

ANALYSIS OF ADVERTISING

ANOTHER ATTRACTIVE TALK ON ADVERTISING

Henry Herbert Huff, whose Advertising Talks—Copyrighted by American Press Association—Gives Many Good Suggestions.

"Mr. Business Man, this word 'advertising' is a curious one. It has no synonym. Just what may be included in the term is a subject for controversy. We might put it thus: Anything that helps to popularize the name of a store or promote the sale of its wares is advertising. This is the modern idea. We commonly think of advertising as typified in the newspaper or magazine ad. Such is true advertising. The many other forms are secondary.

"If I should inquire of a retail merchant who is not using space in the local paper why he neglects this medium he would probably tell me that other means of getting publicity are more profitable.

"Not so. The home paper is closely read and covers the very territory that trade is expected from.

"The small dealer wants to increase sales. He wastes every penny that goes merely to 'make his name known.' Novelties and souvenirs often attract crowds to openings and special sales. Patrons always expect to be remembered with calendars. Get the most advertising value you can from gift articles when you have to use them. Give where they will do good.

"The local merchant who uses no other publicity than signs, novelties, window displays, etc., is not doing all that he might to win trade. Advertising in the local paper is indispensable. Don't go in and expect the publisher to give you space and say nice things about you for a song. Pay him real money. Buy space as though it were going to yield a profit—and it will.

"It is much to his advantage for a merchant to hold membership in a church or societies, to be popular in the community, to be public spirited, to be generous in the support of good causes, but he should do so not for commercial gain but because he wants to be a good citizen. People like to buy of the business man whom they like well (and no effort is too much that will win public favor) but they must be expected to do so only when he leads in value.

"These various kinds of publicity which we have been discussing are supplementary, not advertising, itself. They are valuable as an aid to the newspaper ad, but worthless of themselves. These forms of publicity combined with newspaper space, realize the greatest measure of success in a campaign for business."

Bad Rules to Follow

A Kansas paper promulgates the following receipt for making a beautiful corpse of any town on earth if they are strictly adhered to, and we are sorry to acknowledge that some of our citizens are attempting to follow too closely for the benefit of this man's town:

Oppose improvement.
Mistrust public men.
Run the town down to strangers.
Go to some other town to trade.
Refuse to advertise in your local paper.

Do not invest a cent; lay out your money somewhere else.
Be careful to discredit the motives of public-spirited men.

If a man wants to buy your property ask him two prices for it.
If he wants to buy someone else's interfere and discourage him. Refuse to see the merit in any scheme that does not exactly benefit you.

Run down your newspaper and run down your officers.
Talk in the barber shops and loafing places of how hard times are, and how everything is going to the "demition bow-wow."

Bowel Complaint in Children

When six months old the little daughter of E. N. Dewey, a well-known merchant of Agnewville, Va., had an attack of cholera infantum. Chamberlain's Colic, Cholera and Diarrhea Remedy was given and effected a complete cure. This remedy has proven very successful in cases of bowel complaint in children and when given according to the plain printed direction can be relied upon with perfect confidence. When reduced with water and sweetened it is pleasant to take which is of great importance when a medicine is to be given to young children. For sale by P. M. Kirkland

COUNTY COMMISSIONERS MEET

Proceedings of the Regular Monthly Business Session.

The county commissioners held the regular monthly term Wednesday and Thursday July 7 and 8. While the session was short it was a busy one. Judge Coad and Commissioners Kildell and Teal present. The major portion of the term was devoted to county road affairs and the auditing of bills.

In the matter of road petition of Peter Kuff et al—ordered that the county surveyor E. Evans and C. Lawrence be appointed to locate road and assess damages; viewers to meet July 14 at 9 a. m.

Ordered that funds be transferred from the general road funds as follows: \$102.75 to district 15, \$100 to district 22, \$62.85 to district 15, \$150 to district 21.

Ordered that supervisor of district 21 notify William Brown to remove his fence from county road within 15 days from date of service of order upon him.

Ordered that supervisor of district 17 pay to supervisor of district 13 the sum of \$84.80 for work done by district 13 in district 17.

Ordered that warehouse bond of Salem flouring mill for \$3000 be approved.

Ordered that the bond of the Columbia bridge company for \$1982 be approved.

Bond of A. Simpson for carrying and delivering rock to county road approved.

Ordered that contract for hauling gravel to Ash Swale be awarded to S. B. Hill at \$1.61 per yard; road to be 10 feet wide and one cubic yard of gravel to be placed to every 8 running feet.

Ordered that warrant No. 170 on general road fund, issued to J. Dugan through mistake, be cancelled.

Ordered that county clerk publish notice asking for bids for construction of 160 foot span wood bridge to have 6 foot approaches, at what is known as the Windsor bridge in Spring Valley; bids to be opened July 24, at 10 o'clock.

Real Estate Transfers

Following are the real estate transfers for the week ending July 8:

Ellen Hubbard to Weldon Black lots in Dallas	82 5
H. M. Buell to Daisy H. Hunter land in t 8 s r 6 w	735
Roy O. Cox et ux to Jos. Floria land t 8 s r 6 & lots in Falls City	10
Walter Bros Investment Co to John G. Barr lots in West Salem	225
Same to Herman Barr, lot in West Salem	225
Same to Anna M. Barr, lot in West Salem	225
Same to Carrie F. Petzel lot in West Salem	225
Mary A. Tye to F. O. Isaac 83 acres t 6 s r 8 w	300
Jennie Cook to F. O. Isaac 83 acres t 6 s r 7 w	10
F. G. McLench et ux to J. C. Zinner, land for roadway	125
H. A. Woods et ux to J. S. and Ida L. Shanks 44.50 acres t 8 s r 6 w	1800
Moses Manston et al to S. B. Taylor, land in Dallas	1000
Ray and Orville Sevier to B. M. and N. L. Guy, land in t 7 s r 5 w, and lots in Dallas	800

Proper Treatment for Dysentery and Diarrhea

The great mortality from dysentery and diarrhea is due to a lack of proper treatment at the first stages of the disease. Chamberlain's Colic, Cholera Remedy is a reliable and effectual medicine and when given in reasonable time will prevent any dangerous consequences. It has been in use for many years and has always met with unvarying success. For sale by P. M. Kirkland

Probate Court

In re-estate of Sarah McQuerry, deceased, inventory and appraisement of real estate in Harney filed and approved.

In re-guardianship of minor heirs of John B. Smith estate, a petition granted for deed for right-of-way.

A Night Rider's Raid

The worst night riders are calomel, croton oil or aloes pills. They raid your bed to rob you of rest. Not so with Dr. King's New Life Pills. They never distress or inconvenience, but always cleanse the system, curing Colds, Headaches, Constipation, Malaria. 25c at all druggists.

McMinnville thinks it has a future national league pitcher in Bobbie Foster. In a game against Carleton he struck out fifteen men, and in a game against Yamhill, when Kinsella and Shae, two northwest league men as battery, he struck out ten, and McMinnville was beaten only 1 to 0.

OLD COUNTRY MARKET POOR

Local hop growers have been greatly gratified by advices received from the European countries that the hop yield will not be strong this year. The Oregon market now depends up on the indications in the European markets as even the best of weather here would not influence local market conditions perceptibly, says the Salem Daily Statesman.

A German cable received, says the Oregonian, stated that the continental hop crop would not exceed 800,000 cwt. Last year the production was almost 1,100,000 cwt. This is the lowest estimate yet received of the growing crop in that part of the world taken with the low figure at which the English crop is estimated, it has naturally added to the bullish feeling in the local trade.

As a result of the strong foreign advices, a renewed effort was made but without much success, although 15 cents was offered. The only transaction closed, so far as could be learned, was one of two hundred bales of 1909s in the Independence section at something over 15 cents. A carload of choice 1908s, was offered on the market at 15 cents, and a little business in 1906s was reported, though the terms were not learned.

Julius Wolf, of Silverton, who was in the city yesterday, does not believe the rain has benefited the Oregon crop as much as some people think. He considers 60,000 to 70,000 bales a fair estimate of the crop.

A bet of \$50 was made at the Belvedere yesterday that the market would not reach 22 cents by the first of the year.

Adolph Heller, of Prague, Bohemia, writes under date of June 21, of crop conditions there:

The prospects for a good hop crop on the continent are at present not very cheerful. In the Bohemia districts the plant has only in some parts made a good progress in growth but the majority is on account of the ungenial weather, still more or less backward, and in many instances it looks like hopeless. Besides that the plantations swarm with vermin and the danger of their going into a black blight is imminent. Washington has so far not proved effectual, as the fly reappeared in swarms. From the Bavarian district, Wurtemberg and Baden, very similar complaints are to be heard. In large areas the plantations are also slack of bine and the increase of fly blight gives cause for serious apprehensions. In Alsace the plant is better forward in growth, but also infested with vermin. The markets have stiffened considerably. The prices for Saaz hops has advanced fully ten kronen and those for other Bohemian sorts five to six kronen. The Nuremberg market is also firm with an advance of five to eight marks for common and medium sorts.

Sees Mother Grow Young

"It would be hard to overstate the change in my mother since she began to use Electric Bitters," writes Ms. W. L. Gilpatrick of Danforth, Me. Although past 70 she seems really to be growing young again. She suffered untold misery from dyspepsia for 20 years. At last she could neither eat, sleep nor drink. Doctors gave her up and all remedies failed until Electric Bitters worked such wonders for her health. They invigorate all vital organs, cure liver trouble, induce sleep, impart strength and appetite. Only 50 cents at all druggists.

INDEPENDENCE AND MONMOUTH RAILWAY

Effective Sunday, July 4, 1909.

FROM INDEPENDENCE FOR DALLAS	
Train No. 64 leaves Independence daily 6:00 a. m.; leaves Monmouth 6:15 a. m.; arrives Dallas 6:40 a. m.	
Train No. 65 leaves Independence daily 10:30 a. m.; leaves Monmouth 11:00 a. m.; arrives Dallas 11:30 a. m.	
Train No. 70 leaves Independence daily 6:15 p. m.; leaves Monmouth 6:30 p. m.; arrive Dallas 6:55 p. m.	
FROM INDEPENDENCE FOR AIRLIE	
Train No. 61 leaves Independence daily 7:00 a. m.; leaves Monmouth 7:15 a. m.; arrives Airlie 7:30 a. m.	
Train No. 73 leaves Independence daily at 2:30 p. m.; leaves Monmouth daily at 2:50 p. m.; arrives Airlie at 3:25 p. m.	
FROM DALLAS FOR INDEPENDENCE	
Train No. 63 leaves Dallas daily 8:30 a. m.; leaves Monmouth 8:55 a. m.; arrives Independence 9:15 a. m.	
Train No. 69 leaves Dallas daily 12:45 p. m.; leaves Monmouth 1:10 p. m.; arrives Independence 1:35 p. m. (This train connects at Monmouth for Airlie)	
Train No. 71 leaves Dallas daily 7:00 p. m.; leaves Monmouth 7:15 p. m.; arrives Independence 7:30 p. m.	
FROM AIRLIE FOR INDEPENDENCE	
Train No. 62 leaves Airlie daily 8:55 a. m.; leaves Monmouth 9:15 a. m.; arrives Independence 9:35 a. m.	
Train No. 72 leaves Airlie daily 4:05 p. m.; arrives at Monmouth 4:30 p. m.; arrives at Independence at 4:50 p. m.	

Poison Oak Poisoning

Ballard's Snow Liniment cures it. Mr. O. H. P. Cornelius, Turner, Ore. writes—My wife has discovered that Snow Liniment cures "Poison Oak poisoning", a very painful trouble. She not only cured a case of it on herself, but on two of her friends who were poisoned by the same Ivy. Price, 25c, 50c and \$1.00. For sale by Williams Drug Co.

HILLSBORO SANITARIUM

Mrs. L. R. Hicks
Wards and private rooms. Inspection invited. All classes of non-contagious cases from reputable physicians accepted. Special attention to confinement cases under physicians' care. Trained nurse in attendance. Phone Pacific Main 321.

Faber's Self Filling FOUNTAIN PEN

Self-filling at a magic touch. And a self-cleaner too. The price you'll find is not too much. For the one that just suits you. It fills itself, it fills all needs. For the office, school or den; Among them all the one that leads is Faber's Fountain Pen.

All Styles At all Prices

WILLIAMS DRUG CO.

Independence, Ore.

Steele's Ferry

Buena Vista, Oregon.
The ferry that crosses the people.
Most direct route to Jefferson, Seilo, Sheddburne, Salem and Albany from all points in Southern and Central Polk county.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of

Jas. H. Fletcher

In Use For Over Thirty Years

CASTORIA

THE CENTAUR COMPANY, NEW YORK CITY.

<h3>PIANOS AND ORGANS</h3> <p>Cheapest and Best</p> <h3>PIANOS AND ORGANS RENTED</h3> <p>GEO. C. WILL</p> <h3>Phonographs</h3> <p>Edison, Victor, Columbia</p> <p>Full Line of Cylinder and Disc Records</p> <p>GEO. C. WILL</p>	<h3>SEWING MACHINES</h3> <p>Genuine Needles Oils and New Parts</p> <h3>SEWING MACHINES RENTED</h3> <p>GEO. C. WILL</p> <h3>Popular Sheet Music and Studies</h3> <p>GEO. C. WILL</p>
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On The Square



This store sells Clothing on the square. We furnish our patrons with Clothing that will do its duty and never cause a disappointment. We secure the best Clothing that the country's best manufacturers know how to produce—Clothing that is absolutely right. We price it to sell at the lowest margin possible, allowing ourselves a living profit. While human hands may fail and human heads may blunder—we stand ready to make any wrong right or correct any error that may occur. We want your patronage today, tomorrow, next month and next year. We want it as long as we are in business. We shall endeavor to win and hold it by selling clothing "On the Square."

Suits \$10 to \$30

G. W. JOHNSON & CO.

141 N Commercial St., Salem, Oregon