

**Independence Enterprise.**

CHARLES EDWARD HICKS

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Before the Publicity club of Minneapolis Hugh A. O'Donnell, advertising manager of the Minneapolis Journal, says Printers' Ink, recently made a most interesting address. Among other things he said:

"All mediums of publicity are merely the channels through which advertising flows. The message delivered is the real advertising. And it must be applied to be other than theory. You can learn to make chemical analyses from books and experiment, you can measure the distance to Jupiter and weigh the water in the ocean by mathematics, but there is something about folks which is beyond figures. It is the reaching out of the human to the human. Sometimes it's the little things that count."

"All things equal a small point will turn trade. To tell these little things costs big money, but it is worth it. Our friend Lefe Young says the American government believes in advertising. Sending the fleet around the world was good work on the part of the American government's advertising department. It was an advertisement of the government to other nations. Digging the Panama canal is more of the governmental advertising department's work. It shows that the American government is here to stay."

"Indeed this question of advertising is growing so important that Dayton, O., is agitating the value of introducing newspapers into the curriculum of the higher grades in the public schools that articles on current events might be discussed and criticized and the relative worth of advertisements be judged as a study of business. You can get some conception of the commercial meaning of newspaper advertising if you can imagine the absolute suspension of the American daily papers for seven twenty-four hours. Think of the state of chaos that would ensue! Think of the mediums of general circulation which some regard as the only outlet for the distribution of such news as might be classed as advertising!"

"Think of the word of mouth advertising that that fact alone would receive! It is the same kind of word of mouth advertising, backed by the usual printed statements, that is the acme of great publicity. One pleased customer will tell ten, and thus sales are perpetuated, business built and trade-marks made worth millions."

People who can read at all read the newspapers. If they cannot read they are not likely to be valuable customers. The wise advertiser spends his money where it will do him the most good. He puts very little of it into circular letters, which annoy the housewife and are in about six cases out of ten consigned without reading to the waste paper basket.

Newspapers are read. The advertising in reputable newspapers tells the reader what he (or to be exact, she) wants in the shops, and she reads carefully and profits by the information she receives. So does the merchant.

There is no question that if Independence ever expects to be anything but a wayside village, one of the first steps taken is to provide good sanitary conditions. This cannot be accomplished successfully without a thorough and adequate system of sewers. These facts no one will deny. Nature has provided us with a natural location for a splendid sewer system, which can be constructed at a comparatively small expense. From a progressive standpoint and if Independence is ever to become a city it must be progressive. We fail to see where any property owner, if he has his own interests at heart, should put a straw in the way of any move which may lead up to the construction of a system of sewers, for the reason that from the day the system is completed all of his holdings within the city limits will advance in price to a figure more than double the amount it will cost him. It is to be hoped that those behind the move to hold up the issuance of the sewer bonds by applying the referendum, will reconsider the move they are making and will let the matter rest where it now stands, forget their personal grievances, take off their coats and pull together for a greater Independence.

The Enterprise is in receipt of an illustrated edition of the Baker City Herald and it is a fine advertisement for the active, energetic town of Baker City. The best advertising a city gets goes out through its local newspaper work, and if the citizens of every town would do their duty the home paper could land more settlers, accomplish better industrial results, bring in more manufacturers, and develop the country around faster than any other advertising could possibly accomplish. The home paper is your means of publicity and if you realized it you could double your population by using it judiciously and carefully.

There is always something new coming to the surface in the way of sports. The latest proposition in relay stunts is to throw a base ball from Chicago to New York, the ball passing through the hand of some 30,000 men and boys stationed 180 feet apart, to see how long it will take. It is believed that it can be done between sunrise and sunset of one day in July, but it is important that no one should drop the ball as time would be lost picking it up. According to advices received by local dealers the price of diamonds

have advanced, but as Polk county lands continue to advance and the prospects are good for fair crops this fall with good prices, it is not expected that the local diamond will be effected by the advance.

It is seldom that customers have a chance to get such values in clothing as are being offered by a well-known firm of this city, as will be seen by looking over their ad in this issue of the Enterprise. It is a snatch of a real bargain. It will pay you to look it up.

matter that very few of them honored the council by attending the meetings.

"The claim of class legislation is the mouthings of a cheap politician. We all pay taxes for the general good and common welfare and not special benefits to the individual. The people of old town will be benefitted by the improved condition that will result from the sewerage of the main part of the city by the improved reputation of the city in general, and we believe there are public spirited and progressive and far-minded citizens in old town who will resent the imputation that they will oppose a sewerage system that, at present, leaves them out."

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**HOW IT LOOKS TO THE COUNCIL**

(Continued from first page.)

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"The mayor's reason for his veto of the ordinance bonding the city for sewerage, viz: 'That the ordinance bonding the city for \$17,000 when \$8000 is ample' is rot. The \$8000 estimate was for one sewer pipe down one street and no more."

"The mayor claims to be in favor of sewerage and he is proving that claim by doing everything in his power to block that end."

In this connection it may not be out of place to state that petitions are being circulated for referendum in the matter.

For sale or trade—Gentle pony, broke to drive single or double. Will trade for young stock of any kind. Enquire of F. O. Fredrickson, 4 miles south of Independence. tf

**EMBROIDER FOR BABY**

We have many new ideas in dainty Baby Garments stamped to embroider. Baby Dresses from 75 cents to \$2.00

Ship Petticoats, Hood Capes, Kimonos, Blis, Bootees, Bonnets.

All articles stamped on best grade of materials. Free lessons in embroidery.

**The Needlecraft Shop**

Mrs. S. C. Wall

270 N. Com'l. St. Salem, Oregon

**NEW GOODS ARRIVING DAILY**

P. H. DREXLER

Dealer in

**DRY GOODS**

Groceries, Boots and Shoes

We Make a Specialty of Farm Produce

Call and examine our Stock before buying, you will find that our prices are right and we carry anything you may want. Remember the Place

Corner of Main and Monmouth Streets

**Independence, Ore.**

**CAFE RESTAURANT**

Mesdames Hart and Raglin, Proprietors

Board by Day, Week or Month. Meal Tickets Sold.

INDEPENDENCE, OREGON

**FOURTH OF JULY SPECIAL**

Beginning Saturday of this week and continuing to and including Saturday, the 3d, we will make the following proposition whereby you can dress yourself properly and save some of the money to spend in having a glorious time celebrating. With each suit, as described below, we will give you a pair of shoes or hat free:



With each \$10.00 suit pair \$2.50 Shoes or Hat free.

With each \$12.50 suit pair \$3.00 Shoes or Hat free.

With each \$15.00 suit pair \$3.50 Shoes or Hat free.

With each Suit above \$15.00 pair \$4 Shoes or Hat free

As \$3.00 is the highest price hat we carry we will make the difference in other merchandise. This includes all our newest suits, hats and shoes.

**Conkey, Walker & Lehman**  
The Leading Merchants of Independence, Oregon

**Fancy Indian Robes**

Salem -Made Goods of Superior Quality

**\$3.50 to \$7**

Men's Suits From Salem-Made Fabrics None Better

**\$10, \$12.50, \$15**



All-Wool Flannel, the Product of Salem Woolen Mills 35 to 50c per yard

Handsome Indian Robe Free to Person Securing Most Made-in Salem Coupons From this Store

**Salem Woolen Mill Store**  
SALEM, OREGON