

CREATING A DEMAND FOR GOODS

ANOTHER TALK ON BENEFITS OF PUBLICITY

Written by a Great Advertiser and Made to Fit Conditions in Smaller Towns of Country and to Benefit Merchants Who Read as They Run.

"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 description, 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 advantage of possessing a talking machine, for instance, that some one becomes interested and buys one, hasn't it made more business? If the buyer has not thus been convinced of his need of 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 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 come to us through the newspaper and magazine ad. The public is interested and quiet 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 convincing arguments. People need to be told what they want and what they 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 articles need to have their good points presented before the reader acquires a desire for it."

"Every man in business is an egoist. 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 has to tell the public what he has to sell and why they should buy it of him."

—From a series of articles written by Henry Herbert Huff and copyrighted by American Press Association 1909.

Kodol gives the stomach a chance to regain its lost strength and health, and after a little while you need not take Kodol longer, but take it while you do need it and if it fails to benefit you your money will be refunded. Sold by all druggists.

Homer Davenport's story of his boyhood life in Oregon begun in the January issue of Human Life made the hit that was predicted for it and Mr. Davenport sustained his reputation for humor and wit and his ability to entertain. See our ad. "The Oregon Magazine Hit of 1909" on another page. It will pay you to read it. It is given absolutely free with a year's subscription to the Enterprise during the month of February and March. Pay a year in advance and get the magazine.

Kodol for Dyspepsia and Indigestion taken occasionally will soon relieve you of all the simple stomach ailments that you now have, but which may be more serious later on. Sold by all druggists.

Receipt books for sale at the Enterprise office.

EAT SAUSAGES AND NEW BRAED

Or Any Other Favorite Food Without Fear of an Upset Stomach

You can eat anything your stomach craves without fear of a case of indigestion or Dyspepsia, or that your food will ferment or sour on your stomach if you will occasionally take a little Diapepsin after eating.

Your meals will taste good, and anything you eat will be digested; nothing can ferment or turn into acid or poison or stomach gas, which causes Belching, Dizziness, a feeling of fullness after eating, Nausea, Indigestion (like a lump of lead in stomach), Biliousness, Heartburn, Water brash, pain in stomach and intestines or other symptoms.

Headaches from the stomach are absolutely unknown where this effective remedy is used. Diapepsin really does all the work of a healthy stomach. It digests your meals when your stomach can't. Each triangle will digest all the food you can eat and leave nothing to ferment or sour.

Get a large 50-cent case of Pape's Diapepsin from your druggist and start taking today and by tomorrow you will actually brag about your healthy, strong stomach, for you then can eat anything and everything you want without the slightest discomfort or misery, and every particle of impurity and gas that is in your stomach and intestine is going to be carried away without the use of laxatives or any other assistance.

Value of the Silo

The silo is an established factor in American husbandry. While it is more commonly used by dairymen than by other feeders, the time is not far distant when the silo will be depended largely upon to furnish succulent food to all classes of farm live stock. The comparative merits of feeding a corn crop in cured condition or converting it into silage and then feeding it are as follows: The losses of nutrients in either care are about equal. The digestibility is about the same for each. Silage, however, is more completely consumed, more readily eaten and in greater quantity than when the same

material is cured. It can be placed in the silo when ready regardless of the weather and when so disposed of is in the best possible condition for feeding and handling.

The silo is also much more economical in storage per unit of nutrients than any possible enclosure for dry, bulky hays or feeders. The labor and expense of harvesting and storing a crop for the silo come all at one time, and further anxiety is over. It is ready to feed at any season and will keep, if properly made, for years. If the crop is cured and the forage and grain fed separately, the labor of preparation is endless and the forage soon loses palatability and the forage soon loses palatability.

The above are some facts for doubters and procrastinators to think upon. It is not meant to have all corn converted into silage. Every milk producer, however, with the cows should have a silo. Those keeping fewer cows should expand their business until a silo can be used advantageously. Materials should be ordered and plans perfected early in the year for a silo to receive the crop, as construction is always delayed, and if concrete or plastered silos are erected they need time to harden. The time is to be prepared to take care of an immature crop whatever the line of farming.

Dairymen voluntarily deprive themselves of many millions of dollars each year through a pernicious, wasteful custom of running their cows in the stalk fields all winter instead of converting part of the crop at least into silage and feeding it where the animals would be comfortable. An eminent authority concludes that there is 12 per cent greater returns through feeding a crop of silage to dairy cows than by feeding the same in a cured form. The silo is indispensable in most lines of husbandry.—Herbert A. Hopper, in Charge of Dairy Extension Purdue Experiment Station.

DeWitt's Little Early Risers, gentle, easy, pleasant, little liver pills. Sold by all druggists.

O.A.C. OPPOSES REFERENDUM

An agitation has been started with the avowed purpose of calling the referendum on the Oregon Agricultural College appropriation bill. The friends of the college feel that such action would be extremely injurious to the college and therefore injurious to the important interests of the state which are so closely allied with it. To avoid such a result it is important that the people of the state should be informed as to the real condition of affairs.

In the first place it is not the verdict of the people that is feared, but the effects of the delay which the use of the referendum imposes. If, by the use of the referendum, the people of the state could vote on this bill before the first of July of the present year, there would be no opposition on the part of the friends of the college to its exercise.

If the referendum is invoked the bill cannot be voted on until November 1910 which will mean that the buildings provided for by the appropriation would not be ready for occupancy for at least three years. The present college buildings and equipment are entirely inadequate to meet present needs. The present attendance is over 1400 while the college library will accommodate 108; the work in agriculture has increased nine times in two years while the room allowed for the work has only been doubled; in the past year the work in chemistry, which requires the use of laboratories has doubled and there is no extra room available, the present armory will accommodate less than one-fifth of the students required to take military drill, and such illustrations might be continued almost indefinitely if space permitted. Add to this the fact that last year the attendance increased 38 per cent and that in the past four months the number of letters of inquiry received from farmers and citizens of the state generally has doubled, and it will give some conception of the extent to which this vital work will be crippled by the delay.

Moreover, the delay would make it impossible for the college to fulfill the conditions which the Federal Government imposes as prerequisites to the enjoyment of its bounty. The state would be forced to break faith with the federal government which has offered many thousands of dollars to aid in the educational and experimental work which has to be done in this state during the next two years.

It is for these reasons, the significance of which cannot be fully realized until the conditions at the college are personally investigated, that the friends of the Oregon Agricultural College urge that the people of the state consider well before calling the referendum.

CIGARS OF QUALITY

Smoke the famous La Corona 10c cigar
Bon Ton, 5c cigar; Tashmoo, 12 1/2c



On sale among all first-class cigar dealers. Independence boosters, support Oregon made products.

AUGUST HUCKENSTEIN, Mgr.

SALEM, OREGON

D. TAYLOR BARBER

TUB AND SHOWER BATHS IN CONNECTION

Main Street, Independence, Oregon.

SALEM LAUNDRY CO.

GUARANTEES YOU PERFECT WORK

WHAT HAS LONG BEEN NEEDED BY CITIZENS OF INDEPENDENCE

The Independence Cleaning and pressing parlors are prepared to call for and deliver all work, and guarantee prompt attention and satisfaction. We make combination Suit and adjustable Skirt hangers to your measure. Be sure and see them. Give us a trial for good work and the prices will be right. Work done while you wait.

L. L. BUCKNER & CO.

Home Telephone Co. 1612

Corner C and Railroad Streets Independence, Oregon

SPRAYING MATERIAL

Roche Harbor Lime, Japanese Ground Sulphur in linen sacks. No lint. Dependable lime and sulphur spray.

ACID HYDROMETERS

WILLIAMS DRUG CO.

SUNSET

Sunset Magazine offers the readers of this paper the best opportunity of the year

REVIEW OF REVIEWS . . . \$3.00
SUNSET MAGAZINE . . . 1.50
WOMAN'S HOME COMPANION 1.25
AND FREE with your order, a beautiful premium, a 75-page book illustrated in four colors with 125 Western views.

SUNSET MAGAZINE
SAN FRANCISCO, CALIFORNIA

Wood Yard

We deliver large or small orders of Fir, Oak or Ash wood promptly.

HENRY MOTT

Both Phones

INDEPENDENCE



THE KEY NOTE TO your pleasure may be the fact that you presented your music loving daughter, son or wife with an exquisite musical instrument from our rare stock. You may develop a musical phenomenon unawares. Anyhow, members of the family possessed of one of our fine guitars, violins, mandolins, zithers, banjos or cornets cannot but make the home pleasant and cheerful.

L. F. SAVAGE

247 Commercial St. Salem, Oregon

UNDERTAKING

Day and night calls promptly attended to. Fine parlor in connection. An experienced lady assistant.

W. L. BICE, Embalmer and Funeral Director. Licensed by the Oregon State Board of Health.

BICE & CALBREATH

Home Phone: Store, 2220; Res. 3121

Independence, Oregon

Bell Phone: Store, 114; Res. 73

Spring Time--House Cleaning Time

Spring-time announces housecleaning time. Housecleaning, as it progresses, brings to light the fact that many old and worn things, past their usefulness, need replacing, and when these needed things are thought of we want you to think of this store. Nothing which should be here is missing. You'll find it the largest, most complete and lowest priced assortment of furniture and home furnishings ever gathered together under one roof. A visit will both please and repay you.



New ideas in wall paper. In making the wall paper changes at your home this spring you doubtless would like to inaugurate some new scheme in wall decoration, some thing different from what you have used before. Now we have lots of new ideas in decoration, many plans of varying the old order of things. Our makers supply us colored plates showing a multitude of artistic walls. We take special pride in making homes beautiful. Our time is at your service. An hour in our wall paper department will demonstrate to your satisfaction that ours is the stock from which you will buy the paper to amply satisfy you.



CARPETS

In our large and spacious carpet department you will find ready for your inspection the largest and brightest stock of Ingrains, Tapestries, Velvets, Axminsters and Body Brussels that we have ever shown. The new designs include such great variety that every need and color scheme may be suited. The new stock contains the latest patterns in self-colored effects in green, tan and browns. Oriental patterns with light or dark background, hall and stair patterns to match. Floral effects in domestic designs with borders to match. A visit to this department and an examination of the goods and prices will result to our mutual benefit.

DRAPERIES

When you have finished housecleaning you will no doubt find that you need some new Draperies to replace the old worn ones. We have planned to supply this need and are showing a fine assortment of lace curtains in Nottingham, Dotted Nets, French Nets and Ecu Cable Nets with both Cluny and Battenberg lace insertion and edges. If curtain draperies by the yard are needed, we've a line that is sure to please in dainty dotted Swiss, Sorim, domestic and imported Madras and Tapestries. The portiers for this season are shown almost exclusively in solid colors in greens, reds and tans with tapestry borders in floral and oriental designs.



Buren & Hamilton
HOUSE FURNISHERS