

FIRST SECTION  
PAGES 1 TO 8

# THE WARD COUNTY INDEPENDENT.

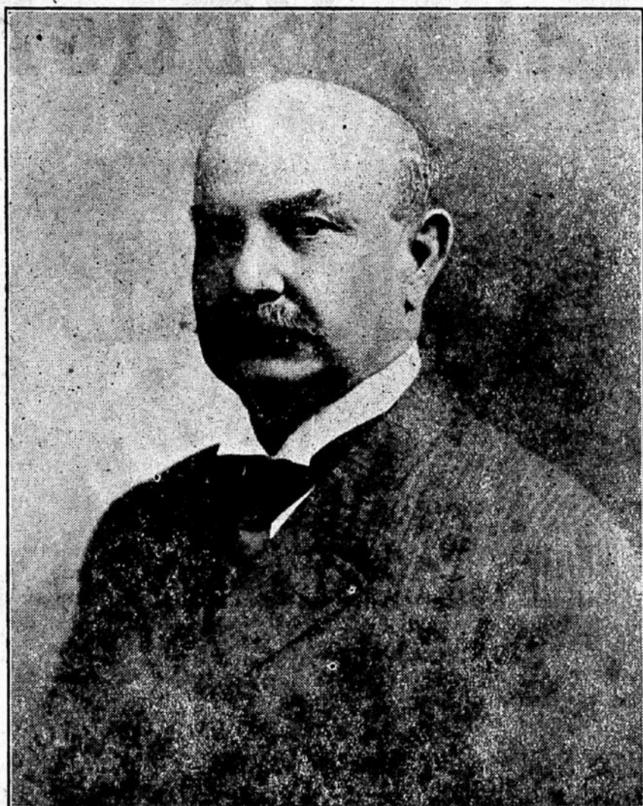
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## FOR COUNTY JUDGE



NEHEMIAH DAVIS

N. Davis, Judge of the County Court, is a prominent figure in Ward County politics. The judge has been fearless and the blind pigger or the law violator who has appeared before him, has had reason to wish he had kept the straight and narrow path. The judge is a candidate for nomination to the office which he has held for the past six years. It is said that he has developed much strength in the county, and his political enemies admit that he will be a hard man to defeat. So far, the Independent has heard of no opposition, though there are rumors that there will be another in the race.

## Endorsement For James Johnson

The Press Realize that Minot Man Has Good Chance to Win—Is Gett'g Strong Support From All Parts of the State

The announcement of James Johnson, Republican candidate for Congress, appears in this issue. Mr. Johnson has been connected with county and state politics for the past twenty-five years and is well qualified to fill the office to which he aspires.—Portal International.

The announcement and platform of Hon. James Johnson, candidate from Ward county for Congress appears elsewhere in this issue. To the voters of the western part of the state "Jim" Johnson needs no introduction. He was one of the earliest settlers in Ward county and has identified himself with the Republican party for years. In the early days he was

states attorney for Ward county, which once he held for a number of years. At almost every convention of the Republican party in his state he has always been a conspicuous figure, besides having been a delegate he has served as a member of the State Central Committee on several occasions and two years ago he was elected chairman of that body. This office he resigned on becoming a candidate for Congress. The platform on which he stands is one that means much to the western part of the state and we believe he will receive a good support from the voters in the western part of this state at the coming primaries in June.—Kenmore News.

Senator McCumber is reported to be improving slowly, and will probably be out of danger soon. There is no question but what the Senator had a close call.

J. C. Woodruff, the architect, has presented to the Minot public library "The History of the World's Famous Authors," in about forty volumes. This is a valuable addition to our library and one that is greatly appreciated.

## Somers Grows Caustic

J. J. Somers, the Bard of the Mouse River Loop, was in Minot yesterday. It will be remembered that Mr. Somers gave a dance at Max-bass on St. Patrick's Day, at which time he expected to give away his farm to the holder of the lucky ticket. Not enough tickets were sold and in consequence the farm was not given away, but he informs us that the money has been returned to all who bought tickets, and who did not attend the dance, who returned their tickets within the thirty days, specified by him. Some of the fellows who ought to be Jim's best friends have been doing a little knocking and Mr. Somers has replied in the following caustic lines:

I Haven't Gone The Sully or Myers Route Yet.  
The spread eagle dance  
Put some in a trance,  
It may take some time to recover.  
The expert eagle grabbers,  
And false expert tabbers,  
Can't outdo an expert pen shover.  
I've committed no sin  
And yet my fellow men,  
They ridicule, slander and fret.  
They don't need to holleere  
For they won't lose their dollar.  
I haven't gone the Sully or Myers Route yet.  
I am disappointed in men  
Who slander me when  
I am boosting their business and town.  
Men who knock, block and lie,  
Their tactics I defy;  
They can't keep an honest man down.  
It was a one man affair,  
Thanks for boosting me there.  
I fought single handed, you bet,  
My true friends, thou few  
I'll make good, that I'll do.  
I haven't gone the Sully or Myers route yet.  
So here's to the green  
And each Irish colleen,  
Here's to each true friend of mine,  
Here's to the pen  
Given by my fellowmen;  
I prize it as something divine.  
Here's to the hoe,  
And where'er I go  
I'll cherish that token, my pet  
With my pen and my hoe,  
I'll sure make the dough.  
I'll never go the Sully or Myers Route, don't fret.

Jim Dolan of White Earth is candidate for sheriff of Mountrail county. Jim is Irish and don't care who knows it, and besides he is a fighter. His opponents want to have a care.

## Valuable Hints About Advertising

Extract From Saturday Evening Post that Should Be Read By Every Business Man—Read This Every Morning before Breakfast

(Saturday Evening Post.)

The test of an advertisement in the retail field is the amount of business it brings as compared with the amount done on the same day of the previous year. A good retail advertisement should not cost more than seven per cent of the total sales of that day.

The small advertiser, does not, as a rule, spend anything like seven per cent for advertising purposes. Indeed, only too often he does not know how much he really does spend. If he secures a large volume of business through advertising he is satisfied, not always remembering that the cost of the publicity might foot up to ten or twelve per cent, an unprofitable figure. On the whole, the amount of money devoted to advertising in small towns and cities, especially throughout the West and up in Canada, is too small. Many stores do not spend more than one per cent for publicity work. One house in a town of 6,000 doing a business of about \$50,000 annually, holds its advertising expenditures down to \$700. An appropriation of \$1000 or \$1200 should not under normal conditions be excessive for a town of 6000. True, an unchanging population of from 6000 to 10,000 cannot profitably be worked too aggressively, yet there are many legitimate promotion ideas which the public in small towns take to kindly, and they can be put into execution at a cost of not more than three to five per cent of the total sales.

Special sales are a strong advertising feature for the small merchant. Some find it a good plan to have their sales on fixed days, as for example, Saturdays or Wednesdays. Their customers learn that on these days the store will always have something good to show. The advantage of this plan is that it largely does its own advertising. People soon begin to talk about the sale days, and often they will not buy until they have seen what is to be had on those days. The disadvantage of the plan is that people are apt to defer their shopping until sale days, so that the store will be crowded then and almost empty on other days.

Some merchants have found that irregular days for sales are better. They have them five or six times a month and find them extremely profitable. This plan will be more expensive than the other, because it will be necessary to do considerable advertising before each sale, in order that they may be profitable. Special sales on well known goods, not carried regularly in stock, are often big successes. When the special-day sale is over the special item of sale is taken off sale altogether and held until some future time.

For all retailers the window is a powerful medium. There is a retail store in Chicago that is said to spend \$80,000 a year on window displays alone. If it pays the largest store in the largest city to put in time, energy and money into its window displays, it will pay the smallest store in the smallest city relatively as well. In fact, the merchant in the small towns has an exceptional chance of beating the game by the use of his window displays—he has so little competition. In small towns the average merchant neglects this important feature of his business—and simply because the window displays are neglected is a reason why the live man should make the most of his opportunity. A well-arranged window will be doubly conspicuous because of the fact that the other windows are poor. The best way to make the appeal to a wide range of buyers is by changing the window display often—rather than by crowding into it samples of everything in stock. The success of window displays depends upon how well they are made. Brains and hard work must be put into them.

Of course, it is out of the question for the small town merchant to devote seven per cent of his gross sales to advertising. The successful dealer spends in printers' ink all the way from practically nothing up to three or five per cent of his annual sales—the former when location and windows are exceptionally good, the latter when the store is on a side street or the windows are poor display mediums. Under average conditions beginners should spend from one to one and a half of their annual sales in newspapers, circulars and other forms of printers' ink advertising. On a business of \$15,000, for instance, this gives from \$150 to \$225 to be spent in advertising proper. Perhaps two per cent would be better. When well done—and no other sort of advertising is really advertising—printed matter undoubtedly influences people to come into your store or to pass by your windows where new values will have a chance to do your work. While in small towns printers' ink cannot displace the use of leaders as the foremost form of advertising the right expenditure of moderate amount of money in newspapers and circulars not only makes the use of leaders more effective, but, to some extent, serves to diminish the amount of money it is necessary to expend in leaders. The advertising copy should be simple and direct. The people should be told plainly and in the simplest manner what the merchant is going to do. A promise to the public once it is made should never be broken, but care must be taken in making promises.

A good advertisement can't be slapped together in a few moments by one who is guessing at what he is doing. The reason so much advertising is not successful is that it is prepared in a slap-dash and shiftless way by one who has not studied his subject. As the advertising is one of the most important tasks in the store, the merchant should look after it himself—and give it the time and attention it requires. The president of a million-dollar corporation says that he can hire men to do his buying, to look after the cash and the details, but that he can find no one who can look after the advertising to his satisfaction and he considers this side of the business his most important work. And the fact that he has succeeded so splendidly justifies the contention.

Having once determined how much he can afford to invest in advertising, the merchant should proceed to apportion the sum—to lay out a schedule as a working basis. Let us assume for the sake of illustration that a merchant decides to invest about \$225. This will give him approximately \$18 a month to spend in different forms of advertising, as he deems best. But there are some months in which he will not want to spend the entire \$18. During the holiday season he will probably want to spend much more than \$18. His schedule should run about as follows:

January ..... \$18  
February ..... 20  
March ..... 12  
April ..... 15  
May ..... 15  
June ..... 30  
July ..... 15  
August ..... 18  
September ..... 12  
October ..... 18  
November ..... 30  
December ..... 40

The Upham Star came out last week and stated that the first building erected in Upham was now being used as a village bastille. If we remember rightly the Upham Star building, was the first frame structure to be erected in that thriving little city and ye editor was its first occupant. We have fond recollections of that little old building, where the rain spattered in and hate to think that it is now being used as a village jail.—Foroner Tribune.

## WHAT THE FLAG MEANS

On the train Monday the writer was somewhat surprised to hear a man of his acquaintance who was just returning from a trip to Canada, say that Canada might be all right but he would not want to live up there as a steady diet. He said that he never felt so good in his life as

when he saw the stars and stripes waving over the custom office at Portal Sunday morning. If more people would think what the American flag means to them they would not so quickly become citizens of another country and live under a strange flag.—Russell Sentinel.

A wisely conducted newspaper is like a banquet, says an exchange. Everything is served up with a view to variety. Help yourself to what you want and do not condemn the entire spread because pickles and onions may be included. If you do not relish them somebody else may find them palatable. Be generous and broad enough to select gracefully such reading matter for the newspapers as will be agreeable to your mental taste. You, as individuals, are not compelled to swallow

everything. We do not all think alike on every subject and it is a good thing, as it makes more variety and variety is the spice of existence.

Ed Weddle of Towner, while working about a steam plowing outfit, caught his arm in the large gearing and it was jerked from his body. Picking up his arm with his other one, he walked half a mile to a house and stands a good chance of recovering.

## Pacific Coast Excursion

Baker & Warren, Room 1, Optic Bldg, who have 13,000 acres of splendid, improved wheat farms for sale in the "Big Bend Country," Washington, at from \$30.00 to \$36.00 per acre, announce that they are arranging for a special car on which to conduct an Excursion to the PACIFIC COAST for the benefit of those who may wish

to attend the great ROSE FESTIVAL at Portland, Oregon, and look up Western farm and fruit lands. Party will leave Minot Monday night, May 31. Round trip ticket including sleeper, good for 90 days, \$60.00. Write them for full particulars. Watch for their display ad next week.

**The LATEST FASHIONS**

— in —

**LOCKETS and HAT PINS**

**WAIST SETS**

**BODICE PINS**

If it is the latest,  
we have it

**W. H. REIGHART**

THE EXCLUSIVE JEWELER