

Independence Enterprise.

AND WEST SIDE.
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SUBSCRIPTION RATES.
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Local notices are 3 cents per line straight—absolutely no reduction for any reason whatsoever.
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Advertising Pays.

The business man who decides that he is so well known that he does not need to advertise, is laboring under a grave delusion. He forgets that customers of today may be patrons of his more progressive competitor tomorrow, or dead, or move away before another year. This ceaseless change and loss of patronage, by this avenue alone, make it imperative that he must gather a new trade continually or suffer a decrease of business. If he fails to advertise and keep his business constantly before the people coming into his locality, rival competitors, who do, will attract and hold a very large proportion of trade. To the modern, up-to-date, advertising business man, the non-advertising competitor is dead easy game. No business man, however well established, can afford to omit appealing to the public for new and continuous patronage so long as he wants a share of the trade. He may be known to his old patrons, but the young generations growing up and the new comers know him not, or, if they do, they know the business man who advertises freely much better, and to him goes the trade.

Good Roads.

Deep interests is being manifested in the proposed good roads convention by people in various parts of Oregon and Washington. Already, since James W. Abbott's visit, numerous letters asking detailed information have been received by the Chamber of Commerce and Board of Trade says the Telegram.

Invitations will be sent out to all of the County Judges and Commissioners in the state to be present at the convention to open in Portland October 15. Secretary Reed, of the Chamber of Commerce will furnish a list of names to the Government department of Good Roads and Director Dodge and Mr. Abbott will send invitation at the expense of the Government. There will be probably a number of special invitations for which the chamber will bear the expense.

Secretary Reed is now corresponding with other commercial organizations in the Northwest so as to gain their co-operation in getting the Government good-roads train here when the convention is held. The train of 10 cars of modern road machinery is in charge of Government experts and they will build several miles of road in or near Portland as a lasting object lesson of the value of economic machinery and methods. The sample road of course will be a present to the city and county and the wear and tear from teams will tell in time the practical worth of the methods employed. In the building of this road the Government will use such local material as is at hand. In whatever section it operates it always uses the local material thus demonstrating that the things nearest at hand can be used

in building cheap roads, once the people become educated in the scientific manner of utilizing them. In return for the road built the city of Portland must furnish the material and the necessary teams and common labor to do the work; the Government stands all of the other expenses.

Good roads advocates believe the convention will mark an important era in the development of the Northwest. It will start a new road campaign along economic and practical lines. According to Mr. Abbott thousands of dollars are thrown away every year by individual counties through not understanding how to construct good roads out of local material at half the cost that is paid. Good roads are such an important feature to the developing of the commerce of a country that there is a well-defined feeling that the Government should not only advise as to the best methods of building them, but appropriate money and build them wherever needed. It would stop many small leaks in the different counties sometimes caused by grafts and more often through lack of knowledge and best of all cost the taxpayer a very small fraction of the taxes he now pays. Having the machinery the scientific knowledge and experience the Government could go ahead and build roads at a nominal cost. Those interested in the good roads movement think that some such action is necessary before any decided progress is made and are studying the question from every point of view so as to formulate some practical plan.

There are 1262 inmates of the Oregon insane asylum. This is the largest number of unfortunates that the institution ever contained.

Parrish-Van Winkle Wedding.

Special from Monmouth.

On Wednesday evening, September 3, an interesting wedding took place at the home of Dr. and Mrs. W. H. Parrish as they gave in marriage their oldest daughter, Lella Velveta Parrish, to Mr. Isaac Homer Van Winkle, of Salem.

The parlors were tastefully decorated with a profusion of ferns and beautiful trailing vines of wild clematis, while ribbons of green and white mixed daintily with the soft green vines. At 8 o'clock, to the strains of Mendelssohn's beautiful wedding march, the bride and groom together descended the green embowered stairway and took their places, preceded by the bride's small sister, Miss Winnifred, before Rev. E. C. Wigmore, who performed the marriage ceremony with the ring service, making a beautiful and impressive ceremony.

The bride was attired in a gown of soft grey crepe de chine with cream point lace and carried a bouquet of pink carnations, while the groom wore the conventional dress suit of black.

Little Miss Winnifred, as flower girl, looked sweet and dainty in white organdie, carrying a basket of white sweet peas.

After the ceremony congratulations were offered and a dainty lunch was served in the dining room, which was decorated with ferns and yellow ribbons. A large number of costly and handsome presents were received. There was a large number of invited guests present.

For the past two years Miss Parrish has been a teacher in the fourth grade of the Salem Park school and has a large circle of friends and acquaintances who will unite in wishing her all future happiness.

Mr. and Mrs. Van Winkle will leave in a few days for Salem, where they will be "at home" to their friends after October 1st.

Correspondence Contest

Contest Closes October 4 at 6 P. M.

First Prize.

Magnificent Morris Chair.



Second Prize.
A Fine \$10 Lamp.

Correspondents Contest!

- 3d Prize, \$2 worth of Photos at J. M. McCaleb's.
- 4th Prize, \$2 worth of Photos at E. PicKel's.
- 5th Prize, Subscription to Pacific Homestead.
- 6th Prize, Ladies Home Journal.

Conditions Governing Contest.

One point for every news item accepted. A story worthy of a separate heading 25 points. A column article 50 points. For every yearly subscriber, new or a renewal, 75 points. Less than a year at the same proportion. We want correspondents in every part of Polk county. Now is the time to make known our resources. Send in your contributions whether you are a correspondent or not.

How You Stand.

Monmouth, H	555
Ballston, B	302
Buena Vista, H	1076
Pedee, P	707
Antloch	11
Highlands, B	58
Rickreal, C	112
Calvary, D	227
Parker, G	94
Mount Hood View, C	197
Crowley, G	63
Airlie, S	41
Ballston	12
Lewisville, E	34
Monmouth, A	284
Simpson, B	7
Monmouth, S	175
Saver, F	16

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