

The Independence Enterprise

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MAKE PLANS FOR IMPROVEMENTS

Now is an Opportune Time for Advertising Campaign in Independence.

Already Investors Are Attracted By the Opportunities Presented in This Vicinity.

The year 1912 is now well under way and if Independence is to accomplish much in the great field of opportunity which the year spreads before her, it is imperative that, if not already begun, the plan and work of the new year's campaign for progress and development of our city and community be taken up at once.

Experience in advertising will convince anyone that the man who is in business and does not yet know the need of advertising and the benefits to be derived therefrom is a hopeless case, that the sooner he is relegated to the past along with the other antiquities the better it will be for all concerned.

The only question in regard to advertising is as to the available and the amount. The first is largely a question of opportunity and the latter of finances. Many a phrase that has become almost a daily expression in a majority of the homes has become so by keeping it constantly before the people, costing the proprietor many thousands of dollars. The results are positive proof—it pays to advertise.

What is true in the business of individuals is equally in the business affairs of municipalities. "Keep your eye on Pasco," "Watch Tacoma grow," "Bandon by the sea," are but examples of what has been accomplished by persistent, intelligent advertising.

Perhaps the most common mistake in advertising by commercial organizations who expect to reach the eastern emigrant is overlooking the fact that the eastern man has to a certain extent, decided as to where he will go, or where he would like to go and locate before he is ready to leave the east. In order to reach him in the most successful manner it is necessary to do so before his mind becomes prejudiced either for or against any one locality.

Again, many local organizations and individuals fail to appreciate the importance of the unity of different local sections and do not fully realize the fact that what is a benefit or detriment to one city or particular part of a larger section, to a certain extent, affects the entire section, and Oregon, the Willamette Valley, Polk County.

Independence or no other place in this grand old state of Oregon, will derive a full measure of benefit which should be derived from publicity work, until they realize the great need of unity in every direction and cultivate more extensively than ever a general, genuine get-together spirit.

One of the definitions given by Webster for advertising is "information" and if every individual or organization who is advertising the great natural resources of Oregon would confine themselves to this one particular definition of the great word "advertise," it would bring about far better results and better conditions, for then the truth and actual conditions only would be given and no matter whether the advertiser realizes it or not, this is the best advertisement Oregon could have, for dissatisfied or disappointed settlers are the poorest advertisement any section can have, while a contented, satisfied lot of inhabitants is one of the best.

Could Independence but get the facts as to the actual conditions as they exist and the richness of the actual resources and greatness of the need for advertising would seem to be small indeed. But even many of her residents are not yet awake to the opportunities which are at their very door. True, Independence is known and has a world-wide reputation as being the greatest hop growing center in the world; but that is not enough for she is deserving of much more than this.

Thousands of acres of comparatively idle land are here in the surrounding hills and adjacent valley awaiting the means and hand of the thrifty

emigrants, who, in time, will transform our valley into a garden of Eden for the production of vegetables and small fruit, and will cover the low-lying hills with one vast orchard of delicious fruits, for the natural adaptability of these soils for these purposes is unexcelled by a locality in any community.

Already has the opportunity the Luckiamute hills afford the investor, attracted the notice of capital and they are being advertised and sold today in small orchard tracts, in the east, and among employees of Uncle Sam at Panama, by a progressive Salem firm. This is only a small beginning of the world-wide attention that Independence in time must attract as a fruit and vegetable growing center.

There is a great opportunity to live in such a section, surrounded by natural richness and undeveloped resources, but the opportunity brings with it a duty which each and every one, who would be a loyal citizen, worthy of a residence in such a country, must perform—the duty of becoming an enthusiastic booster for your own section or city. While the work of the commercial organizations is important yet it can not be done by them alone.

If every man, woman and child would do his or her part and write one letter to some friend or relative in the east, and tell them of the opportunities this city and section offers the result would be far reaching in its results and accomplish much in the cause of publicity.

Truly the name of Independence means much and in no other place could it mean more than when applied to possibilities for the production of all that is necessary for the support of mankind.

Let us count at least a part of our blessings for everyone who does must surely become an enthusiastic, persistent booster for this one of the brightest spots in the greatest valley on earth.

WANT NEW PLAY HOUSE

Movement Started to Make a Grand Opera in Independence.

A movement has been on foot for several days which, if completed will add materially to the welfare of Independence and vicinity. The plan is to organize a stock company who will take over the auditorium which is now owned by C. M. Oviatt, and convert the building into a modern opera house and a place of meeting for any large congregation of any denomination.

With a little additional expense it could be made into a great play house and the revenue derived from that source would doubtless prove a good investment.

Mr. Oviatt will, in the event a deal of this kind is consummated, hold a few shares, and several business men it is said, have expressed confidence enough to volunteer to take stock.

The building has an immense capacity, and it could easily be made into a play house that a much larger city than Independence might well be proud of.

We believe the matter should be encouraged by the people of Independence. There is need of a good opera house in the city. The seating capacity of the present opera house seems to be inadequate, often times, to accommodate the people who frequent places of amusement.

Mrs. Silbaugh to Speak

Mrs. Jackson Silbaugh will deliver a public lecture in Independence on Jan. 27. Mrs. Silbaugh is one of the best speakers sent out by the W. C. T. U., she is the wife of a prominent Seattle lawyer and her close association with her husband has given her a legal knowledge of the temperance question that is not equaled by any one of the speakers to be secured in Oregon. She was one of a dozen persons who secured by personal investigation, the knowledge of the conditions in Seattle, which finally resulted in the recall of Mayor Gill.

Mrs. Silbaugh organized the women for the election and was one of the election officers, thus giving her a special insight into that great struggle for civic righteousness. The lecture will be given in the Opera House on Jan. 27th.

NEW BANKERS HAVE ARRIVED

Two Wyoming Capitalists are Here to Invest Money in Independence.

Will Not Embark in Banking Business Until the New Building is Completed.

J. J. Fenton and Mr. Linn arrived here from Wyoming the fore part of the week and are looking around a little before they do anything definite. However, the bank will be established, but just how soon is not known.

Mr. Fenton said this week that he is not going to start in business until the new room is completed by Mr. Spirling. In the meantime he will get every detail arranged for. He will move his family to Independence about the tenth of next month. It is understood that a meeting will be held in a day or two for the purpose of forming a plan leading up to the organization of the bank company.

It was expected, when the construction of the new building was first started, that it would be completed about Feb. 1st, but it will be some time later before the same will be finished. The high water and inclement weather has caused a slight delay in the work, but it is progressing now as fast as possible.

Mr. Williams, Mr. Fenton's partner in Wyoming, will remain there indefinitely. They had expected to close out their interests there before locating in Independence, but they have not been successful in this as yet and until such arrangements can be made, Mr. Williams will remain in the east.

MISS CARRIE PIMM GOES TO EUGENE

Friends of Miss Carrie Pimm in Independence, will be pleased to learn of her promotion as indicated in the following, taken from the Evening Telegram:

Miss Carrie Pimm, a graduate of the department of Domestic Science and Art at O. A. C., has been called to Eugene to establish a course in domestic science and art in the high school. Eugene is the second city in the Willamette Valley south of Portland, to establish a course in domestic science in the secondary schools Independence being the first. The work at Eugene will begin January 22. There are already 160 applicants for the course in cookery. Miss Pimm was graduated last June from O. A. C., and was called by the Independence schools to establish a course in domestic science there. Her success there caused Superintendent of the schools, Stockton, of Eugene, to call her south to put in a course in that city. Miss Mary E. Cate, of Corvallis who graduated from the Domestic Science and Art Department of O. A. C. in 1910, succeeds Miss Pimm in the work in Independence.

Monmouth Lady Passes Away

Mrs. Allen Clark Passes Away, at Portland Tuesday Morning.

Mrs. Allen Clark, a well known lady of Polk County, died at the hospital in Portland, Tuesday evening at 9:30, where she went a few days previous for medical treatment. She had been ill for a long time with a complication of troubles and her death was not particularly a surprise to her friends in this vicinity.

Mrs. Clark was born in Eastern Oregon twenty-two years ago, but has spent most of her life in Monmouth, where she was held in high esteem by all who had the good fortune to form acquaintance with her.

The funeral was held yesterday at Monmouth, and interment was made at the K. of P. Cemetery near that town.

Mrs. R. L. Gaines Passes Away

Mrs. R. L. Gaines, who has been in the hospital at Salem for some time, is said to be failing. Mr. Gaines was called to her bedside Tuesday.

Word was received just before going to press that Mrs. Gaines passed away Thursday morning.

MEMBERSHIP IS INCREASING FAST

Quite an enthusiastic meeting of the Independence Commercial Club was held in the council chambers on Tuesday evening, when several matters pertaining to the city's welfare were introduced and discussed. One gratifying feature of the meeting was the secretary's report which shows an increase in membership.

A report of the committee on mills and transportation was given only in part, but the substance of the report was truly encouraging to the club members as well as to every citizen in this city. It gave evidence of the fact that the club is working with a view of better conditions and the ambition manifested is evidence of early achievement along the line of civic improvements.

The committee to whom was referred the matter of extending the city limit was not ready to report at this meeting any more than to say that the matter is in progress. The city limit question brought out several discussions, but no definite action was taken.

A communication from the Spaulding Lumber Co., relative to the establishment of a mill in this city, was read and placed on file. The communication, however, did not contain much encouragement regarding the probability of a new saw mill.

A communication from the Salem Commercial Club was read and subsequently the secretary was instructed to send a telegram to Senator Bourne requesting him to be there when the national board of irrigation meets in Washington, to consider the question of free locks and canals at Oregon City.

Among other things of interest that came before the meeting was a communication from the McMinnville Commercial Club dwelling on the proposed electric road from McMinnville to Corvallis, passing through Independence. From what can be learned, this matter is practically a certainty and it is understood that work on the improvement will be commenced within a few weeks.

R. L. Gaines, E. Fluke, E. N. Johnson and J. L. White were accepted as new members of the club. Others are seeking to become members, which is conclusive evidence that Independence has a strong and active body.

The secretary requests us to say that he will be pleased to receive a list of names of persons in the east or elsewhere, to whom he may send booklets of Independence which have been published by the business men of this city.

RAILROADS ARE ACTIVE

Recent developments in this city strongly indicate that the Southern Pacific is arranging for the establishment of electric service on the west side, between Corvallis and Portland.

A. O. Benson reports the making of a contract for the hauling of 1,500 yards of gravel to be delivered at the depot, which he was informed will be used in the construction of a power plant there. Work was to have commenced this week but owing to the high water, operations will not be commenced until the first of the week.

It is further stated that arrangements are being made for the establishment of a power plant at Corvallis and one at McMinnville and all of these will be built at a distance of every twenty miles.

The Southern Pacific has already secured franchises to operate electric cars in Forest Grove and Hillsboro. A contract has been made for electric current at Hillsboro and it seems very likely that the S. P. may beat its old rival, the Hill lines, into Corvallis with electric service yet.

Almost a Blaze

The fire department was called out Tuesday afternoon to a little blaze in the skating rink. Mr. Oviatt, the proprietor, was engaged in cooking far when it caught fire and caused quite a blaze, but no damage was done to the property. Mr. Oviatt was slightly burned while trying to carry the blazing kettle out of the room.

The excitement called out quite a crowd and the black smoke looked very threatening from the business portion of the city.

COUNCIL HOLDS WARM SESSION

Two Ordinances Introduced Regarding the Regulation Of Saloons.

Two Councilmen Warm Up Over Presentation of Bill.

The regular semi-monthly meeting of the common council convened in the usual place Wednesday evening, with Mayor Eldridge in the chair and all members of the official body present.

After reading and approving the minutes of the previous meeting, an ordinance was introduced, intended to increase the saloon revenue to \$1500.00, and this was passed to its third reading. The matter of increasing the saloon license one way or another, has already reached a point of intense interest among citizens and members of the council. Some were of the opinion that it could not be accomplished during this year, but the two saloons have donated \$500.00 each to the city in addition to the \$1000.00 paid by each for their licenses, and this was accepted by the mayor's affirmative vote.

Apparently all councilmen were not entirely satisfied with this method of increasing the saloon license, and another ordinance was introduced which will amend the ordinance pertaining to the license question, if passed, in such a manner as to make it possible for three saloons to secure licenses in the city limits of Independence. This ordinance passed to the third reading. The proposition created considerable interest and brought out numerous spectators. Discussions of interest were heard but thus far all efforts to change the present conditions have been of no avail.

The fact that the city accepted two \$500.00 checks from the saloon men does not change the ordinance and it is believed that the second ordinance introduced will not be able to meet with the unanimous favor of the council as the mayor is apparently not in favor of the same.

A petition for additional lights in the north part of the city was introduced and referred to the committee having such matters in charge. When the question of electing a night watch was introduced several applications were read and a ballot taken resulted in the election of Mr. Dupepe, making an entirely new police force.

The usual bills for current expenses were presented and passed on in a usual manner, except a bill of Hanna Brothers, which occasioned warm discussion. It seems that one of the councilmen was firm in the opinion that at least a part of the bill had been paid and, for a time, it seemed as if the matter was going to develop into a hot controversy, but it was merely an earnest discussion of the bill, leaving out all personalities.

The meeting was prolonged by the several discussions and it was quite a late hour when a motion was made to adjourn.

One thing developed, and that is that every member of the council is working for the city's interests.

Are You Going to Build?

Let us give you a price on your lumber and mill work. Everything furnished direct from mill to consumer. Write or telephone and we will call on you.

Dallas Lumber & Logging Company, Dallas, Oregon. 20-ct.

J. M. McCALEB, Photographer

Photographs copied and enlarged in all grades. Viewing, Developing and Finishing for amateurs. Enlarging from original negatives a specialty.

J. M. McCALEB, Photographer, Both Phones C Street INDEPENDENCE, OREGON

RIVER GOES OVER BANKS

The Willamette river was the center of attraction for a few days during the latter part of the preceding week and the fore part of this week. For a time the immense water looked to be breaking and it seemed as if considerable damage would follow. Almost every anxious person stood on the west bank of the river and waited for a change in the conditions, which came Monday.

Reports from points above continued to the effect that the river was raising a little all the time and it was certainly gratifying to property owners when they learned the water was really going down.

The river usually gets high at this time of year caused by the snow in the mountains, but it seldom reaches a higher stage than it did this week.

Following are some of the high water stages of the Willamette river at this point as recorded in past years by Observer French: On Dec. 8, 1861, 36 feet; Jan. 14, 1891, 32.5; Feb. 4, 1890, 33.9; Jan. 28, 1903, 31.5; Feb. 6, 1907, 30.8; and Nov. 24, 1909, 31. The was no excessive high water here in 1911.

Saturday night twenty-seven Armenians employed at the Krebs hop yard found themselves entirely surrounded with water and it was apparently impossible for them to get away without assistance. The water continually getting higher it looked as if there was going to be loss of lives, but captain Skinner went after the laborers in the launch and it is said they were rescued just in time. They were a glad lot of fellows when the boat reached the island where they were shut in.

The damage done by the high water is comparatively small in this vicinity.

Fine Birds to be Exhibited

That the poultry show to be given by the Pacific Coast Poultry Association in Seattle the week of Feb. 6-10, will mean to this coast what the Madison Square Garden show was to the Atlantic seaboard, already is an assured fact. Although the entries do not close until Feb. 1st, more than 600 classy birds have been entered, and it looks as though Bert Lucas, secretary, will have to use great discrimination to hold the list down to 1500, the number decided upon by the officials of the organization.

Ninety per cent of the entry fees will go into a cash prize fund, and in addition to this, 50 per cent of the net proceeds from the show will be given in special cash prizes, half of which goes to first cock, cockerel, hen and pullet. The balance will be divided among all prize winners.

The association is receiving the support of the largest commercial houses in Seattle, and more than eighteen cups have already been donated. Principal among these is the Golden Potluck Cup, valued at \$150. The Commercial Club of Walla Walla has donated a \$50 cup.

All prize winning birds will be photographed free of charge, photographs to be presented to owners to identify birds at future shows.

An important factor is that absolutely new coops will be used, eliminating all possibility of valuable birds catching diseases from previously occupied coops.

E. L. Prescott is president of the new organization, Bert Lucas is secretary, and A. D. Brown treasurer. All are well known in poultry circles in the entire Pacific Coast.

Entries should be addressed to Mr. Lucas, P. O. Box 484, Seattle.

The show will include California, Oregon, Washington, Idaho, British Columbia and Canada; but entries from any portion of North America are invited.