## $==$ OREGON CITY ENTERPRISE

$2=2$
OREGON CITY, OREGON, FRIDAY, APRIL 1, 1921.


SKENE SECURES OPTION ON PARK AT CANEMAH


| WOMAN'S CLUB AGAINST GASPHONE RATES | Neither Was the 10th Worse Than the ${ }^{*}$ th |
| :---: | :---: |
|  |  |
|  | Juaz |
| to | ${ }_{\text {cose }}^{\substack{\text { the } \\ \text { Judse }}}$ |
| Mres fomeen smeaterer, who it oing |  |
|  |  |
|  | entu and Matin |
| them back | lame |
| - story of Twenty Here | Sortot "antoratate son 4 |
|  | MRS. SETER |
|  | WILL RECOVE |
|  | YS DOO |

STEERING GEAR FAILS, FOUR MEET DEATH IN WATER
MILLER SAYS
REHEARING IS
BEST METHOD


Promoting a Food Product

| Promoting a Food Product <br> One of the most interesting examples of business been shown in the popularizing of corn as a cereal and breakfast food. For many years the other grains were breakfast food. For many years the other grains were much more popular for this purpose. Corn was used much more popular for this purpose. primarily as a feed for domestic animals, and it was also used largely in the form of corn meal, for "johnny cake" used largely in the form of corn meal, for "johnny cake" meal and rice, were. favorites for what has become known as breakfast foods. <br> During recent years, more effort has been made to popularize corn products for this purpose. This was particularly marked during the war, when there was such a tremendous demand from Europe for wheat. and corn seemed less available for use overseas. Great advertising campaigns were promoted to make corn more popular as a cereal breakfast food. <br> The result is now seen. In any grocery store, as you look over the package products displayed on the shelves, corn flakes, hominy, and other brands from the corn fields, have a very prominent place. This result was accomplished by advertising on a nation-wide scale. way. Local advertising by stores helped a lot. The millions of people to use corn freely, has developed a market for corn products that did not exist before, and has tended to keep down prices by popularizing a broadhas tended to keep down prices by popularizing a broad er range of cereal products. Such an experience goes to show that any good and useful product can be popularized by the use of publicity. People do what they are solicited to do, if you can show good reasons for such action. The same influence can be equally effective in directing trade toward any store, the owners of which have the enterprise to reach out and speak for it. |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



## MLN ENDING IN HASTICE COURT JUST

287 CIIIES OF U.S. HAFE THIRD


IECION POSTS $=\mathrm{EVOHILING}$ HERE

## OF POPULLITION



STUDENTS FROM
EIGHT COUNTR EIGHT COUNTRIES
IN HIGH SCHOOL


| EDUCATORS TO | Stipp and o. o. Eby reat |
| :---: | :---: |
| ETT AP | B. Dimick tim |
| AT MOLALLA | alleged |
|  |  |




$$
\begin{aligned}
& \text { Right to Serve } \\
& \text { on Juries Asked } \\
& \text { by Fair Sex }
\end{aligned}
$$

