

GOOD SCHEMES TO GET TRADE

ANOTHER ATTRACTIVE TALK ON ADVERTISING

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

"Mr. Business Man, the store that depends for business on its regular selling isn't a shadow to the one that is continually scheming to force business. All the big and progressive establishments push their sales by artificial means.

"The American people seek novelty. It takes new things to keep the public active. The live customer buys the live store sells. A good merchant will take steps to create business when the dull spell starts.

"The more common methods of getting business are special and clearance sales, exhibitions and openings, contests, a mail order service and souvenirs and premiums.

"The sale is the best known. The January clearance should be utilized during the first few weeks of the year to clear out all old merchandise. The July clearance likewise rids the store of left over spring and summer merchandise. Price is the key-note of these events, and, coming as they do when trade is dull, they stimulate business. Special sales are of great variety, ranging from cut prices on separate lines to the most unique schemes imaginable. The one price sale is always a success.

"To be successful the sale must be planned weeks in advance. Leaders should be picked up when on buying tours. Keep ever on the watch for odd lots that will be life to sale day. Sales need to be advertised. Start the sale on Saturday, announcing it a day or two beforehand. Keep up interest by adding new merchandise and changing advertisements and window displays. Go into it enthusiastically and to win or leave it alone.

"Openings attract crowds. They increase interest in the store and force the sale of seasonal merchandise wonderfully. Spring, Easter and fall are the three great occasions for openings. Decorate windows and interiors elaborately and have appropriate literary souvenirs to give visitors.

"Contests are popular methods of getting the public interested in a store. Any scheme where chance figures in the winning should be announced in the window. It is illegal to use the mail or newspaper for the purpose.

"Premiums always get trade. Let a merchant announce a 5 per cent discount, and a few will take advantage of it. Let him spend the same amount in attractive premiums and the crowds will gather in a haste. The popularity of premiums is constantly demonstrated. Select premiums that are likely to appeal to the users of the goods with which they are to be given. Here are items that take well with people in the rural communities: Fruit trees, rosebushes, shrubs, bulbs, potted plants, magazines, canaries, goldfish, crockery, photographs, accident insurance, etc. The possibilities of the premium scheme are unlimited."

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.

Probate Court
Estate of James W. Allen, deceased—report of sale of real estate set for hearing July 31, at 10 a. m.
Estate of Sarah Miller, deceased—report of sale of real estate set for hearing August 2, at 10 a. m.
Estate of Nancy Harris, deceased—hearing of petitions and objections thereto set for hearing July 27 at 10 a. m.
Estate of John C. White, deceased—final discharge entered.

Twenty-Five Cents is the Price of Peace

The terrible itching and smarting incident to certain skin diseases is almost instantly allayed by applying Chamberlain's Salve. Price 25 cents. For sale by P. M. Kirkland.

HOP CONTRACTS.

List of Agreements Made to Date in Polk County.

Hop contracts aggregating 1,700,000 pounds have been filed with the county clerk of this county for record. The following list of contracts filed to date taken from the Polk Observer will be of interest to growers of this section. The contract calls for 1909 crop unless otherwise stated:

By Klaber, Wolf & Nettler—R. B. Arnold and L. Hilner, 800 pounds, 1909 crop, 10 cents; C. M. Bailey and Henry Fern, 10,000 pounds, 10 cents; S. A. Bain, 10,000 pounds, 10 cents; J. Byers and R. D. Cooper, 25,000 pounds, 11 cents; Clay, Bush & R., 10,000 pounds, 11 cents; L. Damon, 10,000 pounds, 10 cents; D. L. Hedger, 30,000 pounds, 10 cents; Jas. Helmick et al, 10,000 pounds, 11 cents; J. M. Jones and E. M. Young, 1909 crop to be sold on commission.

By T. A. Livesley & Co.—C. A. Ball, 10,000 pounds, 10 cents; E. F. Craven, 10,000 pounds, 10 cents; J. L. Hanna, 20,000 pounds, 10 cents; E. S. Harris, 20,000 pounds, 10 cents; E. Hartley, 30,000 pounds, 10 cents.

By T. Rosenwald & Co.—C. W. Beckett, 10,000 pounds, 1909, 1910 and 1911 crops, 11 cents; M. S. & W. P. Beyens, 10,000 pounds, 1909, 1910 and 1911 crops, 11 cents; D. Davidson and Pearl Hodges, 15,000 pounds, 1909, 1910 and 1911 crops, 11 cents; D. Davidson and Pearl Hodges, 15,000 pounds, 1909, 1910 and 1911 crops, 11 cents; Ed. Loose, 10,000 pounds, three years, 11 cents; C. H. ... 40,000 pounds, three years, 11 cents; R. L. Murphy, 50,000 pounds, three years, 11 cents; A. M. McLaughlin, 20,000 pounds, 9 cents.

By C. S. May & Co.—J. D. Allen, 20,000 pounds, 10 cents; G. H. Harris, 10,000 pounds, two years, 10½ cents; L. R. Hill, 20,000 pounds, two years, 10 cents; L. R. Hill, 20,000 pounds, 1911 crop, 10½ cents; W. A. Sloper & Co., 60,000 pounds, three years, 19 cents; J. N. & H. Wood, 15,000 pounds two years, 9½ cents.

By Horst Company—Richard Bridge, 8000 pounds, 10 cents; John Simpkins, 8000 pounds, 10 cents.

By Kola Neis—George Ball, 15,000 pounds, two years, 10 cents.

By Lilienthal Bros.—R. O. Dodson, 15,000 pounds, 10 cents; W. T. Foster and L. Nichols, 12,000 pounds, 10 cents; A. G. Jones, and J. W. Myer, 15,000 pounds, 10 cents.

By Catlin & Linn—J. W. & W. J. Dawson, 15,000 pounds, 9½ cents; N. M. Dickey, 15,000 pounds, 1909 crop, 10 cents; A. Heise et ux, 20,000 pounds, 10 cents; W. L. & C. R. Phillips, 8000 pounds, 9½ cents.

By I. Pincus & Sons—Harry L. Hart, 15,000 pounds, 10½ cents; C. L. Fisher and R. C. Craven, 15,000 pounds, 1909 crop, 10 cents; McNeff Bros., 41,000 pounds, 10½ cents; R. H. and Fannie, McCarter, 10,000 pounds, 10 cents; Walker Bros., 5000 pounds, 10½ cents.

By N. Y. and Pacific Hop Co.—C. M. Bailey and L. C. Hill, 10,000 pounds, 9 cents.

By McNeff Bros.—A. Buhler and J. H. Foster, 10,000 pounds, 10½ cents; Dallas City Bank, 15,000 pounds, 10½ cents; Gates & Campbell, 16,000 pounds, 10½ cents; E. E. Hart, 6000 pounds, 9 cents.

By Joseph Harris—N. F. Gregg, 15,000 pounds, 9 cents; J. T. & J. E. James, 10,000 pounds, three years, 10 cents.

By H. L. Hart—A. Gross, 15,000 pounds, 10 cents; E. M. Hendricks, 15,000 pounds, 10½ cents.

By J. Pincus—William and Mary Holstington, 15,000 pounds, 10 cents.

By A. Mangus & Son—L. R. Hill, 25,000 pounds, 10 cents; B. F. and M. H. Jones, 10,000 pounds, 10 cents.

By Elsas & Fritz—A. Lfdstrom, 10,000 pounds, three years, 10 cents.

By L. D. Jacks—W. A. Patton and G. N. Sloper, 20,000 pounds, three years, 10½ cents.

By Falk, Wormser & Co.—J. D. Walling, 10,000 pounds, 9½ cents; John Walling, 30,000 pounds, 9½ cents.

By Hugo V. Lowie—A. M. McLaughlin, 15,000 pounds, three years, 12 cents.

By S. S. Steiner—Joseph Meyers & Co.—Mrs. Kate McCorkle and W. T. Trent, 15,000 pounds, 15 cents.

If Women only knew

What a Heap of Happiness it Would Bring to Independence Homes

Hard to do work with an aching back. Brings you hours of misery at leisure or at work.

If women only knew the cause—that Backache pain came from such kidneys.

"Would save much needless worry. Don's Kidney Pills cure such kidneys.

Independence people indicate this. Mrs. J. Callahan, Independence, Oregon, says: "I suffered for a long time from a severe case of kidney trouble. I had pains in my back and sides and could not get relief. I was told that an operation was the only thing that would help me. So, I bought Don's Kidney Pills so highly advertised. I procured a box at P. M. Kirkland's drug store and began their use. I had only taken them a short time when I felt better. My health is now good and I give Don's Kidney Pills the credit."

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

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

Stocking the McKenzie. All Walker and John Hampton are home from their trip up the McKenzie, where they distributed 189,000 young trout in the upper McKenzie and its tributaries, says the Eugene Register. Most of the small fry were of the rainbow species, the spawn of one of which came from Colorado.

There were also some mountain and brook trout and redsides. It is probably well known that the rainbow trout grow larger than the redsides, and it is this variety that is found in the Rogue river and other Southern Oregon streams.

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 20 years. At last she could neither eat, sleep nor drink. Doctors gave her up and all remedies failed until Electric Bitters worked such wonderful for her health. They invigorate all vital organs, cure liver trouble, induce sleep, impart strength and appetite. Only 50 cents at all druggists.

The homeseeker should not forget that there is lots of government land left in the northwest, outside of the three reservations to be opened next month, wisely comments the Spokane Chronicle. The man who wants a homestead need not give up the idea even if he isn't one of the few thousand who will win in the drawing on August 9.

Poison Oak Poisoning
Ballard's Snow Lintment cures it. Mr. O. H. P. Cornelius, Turner, Ore. writes—My wife has discovered that Snow Lintment 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.

Milk cow for sale—Enquire of F. O. Fredrickson, 4 miles south of Independence.

INDEPENDENCE AND MONMOUTH RAILWAY

TIME TABLE
Effective Sunday, July 4, 1909

FROM INDEPENDENCE FOR DALLAS
Train No. 61 leaves Independence daily 8:00 a. m.; leaves Monmouth 9:15 a. m.; arrives Dallas 6:00 p. m.
Train No. 68 leaves Independence daily 10:50 a. m.; leaves Monmouth 11:05 a. m.; arrives Dallas 11:30 a. m.
Train No. 70 leaves Independence daily 6:15 p. m.; leaves Monmouth 6:30 p. m.; arrives Dallas 6:55 p. m.

FROM INDEPENDENCE FOR AIRLIE
Train No. 62 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 3:20 p. m.

FROM DALLAS FOR INDEPENDENCE
Train No. 65 leaves Dallas daily 3:00 a. m.; leaves Monmouth 3:35 a. m.; arrives Independence 3:50 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 8:30 p. m.

FROM AIRLIE FOR INDEPENDENCE
Train No. 63 leaves Airlie daily 5:30 a. m.; leaves Monmouth 6:00 a. m.; arrives Independence 6:25 a. m.
Train No. 72 leaves Airlie daily 4:00 p. m.; leaves Monmouth 4:30 p. m.; arrives Independence at 4:50 p. m.

Fifteen Cent Hops.
Joseph Myers & Company, Mrs. Kate McCorkle and W. T. Trent have contracted to S. S. Steiner 15,000 pounds of 1909 hops at 15 cents. The contract was dated July 9, 1909, and was filed with the county clerk on July 23, 1909. The yard from which the hops are contracted is the Rowcliffe yard and is located on the Independence-Dallas road about two and a half miles southeast of Dallas.

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

The Family Orchard

Those intending to plant family orchards this fall will do well to place their order early, as already some of the good varieties are nearly gone already.

The Large Planters

are ordering early, too, as some were disappointed last year by finding that the varieties of fruit trees they wanted were gone when they were ready to plant.

Information cheerfully given by addressing

G. W. PENNEBAKER
Special Salesman for the company for Polk and Marion Counties

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



WE MAKE PROVISIONS
to supply you with meat of only the finest quality. We select carefully and expertly only

THE CHOICEST MEATS

Tender meat is not a matter of luck. It is a question of breeding and feeding. Our knowledge enables us to choose only such meats as are chosen as prime. A trial order will show a surpassing difference in our meats and those you have been eating.

Heck & Flubacher
Proprietors
Independence, Oregon

SEWING MACHINES
Rent or Buy
Sewing Machines RENTED

GEO. C. WILL

Popular Sheet Music and Studies

GEO. C. WILL

Farmers' Feed and Sales Stable

H. EICHEL, Proprietor
Grain and Hay for Sale.
Horses boarded by day, week or month, at reasonable rates.
INDEPENDENCE, OREGON.

A BLUE SERGE SUIT

NO, SIR, you haven't Clothes enough if you haven't a Blue Serge SUIT. For business, for traveling, for around home evenings there's no Summer Suit to compare with a Blue Serge—they're so cool and dressy.

We have them in all sizes and can fit any man.

Notwithstanding the fact that a serge fabric is very difficult to tailor, ours are tailored splendidly, because they are made by tailors who know how. Our guarantee of satisfaction goes with every Suit.

DESIGNED BY SCHLOSSER & CO. FINE CLOTHING MAKERS BALTHORE-NEW YORK



\$10 TO \$30

Single or Double Breasted Models—Two or three piece styles. Buying here always means the best for your money.

G. W. JOHNSON & CO.
141 N Commercial St., Salem, Oregon