

# SUCCESS IS A MOST MISUNDERSTOOD WORD

(John E. Howland)

"Success" is the most overworked and least understood word in the present day English of the United States. You can't get away from its sibilants in any environment. Men use the word with as little thought as they give to the use of "very," or as a wife or sister gives in the expression "perfectly lovely." "How to succeed" is a suggestion at once enticing and yet mystifying as was De Leon's fabled fountain of youth.

Not long ago a business man of some attainments in his own line expressed surprise to me that so many other business men and professional men of wealth and position could treat their customers with the scant courtesy that seemed to be everybody's portion who comes in contact with them.

"Some of these successful business and professional men are treating customers in a way that would ruin a less successful man," he said, seeming to nurse the idea as one of privilege in which he was not privileged to share. But he cleared himself by adding, "I've often wondered what these fellows think of their customers, anyway."

My friend's quandary is almost as widely contributed to as if every individual customer and patron in the world were an individual law unto himself. The development of a condition which allows the successful man to bully his individual sources of revenue, however, is by no means saying that if the successful man did not bully his patrons he might be an even greater

or success in his work and wealth and position.

In the beginning of a business career the position of the man having something to sell at his own fixed time and price of selling, was expressive enough of all that the man having to buy could have been expected to stand of bullying. The first merchant having the goods and no competition, could say: "Well, buy—or get out!" This in fact is the natural position of almost any man or men having a monopoly of a service or commodity. It is the old Adam selfishness, that an opportunity is almost certain to show itself on even the stimulating face of business.

In the case of the man who has approached that stage of "success" in his worldly endeavors, which allows of his bullying his patrons, he is in the position of having no competition in fact. At the same time, however, not all customers will be bullied. To paraphrase: "You can bully some of your customers all of the time, but not all of your customers even some of the time."

There is one condition in business and professional life which may call for the bullying of certain customers to the extent of driving them away for all time. Yet the system may be dangerous at all times. This is the condition out of which a man finds himself prepared to serve only so many of the patrons which have been attracted to his business or professional life. Out of the impossible numbers which have

been attracted are those whose custom is worth so much more than the law of selection comes to be observed.

I have in mind a noted surgeon who has put this principle into operation. The time was when as a developing young surgeon he had to take the other extreme of begging and soliciting his patrons to come to the operating table, not even desiring to take a splinter from the hand of a woodworker in a mill, or to remove the handle of a robber rattle from a strangling child in the outlying district of a big city. But he had a business head and a surgeon's skill, and with the two faculties working together he has come to the place where it has been said of him in more than half truth: "You go into his reception room, wrap a \$10 bill around your card, and send it in. The \$10 is to pay him for his time in looking up his appointments to see if he can make an appointment with you for the next week."

Herein this surgeon is one of the best examples possible of the business method prompting bullying in the professional man. Long ago surgery with him became a business. For his best business interests he can afford to dismiss nine persons who are able to pay only \$100 in order that he may operate on the one person who is able to pay \$1000; or to bully nine \$1000 patients out of the office in order that he may have the time for a \$10,000 patient.

But the professional man's position in bullying his patients may not be the position of the manufacturer or the merchants who attempts the same

tactics. At one time, not so many years ago, one of the greatest stores in America was in the position of frowning upon the small customer who had only limited means and limited needs. In those days the store had the reputation of greatness, largely because it was exclusive in its custom and had nothing at middle prices. Customers got values, always, but they paid for them; they stood for a certain degree of snubbing in getting these things if they were dressed below the standards of the store's patronage. Yet always a certain type of people who could ill afford it patronized the place at this cost, simply because it "looked well."

Then the department store evolved and the department store methods began to draw from the less desired elements in the big store—then to cut into that patronage which bought where it wanted to, provided it got things it wanted. The result in a few years was an overturning of the old exclusive methods, and finally the evolution of a people's store that is one of the largest and most successful in civilization.

In general it will be granted that some of the marked "successes" in business life have a bullying, almost contemptuous, attitude toward their patrons. But it is not too much to say that thousands of the individuals and institutions holding such attitudes have fallen as far short of their measure of material success as have many puny rivals who as readily are called failures. In thousands of these cases of forbidding business methods the methods have been handicaps as distinctly in "success" as they have been handicaps in failure.

You're growing more beautiful day by day, dear Grace, I hope you're not using cosmetics on your face? Oh, Charlie, this is a great injustice to me, I'm simply using Rocky Mountain Tea. Dr. Stone's Drug Store. (Cards out.)

## Smiles

Register, register, register, until 5 p. m., April 10th.

Are there any flies on Judge Lowell's Republicanism, if he speaks straight to the people?

There ought to be a little more whiskers and a little less of the starched collar outfit in the legislature.

The so-called politicians are all declining to introduce Rev. Anna Shaw at Salem. After June 4th, perhaps they will not be so shy of the women.

To think of the people of Eugene carrying that city against all the newspapers of that town for public ownership. Have they no regard for the press? Are the people above the newspapers in Oregon? It seems so.

The North Salem Improvement League will keep on until they make that part of the city as progressive as South Salem, and then, perhaps, the older part of the city will brush up a little.

The poor, benighted people of many of the counties have nothing but statement No. 1 men to select from for legislature men. How they will suffer to have no one in the legislature who is wiser than they are.

The split road drag, and a man with a hoe to let water out of the holes will do more for the roads than all the European systems ever enacted. Besides a dirt road is a great deal finer driving for a standard bred trotting horse.

It is believed that Hal D. Patton would accept a commission to raise a flag on the Salem postoffice. But who ever heard of an officer of the Young Men's Republican Club getting anything but hot air from letters from headquarters.

Captain Walter Lyon, of the Independence West Side has done a good thing by having all the politicians round up at his town tonight and tell the people where they stand on public questions. It is a shameful thing to do in a free country, this making of office-seekers come right out and tell what they are going to do with the power the people give them. Ordinarily it was supposed it was all right to get their votes, then feather your nest, give your heels places, issue them passes and raise their salaries and create offices for them. Isn't that what politics is for?

### Devil's Island Torture

Is no worse than the terrible case of piles that afflicted me ten years. Then I was advised to apply Bucklen's Arnica Salve, and less than a box permanently cured me, writes L. S. Napier, of Rugles, Ky. Heals all wounds, burns and sores like magic. 25c at J. C. Perry, druggist.

## ANNOUNCEMENTS OF CANDIDATES Before the Direct Primary, April 20

### POLITICAL COLUMN

Announcements of candidates for office will be published in this column at reasonable rates for men of all parties.

#### FOR COUNTY COMMISSIONER.

Wm. H. Goulet, of Woodburn precinct is Republican candidate for county commissioner, subject to direct primary held April 20th.

#### FOR GOVERNOR.

Republicans of Oregon are hereby informed that I am a candidate for the nomination of governor at the primaries to be held April 20th. JAMES WITCOMBE.

#### FOR GOVERNOR.

The undersigned is a candidate for the Republican nomination for Governor at the direct primary on a law enforcement platform. HARVEY K. BROWN, Sheriff Baker County, Oregon.

#### FOR SECRETARY OF STATE.

I hereby announce myself a candidate for the office of secretary of state, and ask the support of all Republicans. F. T. WRIGHTMAN.

#### FOR STATE TREASURER.

The undersigned announces himself as a candidate for the office of state treasurer, subject to the decision of the Republican voters at the forthcoming primaries. J. H. AITKEN.

#### FOR STATE TREASURER.

I hereby announce myself as a candidate for State Treasurer, and solicit the votes of all Republicans April 20. The only Grand Army man candidate for a state office, and the only announced candidate recognizing the 1905 salary law as binding without amendment. A. C. JENNINGS. 3-31-daw.

#### FOR STATE PRINTER.

The undersigned announces himself as a Republican candidate for re-nomination for state printer, subject to the decision of the Republican voters at the primary election April 20. Now serving first term. The same courtesy that has been accorded to state officers generally, that of a re-nomination, would be greatly appreciated. J. R. WHITNEY. Albany, Oregon.

#### FOR SUPERINTENDENT OF PUBLIC INSTRUCTION.

I hereby announce myself as a candidate for re-nomination for the office of Superintendent of Public Instruction, and solicit the support of all Republicans at the primaries April 20th. J. H. ACKERMAN.

#### FOR ATTORNEY-GENERAL.

The undersigned hereby announces himself as a candidate for re-election to the office of attorney-general, subject to the approval of Republican voters at the primaries. A. M. CRAWFORD.

#### FOR STATE SENATOR.

I hereby announce myself as a candidate for state senator of this district, subject to the nomination at the hands of the Republican voters of Marion county at the forthcoming primary election. ALEX. LA FOLLETT.

#### FOR JOINT SENATOR.

The undersigned would respectfully announce himself as a Republican candidate for joint senator from the Linn-Marion senatorial district, subject to the direct primary nominating law. FRANK J. MILLER, Albany, Oregon.

#### FOR STATE SENATOR.

I hereby announce myself as a candidate for the nomination for state senator for this district, subject to the decision of the Republican voters at the coming primary election. J. N. SMITH.

#### FOR STATE SENATOR.

The undersigned is a Republican candidate for state senator, subject to the primary election, April 20th. WM. H. HOBSON, Stayton, Ore.

#### FOR REPRESENTATIVE.

The undersigned hereby announces himself a candidate for representative for Marion county, on the Republican ticket, subject to the choice of Republican voters at the primaries. LLOYD T. REYNOLDS.

#### FOR REPRESENTATIVE.

The undersigned is a candidate for the Republican nomination for Representative in Marion county, and labor for following reforms: 1. Hold all necessary appropriations down to the lowest limit. 2. No squandering money on useless clerkships and investigations. 3. No new commissions or increased salaries. 4. Support choice of people for U. S. Senators. 5. Abolish all but one Normal school and confine to professional work. 6. Enact indirect taxation law and abolish direct state tax. 7. Cut out every dollar of profit in the state government. E. HULL.

#### FOR REPRESENTATIVE.

I hereby announce my candidacy for the nomination as representative on the Republican ticket. JAMES McCOWN, Noble, Ore.

#### FOR REPRESENTATIVE.

I wish to announce my candidacy for the Republican nomination from Marion county, at the primary election April 20th. GEO. F. RODGER. J-w-1f

#### FOR REPRESENTATIVE.

To Republican voters: If elected, as before, I shall support the Republican choice for United States senator; shall favor indirect taxation; fewer normal schools, and an economical business session. ED. T. JUDD.

#### FOR COUNTY CLERK.

The undersigned hereby announces himself a candidate for county clerk of Marion county, and asks the vote of Republicans for that position, at the forthcoming primaries. R. D. ALLIN.

#### FOR COUNTY CLERK.

The undersigned will be a candidate for County Clerk of Marion county at the Republican primaries April 20. ROBT. A. CROSSAN.

#### FOR COUNTY RECORDER.

I hereby announce myself as a candidate for nomination as county recorder on the Republican ticket at the coming primaries. DAVID G. DRAGER.

#### FOR COUNTY RECORDER.

I hereby announce myself as a candidate for the office of county recorder and solicit the support of Republican voters for that nomination at the forthcoming primary election. W. L. JONES.

#### FOR COUNTY TREASURER.

I hereby announce myself as a candidate for the office of county treasurer and ask the support of all Republicans. J. N. WITZELL.

#### FOR COUNTY TREASURER.

I hereby announce myself as a candidate for re-election to the office of county treasurer, subject to nomination by the Republicans of Marion county at the forthcoming primaries. W. Y. RICHARDSON.

#### FOR COUNTY COMMISSIONER.

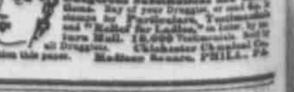
The undersigned is a candidate for county commissioner, subject to the Republican primaries April 20th. Wishing to thank my friends for favors of the past, I will do my duty if re-elected. WM. MILEY, Aurora.

#### FOR JUSTICE OF THE PEACE.

The undersigned is a candidate for justice of the peace for Salem precincts, subject to Republican primaries. P. N. LATHROP, Salem No.

#### FOR JUSTICE OF THE PEACE.

I desire the nomination of the Republican party for the office of justice of the peace of Salem district. A. E. FRED McINTIRE.



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