

SELLING YOUR SLOW SELLERS

LAST INSTALLMENT OF TALKS ON ADVERTISING

Written by Herbert Henry Huff and Copyrighted by American Press Association, 1909, and Showing Value of Newspaper Advertising.

"Mr. Business Man, you were speaking of losing money on 'leftover' goods."

"Yes; I shall be glad to learn how I can avoid this loss."

"You cannot eliminate it entirely, but it can be very much reduced. I told you how to create a demand for new goods so they will move more freely, but the most experienced buyers will sometimes overstep or purchase the wrong kind of goods."

"The best way to avoid having remainders is to buy right. Goods well bought are half sold. Study the wants of the people of the community. Buy what will sell, not what you like. Learn from experience the size and qualities that go best and stock up on these. Follow the trend of fashion. Study goods. Know all of their merits and defects. Learn all that is to be known about the lines you are handling. Buy in small quantities and often. Pay cash if you possibly can. The first cost may be less when you buy by the gross or ten gross; but, counting interest on money invested, deterioration in value, space occupied, the chance of going out of demand, etc., this difference is wiped out."

"The best of buyers will get 'stuck' occasionally. When it occurs make the best of it. Profit by their experience. You may stock up on something for which there is not the expected demand; you may buy heavily of an article that soon goes out of fashion; you may purchase more than regular selling will dispose of—whatever the reason get rid of it!"

"But I hate to dispose of articles at cost or below."

"But you must! It is the most economical way out of it. You buy goods to sell—not to show. You can't afford to tie up capital in slow sellers, and then, too, the public gets a bad opinion of goods each season or keep the same

ion of your store if you resurrect old merchandise on your shelves year in and year out. Make things lively. Keep goods moving. Turn over stock frequently.

"If an article don't go at cost, mark it lower! If you can't sell it at any price, put something with it and sell them together."

"How about dull seasons?"

"There is no dull spell for the merchant that advertises. When trade begins to lag he increases his pace and makes better offers. During the summer months he pushes seasonable goods by creating a demand for them and makes things lively with frequent bargain offers. Advertising creates an artificial demand. It will sell wool blankets in July, straw hats in November and fall suits in February. Likewise it will shift trade to less busy days of the week. Monday is the big day in cities and Saturday in the smaller towns. By continued advertising of 'leaders' on Friday it has been changed from a dull day to one of the best. Good day!"

Albany—The Girls' Collegiate Debating League of Oregon will begin its schedule of debates Friday evening. It will be a new experiment in intercollegiate contests, for this is the first exclusively co-ed organization ever formed in this state. Friday evening Albany College will meet the Oregon Agricultural College in Corvallis, while the Monmouth Normal School and McMinnville College will contest in McMinnville.

The Dalles—William Eccles, Jr., of Dec, Or., 26 years old, attempted suicide by shooting himself in the right side between the sixth and seventh ribs with a .38 caliber revolver in a room in the rear of a saloon in this city Saturday evening. The young man is a son of William Eccles, of Hood River, and a nephew of David Eccles, millionaire Mormon of Salt Lake, who is heavily interested in the Mount Hood Railroad Company.

Portland—Amos W. Long is in the county jail here, charged with crooked dealings while clerk of the land office at The Dalles. Long is charged with having given Portland friends an advance tip that valuable public lands were to be opened for settlement, the purpose being to file on several claims and then turn them over to timber speculators. For the tip he was to be given half the profits of the deal, but before the scheme was carried through he was discovered.

NEEDFUL KNOWLEDGE

Independence People Should Learn to Detect the Approach of Kidney Disease

The symptoms of kidney trouble are so unmistakable that they leave no ground for doubt. Sick kidneys excrete a thick, cloudy, offensive urine, full of sediment, irregular of passage or attended by a sensation of scalding. The back aches constantly, headaches and dizzy spells may occur and the victim is often weighted down by a feeling of languor and fatigue. Neglect these warnings and there is danger of dropsy, Bright's Disease, or diabetes. Any one of these symptoms is warning enough to begin treating the kidneys at once. Delay often proves fatal.

You can use no better remedy than Doan's Kidney Pills. Here's independence proof:

Mrs. Jos. Whitford, Independence, Ore., says: "Doan's Kidney Pills helped my husband a great deal when suffering from kidney complaint and backache. At times he would be so stiff that he could hardly move and if he attempted to stoop, sharp pains would catch him in the kidneys. The kidney secretions were so frequent as to force him to arise many times during the night. He procured a box of Doan's Kidney Pills at P. M. Kirkland's Drug Store and noticed a great change for the better in a short time. He now feels much improved in every way. We are glad to give Doan's Kidney Pills our recommendation."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

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 26 day of March, 1909
Ed C. Dunn, County Treasurer.

The Best of Clothes

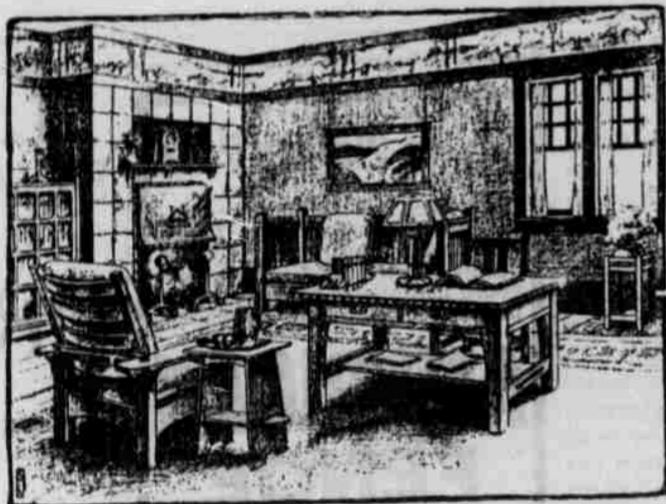
No one questions, nowadays, that Clothes have much to do with the formation of "first impressions. Every discerning man recognizes the distinct advantage becoming Clothes give to personality. The well-bred man is distinguishable, no less by the dignity of his Clothes than by his manner. Why, then, be careless of your appearance? Plenty of good Clothes here and at moderate prices.



Suits \$10 to \$30
Trousers \$2 to \$7

NOTICE—We pay your round trip fare between Independence and Salem with all purchases of \$10 or over.

G. W. JOHNSON & CO. 141 North Commercial Street Salem, Ore.



Home Decoration

A part of our business—an important part—is to make houses into homes. No endeavor along this line is too small to secure our interest, and none too large. Cost is a matter which, of course, you may decide for yourself. Our chief concern is that you may get the most and the best for the amount you wish to spend. Nothing which should be here is missing. You'll find it the largest, most complete and lowest priced assortment of home furnishings ever gathered together under one roof. An expression of your general needs will be sufficient to enlist a special service, ready to plan with you, to make suggestions to help you to sound economy, and at the same time to the utmost of home beauty. Our divided payment plan meets all requirements. A visit will result to our mutual satisfaction.

Buren & Hamilton
HOUSE FURNISHERS

Albany—Scio will hold a rose show June 5. This action was determined upon at a meeting of Banner Grange, of Scio, Saturday, when the Linn county council of the Grange was invited to meet at Scio for its regular June session.

La Grande—Sixty-five thousand dollars of the \$100,000 needed to float bonds to build the Meadow Brook irrigation project has been subscribed. More big money is holding back, it is said, until the scheme become a community interest by many small subscriptions.

Salem—The city council has taken the initial steps for the establishment of a juvenile court. The details are not yet worked out, but it is probable the janitors of the various schools will be vested with police powers and detention quarters for youthful offenders fitted up in the city hall.

Astoria—The county court has made an order directing the clerk to draw a warrant for the first half of the state tax as levied by the state board on January 2, 1909. This means that the county court will not recognize the \$400 increase which the state board at a later date made in Clatsop county's apportionment of the state tax.

Salem—The work of transcribing the minutes of the journal of the house of the recent session of the Oregon legislature has been completed by a force of clerks under Attorney Winslow, and the work of transcribing the senate journal is now under way. The work of printing the laws is nearly completed.

Astoria—A party of 20 engineers employed by the Northern Pacific Railroad Company is at work surveying a line for a railroad from Rocky Point, near Frankfort, Wash., up Deep River to Salmon Creek, and thence over the divide to Shoalwater Bay. An excellent grade is said to have been found, but in some portions of the line the cost of construction will be heavy.

Portland—A bold attempt to wreck the overland express on the Northern Pacific was made within the city limits of Portland last week. The attempt was kept secret by officials in an effort to secure a clew that would lead to the arrest of the would-be trainwreckers. It is believed they planned to hold up the train, but were frightened away by the failure of their scheme to derail the locomotive.

DeWitt's Little Early Risers, gentle, easy, pleasant, little liver pills. Sold by all druggists.

New Designs in Pillow Tops Stamped and Tinted for Embroidery

We have just received our new stock for summer work.

Pillow Tops with backs 50c
Richardson's Grand Prize Embroidery Silk, per skein 4c
FREE LESSONS IN EMBROIDERY

The Needlecraft Shop
Mrs. S. C. Wall
270 N. Com'l. St. Salem, Oregon

Kodol gives the stomach a chance to regain its lost 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.

If you like the Enterprise, give it your patronage. If you can spare the money, pay something on subscription. Your expiration is printed on your paper.

Beware of Ointments for Catarrh That Contain Mercury

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is sible derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free.

Sold by all druggists, 75c. Take Hall's Family Pills for constipation.

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

Steele's Ferry

Buena Vista, Oregon. The ferry that crosses the people.

Most direct route to Jefferson, Scio, Shedburne, Salem and Albany from all points in Southern and Central Polk county.



WOOD

Large or Small Orders Delivered Promptly.

HENRY MOTT
Independence, Oregon.

BELL PHONE