MAPPING OUT THE CAMPAIGN

ANOTHER ATTRACTIVE TALK ON ADVERTISING

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

"Mr. Business Man, let us suppose that you have resolved to make a success of your advert sing—that you are going after business in earnest. First of all, lay out the campaign.

"To amount to spend is the first problem. I dislike to set any standard, as so much depends on local conditions — population, competition send the line of business. I should say that one or two per cent of total sales ought to bring good returns for a country store. Contract for a certain number of inches of space to be used during the year. See to it that you have the privilege of changing th eads. veery issue.

"The size of the space to be used is another hard knot. It is wise to start with a small space and increase it gradually. Advertise continuously. Use large space for selling events of extreme importance. Use space a liberally in dull seasons as during pay ing ones. Advertising is a panacea for business ills. You must force business artificially if you want to keep busy all the time.

"It is most important to study conditions. Endeavor to find out (1) what territory trade may be drawn from; (2) how many families are to be reached by the local papers (compile a mailing list and send copies of your ad to these names); (3) where the strength and weakness of competitors lie; (4) what advantage you are able to offer patrons; (5) the characteristics of the people in the community (nationality, intelligence, occupation, wealth, etc.).

"Study your most successful competitor. Learn what goods he sells and who buys from him. Pattern after him as much as you choose. Endeavor to give your patrons even better advantages. Study customers. You probably know from experience the goods that sell best in your vicinity. If you understand the wants of your patrons, you should have little difficulty in advertising what they like in the way they will be interested.

"Women like detail. No fact regarding a piece of goods is so unimportant as to be overlooked by them. Describe everything fully. Women are ordinarily good judges of value, and price is regarded as of first importance. Dwell on the three, price and style first.

"Men are the opposite. They seek the facts about goods in the briefest way. They do not take buying so seriously. A bit of humor often pleases them.

"Plan your advertising months ahead of time. Buy up special lots to use as leaders in the future. Keep a notebook for ideas and jot them down. Have copy ready for ads, several weeks ahead. Take time to write and do your best. Make the most of your present opportunities. Plan and execute."

$100 REWARD $100

The readers of this paper will be pleased to learn that there is one dreaded disease that science has been able to cure in all its stages, and that is catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh, being a constitutional disease requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly on the mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address, F. J. Cheney & Co., Toledo, Ohio.

Sold by all druggists, 75c.

Take Hall's Family Pills for constipation.

Wants Government Land

J. M. May left on Monday afternoon's passenger train for Spokane where he went to register in the drawing for land on the Cour de Alene Indian reservation which commences August 10, next Thursday being the last day in which to register. Mr. May expects to return home via Seattle.

Remember the date—August 23-24 at Irvine's grocery. Be sure to be there.

HOME FROM THE FAIR

Uncle John Expressed His Opinion of an Automobile

Johnny's father, who resides in one of the remote districts of Polk county made a trip to Portland and the Seattle fair recently. On his return he was describing to those at home many of the great wonders he had seen while away and among the many other newfangled things he mentioned the automobile.

"What is an automobile, father," inquired little Johnny, who had been intently listening to his father, with eyes, mouth and ears wide open.

"An automobile, my son," replied the father, "is a large iron and rubber conveyance for transforming gasoline into speed, luxury, excitement and obituaries. It consists of a handsome leather upholstered carriage body mounted on fat rubber-tired wheels and containing a gizzard full of machinery suffering from various ailments. It is the speediest and most stylish form of transportation known. It has a record of over 100 miles an hour and costs over $1000 a minute. It can transport seven people from the front porch to the police station, the bankruptcy courts or the golden gates in less time than any other known method."

Cholera Infantum Cured

"Something like two years ago my baby, which was then about a year old, was taken seriously ill with cholera infantum, vomiting and purging profusely," writes J. F. Dempsey of Dempsey, Ala. "I did what I could to relieve her but did her no good, and being very much alarmed about her went for a physician but failed to find one, so came back to Elder Bros. & Carter's store and Mr. Elder recommended Chamberlain's Colic, Cholera and Diarrhea Remedy. I procured a bottle of it went home as quickly as possible and gave the baby a dose of the remedy. It relieved her in fifteen minutes and soon cured her entirely." For sale by P. M. Kirkland.

RINGLINGS TO SHOW IN SALEM

Ringling Brothers' World's greatest Show is to visit Salem Thursday, August 26. They come this season with new laurels won at Madison Square Garden in New York because of the unprecedented excellence of their performances. It is in all respects the very best circus that was ever organized, and the two performances that will be given in Salem will be given exactly as they were given in Manhattan, not the slightest change having been made since the season opened there.

There are no less than seven sensations on the program, any one of which is enough to give a circus distinction. There are the wonderful Schumann horses which waltz on their hind legs, drink from large glasses and roll each other around in huge beer barrels, elephants that use the telephone, conversing with each other over the wire from one end of the main tent to the other; the thrilling double summersaulting automobile act performed by a young French girl; Roblidello, the Mexican wire wizzard; the wonderful Lorch family of acrobats and 100 other acts that are new to America.

Disagreeable at Home

Lots of men and women who are agreeable with others get "cranky" at home. It's not disposition, it's the liver. If you find inyourself that you feel cross around the house, little things worry you, just buy a bottle of Ballard's Herbine and put your liver in shape. You and everybody around you will feel better for it.

Price 50c per bottle at Williams Drug Co.

On Way to Fair

Another San Francisco party passed through town last Friday in an auto en route to Seattle to attend the fair. They were traveling in a large touring car of the Studebaker make and report having a jolly trip so far. They went via Portland where they expected to hang up for a few days seeing the sights.

Chamberlain's Colic, Cholera and Diarrhea Remedy Never Known to Fail

"I have used Chamberlain's Colic, Cholera and Diarrhea Remedy since it was first introduced to the public in 1872, and have never found one instance where a cure was not speedily effected by its use. I have been a commercial traveler for eighteen years, and never start out on a trip without this, my faithful friend." says H. S. Nichols of Oakland, Ind. Ter. For sale by P. M. Kirkland.

Dr. Duganne, Dentist, over Inde-

DANGER IN DELAY

Kidney Diseases Are too Dangerous for Independence People to Neglect.

The great danger of kidney trouble is that they get a firm hold before the sufferer recognizes them. Health is gradually undermined, backache, headache, nervousness, lameness, soreness, lumbago, urinary troubles, dropsy, diabetes and Bright's disease follow in merciless succession. Don't neglect your kidneys. Cure your kidneys with the certain and safe remedy, Doan's Kidney Pills, which has cured people right here in Independence.

Mrs. Melissa Govro, Log Cabin St., Independence, Oregon, says: "I suffered for years from kidney complaint. The secretions from my kidneys were very irregular and caused me great annoyance. I felt languid and tired and had frequent dizzy spells. I ran down in health and used so many medicines without satisfactory results that I did not have much faith in anything. I finally procured a box of Doan's Kidney Pills and began using them. The results were very gratifying and I continued until cured. I have recommended Doan's Kidney Pills to many people suffering from kidney complaint."

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

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

Probate Court Matters

The follows is the business transacted in the Probate court for the week ending July 30, 1909:

In re estate of Nancy W Harris, deceased — continued until August 14 for service on Maud Holt.

In re estate of A M Miller,—final account filed and August 28 set for final hearing.

Estate of Elizabeth M Wright—report of real estate filed and set for hearing Monday, August 9.

Guardianship of Henry B Steffy, an incompetent—final report filed and set for hearing August 28.

Guardianship of Gladys Martin—continued for service until August 30.

Estate of Ashbury Shultz, deceased—final report filed and set for hearing on August 28.

Estate of Nancy Harris, deceased—continued for service to August 14 at 10 a. m.

Estate of Andrew Monroe Miller, deceased—final account set for hearing Saturday, August 28 at 10 a. m.

Intense Colicky Pains Relieved

"For some years I suffered from intense colicky pains which would come on at times and from which I could find no relief," says I. S. Mason, of Beaver Dam, Ky. "Chamberlain's Colic, Cholera and Diarrhea Remedy was recommended to me by a friend. After taking a few doses of the remedy I was entirely relieved. That was four years ago and there has been no return of the symptoms since that time." This remedy is for sale by P. M. Kirkland.

Hop Contracts

Hop contracts filed with the county clerk for the week ending July 30, 1909:

J T Reed to A J Ray & Son.
E C Dimick to Kola Nels Hop Co.
J E Hubbard to Kola Nels Hop Co.

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

INDEPENDENCE AND MONMOUTH RAILWAY

TIME TABLE

Effective Sunday, July 4, 1909

FROM INDEPENDENCE
FOR DALLAS

Train No 61 leaves Independence daily 6:00 a. m.; leaves Monmouth 6:15 a. m.; arrives Dallas 6:40 a. m.

Train No 63 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.; leave Monmouth 6:30 p. m.; arrive Dallas 6:55 p. m.

FROM INDEPENDENCE
FOR AIRLIE

Train No 61 leave Independence daily 7:00 a. m.; leaves Monmouth 7:15 a. m.; arrives Airlie 7:50 a. m.

Train No 73 leaves Independence daily at 2:30 p. m.; leaves Monmouth daily at 2:50 p. m.; arrives at Airlie at 3:25 p. m.

FROM DALLAS
FOR INDEPENDENCE

Train No 65 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 12:15 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 4:40 p. m.; arrives at Independence at 4:50 p. m.