Oil Company of New Jersey, for alleged violations of the Sherman act.

DeWitt's Carbolized Witch Hazel Salve is especially good for piles. Sold by all druggists.

PROGRAMME OF DRIVING CLUB

Preparations are under way for the spring meet of the Independence Driving Club. It is expected that the races this year will be better in every way than last year. Many fine horses are already coming to Independence to go in training for the event. Following is the program for the three days' races:

THURSDAY, JUNE 17	
1—Trotting, 2:30 class, one half mile heats, 3 in 5	\$100 00
2—Polk County Stake Race mile heats, 2 in 3 (added)	50 00
3—Polk County trotting, one-half mile heats, 2 in 3	100 00
4—½ mile dash, weight for age	100 00
FRIDAY, JUNE 18	
5—¾ furlongs, weight for age, winner of ½ mile dash to carry 5lb penalty	100 00
6—Pacing, 2:25 class, one-mile heats, 3 in 5	100 00
7—Trotting, 2:20 class, one-mile heats, 3 in 5	150 00
8—¾ mile dash, weight for age, winner of either previous races to carry 5lb penalty	150 00
SATURDAY, JUNE 19	
9—¾ mile dash, weight for age, winner of one race to carry 5lb penalty; of two races to carry 10lb penalty	100 00
10—Trotting, 2:17 class, ½ mile heats, 3 in 5	150 00
11—Pacing, free for all, ½ mile heats, 3 in 5	150 00
12—Running, one mile dash, 5lb below the scale, winner of 1 race at this meeting to carry 5lb penalty and of two races to carry 10lb penalty	150 00

Kodol gives the stomach a chance to regain its best strength and health, and after a little while you need not take Kodol longer, but take it while you do need it and if it fails to benefit you your money will be refunded. Sold by all druggists.

County Treasurer's Notice

Notice is hereby given that all Polk county warrants which were presented and endorsed "not paid for want of funds" prior to November 7 1908, will be paid on presentation at my office.

No interest will be allowed on the same after date of this notice. Dated this 25 day of March, 1909. Ed C. Dunn, County Treasurer.

For sale—Gasoline engine at Independence Enterprise office, 4 horse.

CIGARS OF QUALITY

Smoke the famous La Corona 10c cigar



On sale at the stores of R. H. Knox and Tom Sullivan.

Independence boosters, support Oregon made product.

AUGUST HUCKENSTEIN, Mgr.

SALEM, OREGON

D. TAYLOR BARBER

TUB AND SHOWER BATHS IN CONNECTION

Main Street, Independence, Oregon.

SALEM LAUNDRY CO.

GUARANTEES YOU PERFECT WORK

WHAT HAS LONG BEEN NEEDED BY CITIZENS OF INDEPENDENCE

The Independence Cleaning and pressing parlors are prepared to call for and deliver all work, and guarantee prompt attention and satisfaction. We make combination suit and adjustable skirt hangers to your measure. Be sure and see them. Give us a trial for good work and the prices will be right. Work done while you wait.

L. L. BUCKNER & CO.

Home Telephone Co. 1612

Corner C and Railroad Streets Independence, Oregon

SPRAYING MATERIAL

Roche Harbor Lime, Japanese Ground Sulphur in linen sacks. No lint. Dependable lime and sulphur spray.

ACID HYDROMETERS

WILLIAMS DRUG CO.

SUNSET

Sunset Magazine offers the readers of this paper the best opportunity of the year

REVIEW OF REVIEWS	\$3.00	ALL FOR
SUNSET MAGAZINE	1.50	
WOMAN'S HOME COMPANION 1.25		\$3.00

AND FREE with your order, a beautiful premium, a 75-page book illustrated in four colors with 125 Western views.

SUNSET MAGAZINE
SAN FRANCISCO, CALIFORNIA

Wood Yard

We deliver large or small orders of Fir, Oak or Ash wood promptly.

HENRY MOTT

Both Phones INDEPENDENCE

Little Palace Hotel

MOSS WALKER, Proprietor

Independence, Oregon



THE EASTER ANTHEM

you so long to hear sung by the great artists is at your command if you own a VICTOR talking machine. So are all the good old hymns as well as the good old songs like "The Palms," "The Holy City," etc. Come listen to them here. Then you will know what you are missing by not having a VICTOR talking machine of your own.

L. F. SAVAGE

247 Commercial St. Salem, Oregon