



Jacksonville Post



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TALKS ON ADVERTISING

IV.—Creating a Demand For Goods

By Henry Herbert Huff

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"Mr. Business Man, you spoke of your trouble in interesting patrons in new and quality merchandise."

"Yes; these show up more profit than 'staples,' but for some reason they do not sell readily."

"Here is your greatest opportunity to utilize good advertising. Study the mail order catalogues. You can get many ideas from them. Note the complete descriptions, the catchy headlines, the attractive cuts. This is a forceful example of the creative side of advertising. Good newspaper publicity has a double effect—(1) to take trade from less energetic competitors and give it to the one who advertises and (2) to make more business. If a well written ad. so presents the advantages of possessing a talking machine, for instance, that some one becomes interested—and buys one, hasn't it made more business? If the buyer had not thus been convinced of his need for one, he might never have made such a purchase. That is just what advertising is doing for the retailer and general advertiser alike."

"And it will interest my patrons in good clothes?"

"Certainly. People dress so much better today than ever before, largely through the influence of advertising. Style depends very much upon it for existence. Practically all of our knowledge of fashion and what is newest and best in the world's markets comes to us through the newspaper and magazine ad. The public is interested and quite eager to read. Let the local merchant talk about such things in his ads., and he can make a demand for new and quality goods. Readers need first to be shown WHY they should possess any particular article, WHY they should dress better, WHY they should put in a furnace, WHY they should buy a kitchen cabinet. This study of 'selling points' will come later on. Take the matter of good clothes. One of those illustrations, such as are furnished to the trade by wholesale clothing makers, pictures the wearer with such a stylish, clean cut, well groomed appearance—enough to make any man want to dress better, particularly if helped along with clinching arguments. People need to be TOLD what they want and should have."

"And quality?"

"People need to be CONVINCED that the quality article is the most economical. Advertising carries your arguments to the buyer. Often merchandise is claimed to 'sell on sight.' This is rarely true. Most any article needs to have its good points presented before the reader acquires a desire for it."

"Every man in business is an egotist. He believes he can furnish his customers merchandise of better quality at less cost or in a more satisfactory way than anybody else. He has no reason to expect patronage except that he offers some greater inducement than do his competitors. He needs to tell the public WHAT he has to sell and WHY they should buy it of him."

Attorneys W. E. Phipps and C. L. Reames of Medford attended circuit court in Jacksonville this week.

The county seat is full of strangers this week attending the March term of the circuit court.

LOCAL TEAM

WENT DOWN

Game at Medford Sunday Was Poor -- Both Teams Need More Work -- Jacksonville Plays Only Local Men.

The Jacksonville baseball team went down to defeat last Sunday before the Medford aggregation by a miserable score of 14 to 8. The game was poor and both teams need more work before they can play ball.

Jacksonville plays only home men and several of them are in their teens. McIntyre pitched a good game but had no support from the field. Sexton at short missed three easy grounders, a thing very seldom seen from our able short. Wendt, in the center garden dropped an easy fly. Captain Donegan at second, was unable to stop anything that came his way. Stout, at third, caught one ball. Manager Ulrich played good ball. With only two men in the game the reader can judge for himself what the score would have been if the locals had played a fast team. The Wilson brothers were not playing the game. Dunford played his first game since last July and has not practised any this season.

THE CITY BOARD

IS AT WORK

The board of trustees had another business meeting last Tuesday and completed the reading of the charter. A few changes will be made and after the board has satisfied themselves that it is all right the instrument will be submitted to the voters of the town.

The official name of the city at present is "Town of Jacksonville." The new charter reads "City of Jacksonville," and also provides that the president of the board be called "Mayor." That sounds good. All towns have a mayor, even Central Point.

Above all the charter provides a means by which the council can install and operate a water system, also repair the streets and build cement sidewalks. Help them along in every way possible because the more encouragement they receive the better the system.

Mayor Shaw, it sounds big, but it just fits the man who holds the office, and he is losing no time in putting the city on a business basis.

The board will secure the services of an attorney to assist in preparing

the charter and such other work of a legal nature that may come before the board. This is a good move and is strong evidence that the board contemplates some heavy improvements.

DEMONSTRATION TRAIN A SUCCESS

The S. P. demonstration train was a success in every sense of the word and many good points were gained by the farmers in this section of the state. Many farmers living far out in the country were unable to see the exhibits and were obliged to go home disappointed. The school children were responsible for this state of affairs. The several hundred children were too small and young to be benefited by the exhibit and crowded out many farmers who could have been benefited.

The lectures were good and considering the fact that the men are experts in their particular branch the farmer can safely follow the advice.

Large crowds attended the lectures in Ashland, Talent, Phoenix, Medford and Central Point. The delegation from Jacksonville was several hundred strong and every one was well pleased.

FIRE BOYS HAD LIVELY RUN

Tuesday morning about 11:30 a fire alarm was turned in and the fire boys responded nicely. The fire started by a spark on the roof of Baeye's blacksmith shop.

The hose company was the first to respond and a paid company of the larger cities could not lay a pipe line any quicker than the local company did. The engine arrived only a few seconds later and no time was lost in making connections. The damage was very slight.

TAFT FAVORS ACCEPTANCE

President Taft today called Senator Aldrich, chairman of the senate finance committee, into conference at the White House on the Payne tariff bill. In addition to Senator Aldrich there were present Secretary of the Treasury MacVeagh and Secretary of State Knox. The entire tariff situation was gone over and the merits of the Payne bill discussed. Some understandings were reached. There will be further conferences.

Today's conference was the first move of the president in his plan to reconcile all the conflicting elements on a tariff bill that may be passed quickly by both house and senate and enacted into law. Since the Payne bill was introduced on Wednesday, Washington has been full of rumors as to what the senate proposed to do with the measure when it reached the upper chamber.

Two Normals Dead.

The normal schools at Ashland and Weston are no longer state institutions. The executive committee of the state board of normal school regents has declared that those schools cannot be conducted further as state schools. At a meeting of the executive committee several weeks ago it was decided that unless the schools forwarded to the board the subscriptions received for maintenance they would have to be designated as private schools.

The latest date set for forwarding the subscribed funds was March 12. The Oregon State normal schools at Monmouth sent in \$1000. The other schools have sent in nothing. In view of this situation, Oregon has but one normal school (official), and that is the one at Monmouth.

STREET WORK PROGRESSING

Street Commissioner Haney has repaired the Jacksonville hill and made a drain for the water. The city streets have been graded and put in good condition.

The Jacksonville Post can furnish all kinds of filing devices, loose leaf ledgers and covers, lithographed and engraved work, special ruling, intersectional filing cabinets, in fact anything for the business man. We will have a full and complete line of samples in a few days when we invite the public to call and examine the same.

THE PUTNAM

LIBEL CASE

Attorney Reames Gives the History of the Trouble That Led To The Indictment and Conviction of Putnam.

I have read the editorial article in The Oregonian March 11, and feel that I owe it to the public and to the press and to Judge Hanna, before whom the Putnam case was tried, to relate the real facts and issues tried.

Unfortunately it became my duty to try this case for the state, since I, at that time, had imposed upon me the unpleasant duties of the office of District Attorney of the First District. The press at large and the public had no way of knowing the real facts and issues, excepting through the local press at Medford; from this source there was never anything but misrepresentations.

The editor who was the defendant, knew how to spread the news through the papers, and all of them took their facts from him. There was, from the beginning, the most systematic and rapid dissemination of falsehoods and misrepresentation that it would be possible to send out over a case of such small importance. Since I was at that time a public officer and performing judicial duty in the case, I did not care to rush into print, but suffered a flood of criticism from one end of the state to the other, which would have been justified had it not been based upon misrepresentations. Likewise, Judge Hanna was compelled, because of the dignity of his position, to remain silent, and to allow the public to form opinions based upon misstatements. The public has no other channel through which to get the facts of a case, excepting from the press. Opinions therefore are formed, ordinarily correctly, but their correctness depends upon the correctness of the facts furnished. The Oregonian twice called editorially upon Judge Hanna to put the paper right if the facts were wrong. He discussed the matter with me at the time, but neither of us could see that he would be justified in rushing into the papers, over the facts of a case which he had just tried, and which might come back before him for retrial.

The editorial about which I began to address this letter is based upon the theory that Judge Hanna denied to Putnam the right to prove the truthfulness of his published statement, which had been called a libel. No greater misrepresentation or falsehood could be uttered than this statement. Judge Hanna expressly told the defense at the trial that it had the right to prove the truthfulness of the charge, and the case was tried upon this theory. The editor had said, among other things, that "Anyone can try to brain a man with an ax, and secure immunity from the blindfolded representatives of justice," referring to the Deputy District Attorney, my brother, and to the grand jury. His statement was one which, coupled with the rest of his article, charged corruption. He would have been allowed to prove the truthfulness of his charge, but the trouble was that his charge was not true and he had no way to prove it. His counsel at the trial expressly stated to the grand jury, as the record shows, that the defense did not claim that either the Deputy District Attorney or the grand jury had acted corruptly. He expressly stated that they did not intend to try to prove this statement.

You say, editorially that the opinion states clearly that the editor had the right to prove, if he could, that the Deputy Prosecuting Attorney and grand jury acted dishonestly and from fraudulent motives, etc. This language is clearly not used by any one having a knowledge of the complete record of the case, because defendant not only did not seek to prove dishonesty or fraudulent motives, but openly stated in the record that it was not contended that such dishonesty or fraudulent motives existed.

The cause arose in this way: The editor and the mayor of Medford were together when Barnum and Reddy had trouble; the editor claiming that Barnum assaulted Reddy with an axe. This is the case that the grand jury investigated and returned, as to Barnum not a true bill. The defense had charged the officers with corruption; it expressly stated in open court that they did not intend to try to prove that charge. It claimed however, the right to prove what the facts were as to the fight between Barnum and Reddy. The court held that no matter what

these facts were they would not show that the officers were corrupt. This conclusion is right, all of the courts of the land to the contrary notwithstanding.

When the Barnum case was before the grand jury six witnesses testified to the altercation; four testified that they saw it, and that Barnum made no assault with an ax but that the Mayor ran. The editor testified to the assault. The Mayor testified to the assault in a half-hearted way, but expressly told the grand jury that he preferred they would not indict. Since he was the injured party, this statement from him probably had some weight. Whether it did or not, the state on a trial would have to prove the assault beyond a reasonable doubt and four witnesses testified that there was no assault and two interested ones that there was. These facts as to the investigation are related to show how ridiculous it is to contend that proof of the Barnum altercation would substantiate a published libel that the grand jury was corrupt. Any thoughtful person would see at a glance that the same witness might testify to one state of facts before the grand jury and to another before the trial jury. Any man with sense can see that the opinion which might honestly be formed by a trial jury, upon the same facts, and this difference would be no ground for a charge of corruption; hence, when the law permits the defendant in a libel case to prove the truthfulness of his statement, it means to prove such facts as will show his statements are true. No mental contortionist can screw his imagination around to where he can honestly say that any state of facts showing the Barnum altercation would tend to prove the truthfulness of the editor's libel.

Considering Judge Hanna's long career upon the bench and the public service that he has rendered for the little compensation that the office affords, it is not only ingratitude but it is an outrage for him to be continually misrepresented upon the theory that he ruled that the editor could not prove the truthfulness of his article, when he expressly said from the bench, and as the record shows that he admitted them to the opportunity of proving the truthfulness of the article, and they openly stated that they did not claim any corruption upon the part of the officers.

There is another matter in connection with the case, which is personal, but which would not have subjected me to the criticism I have suffered, if the truth had been told and I might as well deal with that while I am handling the subject.

The editor wanted advertisement, and a certain friend of his, connected with a prominent paper, which has busied itself in vilification of the court officers, told me, when I remonstrated against other publications, that this advertising was worth \$1500 to the editor, and he spoke after having just talked with him, and immediately after his arrest. This conversation occurred in the presence of another member of the editorial staff of this same paper.

(Continued on 4th page)

MAY PROVE FATAL

When Will Jacksonville People Learn the Importance of It.

Backache is only a simple thing at first;

But when you know 'tis from the kidneys;

That serious kidney troubles follow; That diabetes, Bright's disease may be the fatal end.

You will gladly profit by the following experience.

'Tis the statement of a Jacksonville citizen.

Mrs. H. M. Shaffner, living on East Main St., Jacksonville, Ore., says: "My kidneys have been disordered for some time but I paid little attention to it, thinking the symptoms would disappear. However, the trouble became worse, the secretions being irregular in action and my back and head ached constantly. I was in a miserable condition when I learned of Doan's Kidney Pills and procured a box at the City Drug Store. By the time I had used three boxes of this remedy in accordance with the directions I was entirely free from the trouble. Doan's Kidney Pills affected a complete cure, and I am glad to recommend this remedy to others."

For Sale by all Dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, Sole Agents for the United States.

Remember the name—Doan's—and take no other.



THERE IS NO PLACE IN AMERICA WHERE ALL WOOL MADE-TO-MEASURE CLOTHES CAN BE HAD AT A LOWER PRICE THAN HERE.

AND THERE IS NO PLACE IN AMERICA WHERE THE QUALITY IS HIGHER OR THE WORKMANSHIP SO FINE.

ASK FOR THE INTERNATIONAL ALL WOOL LINE.

This is one of the numerous spring styles we are showing

We have a fine line of samples in the new and popular shades

All our suits are guaranteed all wool and we guarantee a per feet fit

We guarantee the price to be right too. What more could you ask for?

ULRICH BROTHERS, Leading Merchants