

SHOW WINDOWS AND INTERIORS

ANOTHER ATTRACTIVE TALK ON ADVERTISING

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

"Mr. Business Man an investigation will show that thousands of small merchants of our small towns are not getting the dollar and cents value from their window space that they should. Carelessness and failure to appreciate its possibilities are the reasons.

"Worse than all else it is not uncommon to see merchandise of all sorts and even decayed fruits and rubbish resting peacefully where an attractive exhibit ought to be. Such uncalled for carelessness gives the public a bad opinion of the store, not mention the loss of the space itself. Some merchants work up displays three or four times a year and let them stand until passively become so accustomed to the sight that no further attention is paid to it. As with the ad, continued change of appearance is essential to its success. Redecorate your windows once a week, utilizing some dull afternoon for the work. Let the public expect something new each Thursday afternoon, for instance, and they will look to see what you have for them.

"The window display, however excellent cannot take the place of the newspaper ad. Remember that it neither gets as large an audience nor leads as many to buy. The greatest results come from hitching the two together. It's a winning combination. Let each re-inforce the other. Say in the ad, 'See our window exhibit.' In the window call attention to the ad, in Friday's weekly. Let the goods advertised appear simultaneously in the show windows. The result is an added interest in the window, and the sight of the goods is quite a reminder and inducement to go in and buy. Successful merchants follow this plan, and they know.

"The purpose of the show window is to sell goods. That exhibit which attracts attention without influencing those who see it to make purchases is as worthless as the ad which does the same. The fault of the inexperienced is to make a too general exhibit. Even though we stand for sometime and gaze at it we have difficulty in remembering what we see. Concrete impressions are to be taught. Remember that one or two items make a more effective and artistic display than many. If you have occasion to display several lines at once, choose those that go together.

"And don't forget price cards. An exhibit without them is less effective. Many times people notice articles in the window that they would gladly buy if they knew how low the price. Few will take the trouble to go in and ask for it. Get the patron inside, then you can talk quality. An artistic show card improves the appearance of a display immensely.

"Your interior decorations should be striking, yet modest. If everything is neat, clean, artistic and orderly, the impression is favorable to buyers. Goods may be arranged very beautifully if a little time and effort are employed. It is easier to overdo than to slight. Let everything about the store assume the aspect of the season. Be reasonable in decorating. If you have a special sale, let your arrangements suggest the idea."

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 directions 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.

Fold Damp Clothes

Some housekeepers, when washday comes, prefer to take down the plain clothes when still a little damp so as to do away with necessity of sprinkling before ironing. The starched pieces, of course, need sprinkling and should be allowed to dry thoroughly.

One clever housewife finds it great time saver in taking down the plain clothes from the line they are folded then and there.

She says that if they are crowded into the basket carelessly there will

be innumerable wrinkles that might have been avoided and so the time spent in ironing will be materially increased.

Then, too, there is time saved in not having to handle the clothes a second time in the house to make them ready to iron.

The same housekeeper sees to it that the large pieces are put in the basket first, thereby saving time in sorting.

Crops Will Be Good

H. B. Wolf, who has one of the large hop yards of this section which is located about three miles north of Independence, was in town Tuesday, and while here purchased an Advance binder with which he commenced to harvest his large crop of oats Wednesday morning. He stated to a representative of the Enterprise that he had in the neighborhood of 125 acres of oats this year which will make at least an average crop. He has also put up 75 acres of hay all of which he expects to keep for his own use, it requiring between a 1000 and 1500 bushels of oats to feed his stock during the season, besides 75 ton of hay.

This year he has about 100 acres in hops and he estimates that the yield will be about three-fourths of a crop, which will make about 1000 pounds to the acre.

He is of the opinion that the prices paid by the dealers for hops will be about as high as has been for a number of years and that the hop grower should be able to pull out of the hole that he has been falling into the last few years.

Cut the Thistle Down

A stroll through the city will reveal the fact that thistles are becoming quite numerous, giving the place a decided cow pasture appearance, to say nothing of the humiliation of the fair ones who tear their skirts or the inconvenience they are to the barefoot boys who are forced to shy clear of the thistles or spend a portion of his time with one or both of his feet in a sling which we all know to be very embarrassing at this particular season of the year when baseball and melon patches are the chief topics. All that is necessary to have these thistles cut down is to have the city ordinance relative to thistles enforced. The thistle proposition looks bad, indeed, to the strangers visiting the city.

Installs Officers

On the evening of Tuesday, July 6, the officers of Clover Leaf lodge, No. 56, Rebekahs of this city, were installed by Mrs. Grace Stewart of McCoy, Oregon. The lodge room had been appropriately decorated for the occasion and the installation exercises were enjoyed by those present. The officers installed were as follows: N. G. Nettie Bohannon; V. G. Grace Jones; secretary, Hattie Hinkle; treasurer, Etta Hodge; chaplain, Sarah Irvine; warden, Nellie Hillard; conductor, Ethel Skinner; O. G. Maggie Hodge; I. G. Nellie Dajon; R. S. N. G. Ruth Conkey; L. S. N. G. Mrs. P. H. Drexler; R. S. V. G. Erma Brown; L. S. V. G. Ethel Whiteaker; pianist, Hazel Bohannon.

Help for Those Who Have Stomach Trouble

After doctoring for about twelve years for a bad stomach trouble, and spending nearly five hundred dollars for medicine and doctors' fees, I purchased my wife one box of Chamberlain's Stomach and Liver Tablets, which did her so much good that she continued to use them and they have done her more good than all of the medicine I bought her—Samuel Boyer, Folsom, Iowa. This medicine is for sale by P. M. Kirkland. Samples free.

Fell From Cherry Tree

Last Tuesday afternoon a little son of T. A. McEldowney, who resides out near Luckiamute station on the Airline railroad, south of Monmouth, fell from a cherry tree and was badly injured by the fall. He struck on his right shoulder and sustained severe bruises about the head and shoulders and was rendered insensible for a time. One of the fingers of the left hand was broken and one or two of the other fingers of the same hand were dislocated. Dr. Butler was called and dressed the injuries which were very painful but not of a serious nature. For a while it was thought that his neck was broken.

L. Rice has leased the south room in the Campbell block and will move in with his stock of general merchandise as soon as the carpenters and painters can get it ready. When completed he will have one of the nicest store rooms in the city and Mr. Rice assured a representative of the Enterprise that he would have it filled with the latest goods in his line.

ONCE LIVED HERE

is Well Known and Remembered by All Old Timers

James Gibson, for the past 39 years a resident of Portland and veteran of the civil war, passed away at the Good Samaritan hospital early Monday morning. He was stricken with paralysis two weeks ago at Hood River and never rallied.

Mr. Gibson was born in Mercer county, Pennsylvania, April 27, 1844, and spent the first forty years of his life in his native state. In 1884 he removed to Illinois where he engaged in the lumber manufacturing business, coming to Oregon in 1889, and first settling in Independence, subsequently removing to Portland where he resided up to the time of his death. For the past eighteen months he had spent a part of his time in Hood River valley, on his fruit ranch.

Mr. Gibson was married in 1882 to Miss Nancy Y. Ferver, who, with three children, survives him. The children are: Mrs. J. K. Locke, Mrs. George J. Walker and Cyrus C. Gibson, all of Portland.

The funeral was held from the residence of the late deceased, 650 E. Madison street Tuesday. The repairs were laid to rest in Riverview cemetery the services having been conducted by the G. A. R.

Mr. Gibson came to Independence in the fall of 1888 and in April, 1889, formed a partnership with J.W. Kirkland in the real estate business. Shortly afterward they purchased 160 acres of land about three miles south of town which they platted into ten acre tracts and sold with a view of settling them out into fruit. Later on another tract of land was purchased and put on the market under the name of the Gibson and Kirkland addition to the Gibson fruit tract. For a short time he conducted a restaurant on the north side of C street and later on was interested in the hotel. During the 1903 panic he removed to Portland and invested in east side property which in later years made him comfortable financially.

Sees Mother Grow Young

"It would be hard to overstate the change in my mother since she began to use Electric Bitters," writes Mrs. W. L. Gilpatrick of Danforth, Me. Although past 70 she seems really to be growing young again. She suffered untold misery from dyspepsia for 29 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.

Broke Her Knee Cap

Mrs. Sol Cox, who resides east of town on the opposite side of the river, met with a painful accident Tuesday from the effects of which the knee cap of the right limb was broken. The accident occurred while she was ascending a hill when she slipped and fell striking her knee in such a manner that the accident happened as stated above. Dr. Butler was called who set the broken limb and at last reports she was resting easy.

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 go 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.

Patronize our Advertisers.

INDEPENDENCE AND MONMOUTH RAILWAY

TIME TABLE

Effective Sunday, July 4, 1909

FROM INDEPENDENCE FOR DALLAS

Train No. 64 leaves Independence daily 6:00 a. m.; leaves Monmouth 8:15 a. m.; arrives Dallas 6:40 a. m.

Train No. 65 leaves Independence daily 10:30 a. m.; leaves Monmouth 11:50 a. m.; arrives Dallas 11:30 a. m.

Train No. 70 leaves Independence daily 6:15 p. m.; leaves Monmouth 8:30 p. m.; arrives Dallas 6:55 p. m.

FROM INDEPENDENCE FOR AIRLIE

Train No. 61 leaves Independence daily 7:00 a. m.; leaves Monmouth 7:45 a. m.; arrives Airlie 7:50 a. m.

Train No. 74 leaves Independence daily at 2:30 p. m.; leaves Monmouth 4:30 p. m.; arrives Airlie at 4:25 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. 66 leaves Dallas daily 12:45 p. m.; leaves Monmouth 1:10 p. m.; arrives Independence 1:25 p. m. (This train connects at Monmouth for Airlie)

Train No. 71 leaves Dallas daily 7:50 p. m.; leaves Monmouth 8:15 p. m.; arrives Independence 8:25 p. m.

FROM AIRLIE FOR INDEPENDENCE

Train No. 62 leaves Airlie daily 8:35 a. m.; leaves Monmouth 9:15 a. m.; arrives Independence 9:25 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 this 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 221.

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, Seaburne, Salem and Albany from all points in Southern and Central Polk county.

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS Bears the Signature of



The Kind You Have Always Bought In Use For Over 30 Years.

THE CASTORIA COMPANY, 77 N. BROADWAY, NEW YORK CITY.

PIANOS AND ORGANS

Cheapest and Best

PIANOS AND ORGANS RENTED

GEO. C. WILL

Phonographs Edison, Victor, Columbia

Full Line of Cylinder and Disc Records

GEO. C. WILL

SEWING MACHINES

Genuine Needles Oils and New Parts

SEWING MACHINES RENTED

GEO. C. WILL

Popular Sheet Music and Studies

GEO. C. WILL

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