

LEAVENWORTH ECHO

DEED H. MAYAR, Editor and Proprietor.

Issued Every Friday.
Subscription \$1.00 per year in advance.
Address all communications to The Leavenworth Echo.

FRIDAY, APRIL 15, 1904

THE WORK OF THE CONVENTION.

The county ticket nominated by the republican convention in Wenatchee last Saturday is made up of the best men in Chelan county. Against not one of them can it be said he is not qualified for the position, or he is not worthy of the place. No better, cleaner or stronger ticket could have been selected. It goes without saying that all were not satisfied. Was there ever a convention when all were satisfied? It is not in the nature of things that everybody should be. Everybody who accepted a seat in the convention put himself under an obligation to abide by its results. To the man who did not get what he fought for we say: "put yourself in his place." If you had won out you would have expected the other fellow to fall into line. To be a consistent party man you must do the same. To kick out of the traces would be unfair and would put things in such a condition that you never could get what you want. Don't be a mugwump.

A CHAPTER ON ADVERTISING.

This is an age of advertising. The man who wants to sell is constantly inventing new ways to catch the eye and reach the ear of the man who wants to buy, and so thoroughly does the man who wants to buy understand and appreciate the importance of keeping posted as to who is making the greatest effort to sell to him, that he never fails to make a mental note of all the bids for his trade that come under his observation. Knowing that the man who lets the buying world know he has something to sell wants to meet the buyer—is anxious to sell—will treat him civilly—is much the most likely to have new, fresh and up-to-date goods, and make lower prices than the man who does not let him know in some way that he wants his trade. The buyer reasons it out this way: In this progressive age the man who has something to sell and does not make the fact known, either has enough, and does not care to have any more trade, or he has no confidence in the quality of the goods he has, or the price he is able to make, and is ashamed to offer them. In either case the buyer avoids him; in the first case because he would be treated uncivilly by the man who does not want any more trade, and in the other instance he does not care to deal with a man who has no confidence in what he offers for sale.

The buyer would always prefer to deal with the man who makes a straight-forward effort to attract him to his place of business because he knows he will meet him in a cheerful, happy way, and put him at his ease, shows him what he has to sell, explains something new to him, and, if he doesn't do any business with him, will invite him to come again. The man who does not advertise in some way, and does not make an effort to attract the buyer to his place of business, looks sour, acts crabbed, looks at you out of the corner of his eye, and if he opens his mouth at all, it is to make an Indian grunt; his place of business looks dark and smoky; the buyer who happens to venture into

his place feels uncomfortable and ill at ease. An embarrassed, chilly feeling creeps up his spine, he stammers out something about getting into the wrong place, and makes toward the door. There is not a man or woman living who has not some time had this feeling.

A prominent and successful manufacturer once said he would not sell the product of his factory to a man who did not know enough to properly advertise his business, as it was only a question of time as to when he would fail. In this day and time failure will as certainly follow the man who does not advertise his business as night follows day.

Just stop and think a moment. Who is the largest and most successful business man in the cities and towns you have visited? Who does the largest business in Seattle? The firm that most thoroughly advertises its business. Who does the largest business in Wenatchee? The firm that makes the greatest effort to convince the buyer that that they want his trade. Who does the largest business in Leavenworth? The answer is always the same—the firm that keeps its business before the public and tries hardest to convince the buyer that it appreciates his good will and his trade. What firms are the most prosperous—increasing their business, moving into larger quarters? The firms that by advertising make the most successful effort to bring the purchasing public to its doors. Did you ever hear of a firm failing because it advertised? No, you never did! There is not a single case on record where a business firm ever failed because it tried in every proper way to induce the purchasing public to come to its doors and see what it had to sell. Just watch the buying procession go by the door of the man who does not let the buyer know in some way that he has something that he wants to sell, and invite him around to inspect it, to the place of the other fellow, the one who has had the good business sense to let the world know what he is here for—what he wants.

The man who advertises his business succeeds. The man who does not either fails or goes out of business. Just watch that.

Of course there are many ways of advertising. There is a firm in Seattle that spends forty thousand dollars in advertising in a year, and not more than one thousand of this goes to the newspapers, the balance goes to pay the salary and expenses of traveling men who make personal visits to the purchasers.

If you expect to succeed in any kind of business you must advertise it. You must get the ear and eye of the buyer. Determine for your self the best method of reaching the buyer and then go after him. You will get him. Don't worry.

Above all things, don't be a saph-head and put yourself in the class with the man who pulled his finger out of the water and looked for a hole, by saying "it don't pay." The great business world will only laugh at you. It hasn't got time to argue the point.

The town of old Mission will soon change its name to Cashmere, and the surrounding valley will of course be referred to as the Vale of Cashmere. Not inappropriately so, either. The writer was inexpressibly charmed while driving around in it last fall just about the time the leaves began to turn. Lines from Tom Moore's Lalla Rookh,

a poem that charms boys and girls while yet in their teens, but fades with the rosy spring-time of youth, would insist on ringing in his memory. Coming down from the clouds, though, to the Gadgrind reality of life, isn't Cashmere a little too dreamy and poetical for this eminently practical age? When the citizens of Rosemere changed the beautiful and suggestive name of that town some years ago, for the prosaic one of Bes-simer, because an iron and steel plant had been located there and because the latter name was associated with the making of steel and business, the romantic was sacrificed at the altar of mam-mon. In this pre-eminently practical age every idea that suggests poetry and romance must go down before the hard, mad race for dollars.

"Gold, gold,
Bright and yellow,
Hard and cold;
Heavy to get,
And hard to hold."

The Press, of Waterville, has this to say of the Echo in its last week's issue:

The Leavenworth Echo is one of our neatest and best Exchanges, and certainly deserves well of its town, and if the business men do not properly support it they can not give as a reason that it is not worthy. The only reason would be pure cussedness.

Wenatchee is full of home-seekers and the wide-a-wake citizens of that progressive town are doing all in their power to get them to settle there.

A. A. THOLIN

Post Office Book and News Store
FISHING TACKLE
—AND—
Easter Novelties

Leavenworth, Wash.

Mrs. H. A. Anderson's

LODGING HOUSE

Everything New
Clean Fresh Beds
Reasonable Rates
Near Congregational Church
Leavenworth, Washington

Notice of Publication—Timber Land

United States Land Office,
Waterville, Wash., April 8, 1904.
Notice is hereby given that in compliance with the provisions of the act of Congress of June 3, 1878, entitled "An act for the sale of timber lands in the states of California, Oregon, Nevada and Washington Territory," as extended to all the public land states by act of August 4, 1892,

Martin Christenson of Leavenworth, county of Chelan, state of Washington, has this day filed in this office his sworn statement No. 403 for the purchase of the 24th sec. of section No. 4 in township No. 24 n. r. range No. 18 e w. m. and will offer proof to show that the land sought is more valuable for its timber or stone than for agricultural purposes, and to establish his claim to said land before J. E. Shore, U. S. Commissioner at his office at Leavenworth, Wash., on Wednesday, the 22nd day of June, 1904.

He names as witnesses: Irad C. Varney, Louis T. Hauck, Hans T. Hansen and E. D. Sengart, all Leavenworth, Wash.
Any and all persons claiming adversely the above described lands are requested to file their claims in this office on or before said 22nd day of June, 1904.
M. B. MALLOY, Register.
First publication April 15, 1904.

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Jacob Thowe of Leavenworth county of Chelan, state of Washington, has this day filed in this office his sworn statement No. 404, for the purchase of the 24th sec. of section No. 2 in township No. 27 n. range No. 18 e w. m. and will offer proof to show that the land sought is more valuable for its timber or stone than for agricultural purposes, and to establish his claim to said land before J. E. Shore, U. S. Commissioner at his office at Leavenworth, Wash., on Wednesday, the 22nd day of June, 1904.

He names as witnesses: Martin Christenson, Irad C. Varney, Emil Frank and Louis T. Hauck, all Leavenworth, Wash.
Any and all persons claiming adversely the above described lands are requested to file their claims in this office on or before said 22d day of June, 1904.
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Oats
Bran
Shorts
Horse Chops
Dairy Chops
Feed Wheat
Barley Chops
Cracked Corn

Plisch & Bliss,
GENERAL
MERCHANDISE

Do You Use ARIAL?
"A MINNEAPOLIS FLOUR!"
It's the Best.

LEAVENWORTH HOSPITAL

In one of the healthiest localities in Washington. Beautifully situated on a bluff overlooking the Wenatchee river.

Open for the Reception of all Surgical and Medical Cases Except Contagious Diseases

Trained and Competent Nurses Always in Attendance

Address all communications:

DR. W. M. M'COY, Physician in Charge,
Leavenworth, Washington

L. Lamb, Pres. C. R. Lamb, V.-Pres. G. E. Lamb, Sec. P. DAVIS, Treas. & Mgr.
Clinton, Ia. Minneapolis, Minn. Clinton, Ia. Leavenworth, Wash.

Lamb-Davis Lumber Co

MANUFACTURERS OF

WESTERN WHITE PINE
LUMBER

Dealers in all kinds of building material.

Leavenworth, - - - Washington

L. LA'IB, President. P. DAVIS, Vice-President. W. H. HADLEY, Cashier.

TUMWATER SAVINGS BANK

LEAVENWORTH, WASHINGTON.

Capital - - \$25,000.00

We afford depositors a place of safety for their money, and extend to all our patrons every accommodation within the range of prudent banking. In our Savings Department we receive deposits of one dollar and upwards, upon which we pay three per cent interest, compounded semi-annually. No matter how small your deposit, we will take it and safeguard it for you.

Money to Loan Upon Approved Security.

PHOTOGRAPHS

Portrait, Stamp, Viewing, Copying, Enlarging

All work guaranteed. We also carry a fine line of Frames, art goods, photo jewelry, etc. We invite you to give us a call.

Mission MISSION PHOTO COMPANY Wash

FOR SHOES

That R Shoes

GO TO

P. H. GRAHAM & CO

PICTURES FRAMED

P. H. TOMLINSON,

Leavenworth, - - - Wash.

Big Rock Saloon

GEO. L. HOPPE, - - - Proprietor

Choice Wines, Liquors and Cigars

JOHN THOLIN JOHN SMITH
THOLIN & SMITH,
PROPRIETORS

The Gem

Bonded Whiskeys and Brandies.

Imported .. Wines .. and .. Cigars

YOUR MONEY BACK

If You Are Not Satisfied
Leavenworth Laundry

That's the Talk of
The New Proprietor
Give him a chance to prove it
WM. ALEXANDER.