

PUBLICITY

your trouble in interesting patrons it." in new and quality mrechandise."

"Yes; these show up more prefit than 'staples,' but for some reason at less cost or in a more satisfactory they do not sell readily."

"Here is your greatest opportunity to utilize good advertising. Study the that he offers some greater inducemail order catalogues. You can get ment than do his competitors. He nee many ideas from them. Note the com- to tell the public what he has to sell plete description, the catchy headlines, and why they should buy it of him." the attractive cuts. This is a forceful -From a series of articles written example of the creative side of ad by Henry Herbert Huff and copyrightvertising, Good newspaper publicity ed by American Press Association has a double effect-(1) to take trade 1909. from less energetic competitors and give it to the one who advertises and instance, that some one becomes made more business? If the buyer Sold by all druggists. 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 advertisers alike."

in good clothes?"

today than ever before, largely through Magazine Hit of 1909" on another the influence of advertising. Style depends very much upon it for existence. Practically all of our knowl- subscription to the Enterprise during edge of fashion and what is newest the month of February and March. and best in the world's markets come Pay a year in advance and get the to us through the newspaper and magazine. 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 terprise office.

EAT SAUSAGES 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 apperance-enough to make any man want to dress better particulary if helped along with clinch-ing arguments. People need to be told Or Any Other Favorite Foed Without ANOTHER TALK ON BENEFITS OF what they want and what they should

have."

"And quality"-

"People need to be convinced that Written by a Great Advertiser and the quality article is the most econom-Made to Fit Conditions in Smaller Ical, Advertising carries your argu-Towns of Country and to Benefit ments to the buyer. Often merchan-Merchants Who Read as They Run. dise is claimed to 'sell on sight.' This is rarley 'ruo. Most articles need to have their good points presented be-

" Mr. Business Man, you spoke of fore the reader acquires a desire for

"Every man in business is an egotit. He believes he can furnish his cos tomers merchandise of better quality way than anybody else. He has no reason to expect patronage except

digest all the food you can eat and leave nothing to ferment or sour. Kodol gives the stomach a chance (2) to make more business. If a well to regain its lost strength and health. written ad. so presents the advantage and after a little while you need not start taking today and by tomorof possessing a talking machine, for take Kodol longer, but take it while row you will actually brag about you do need it and if it fails to beneinterested and buys one, hasn't it fit you your money will be refunded. your healthy, strong stomach, for silage and feeding it where the anieverything you want without the

Homer Davenport's story of his boy hood life in Oregon begun in the Jan- every particle of impurity and gas hit that was predicted for it and Mr. is going to be carried away without form. The silo is indispensable in "And it will interest my patrons Davenport sustained his reputation the use of laxatives or any other asfor humor and wit and his ability to sistance. "Certainly, People dress much better entertain. See our ad.."The Oregon page. It will pay you to read it. It is given absolutely free with a year's other feeders, the time is not far dis-

> Kodol for Dyspepsia and Indegestion 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 En-

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.

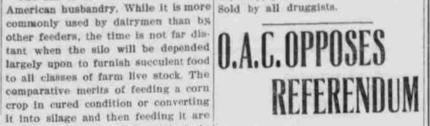
The silo is also much more economical in storage per unit of nutrients than any possible enclosure for dry, bulky hays or fedders. The labor and expense of harvesting and storing a crop for the silo come all at one time, and further anxiety is over. It is ready to feed at any season and will keep, if 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 looses pal endless 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 ach), Billousness, Heartburn, Water 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 point is to be prepared to take care of an mimature crop whatever the line of farming. Dairymen voluntarily deprive themselves of many millions of dollars each year through a pernicious, wasteful Diapepsin from your druggist and costom of running their cows in the stalk fields all winter instead of converting part of the crop at least into you then can eat anything and mals 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 Hopper, in Charge of Dairy Extension Purdue Experiment Station.

DeWitt's Little Early Risors, gen-The silo is an established factor in the, easy, pleasant, little liver pills.



An agitation has been started with Silage, however, si more completely the avowed purpose of calling the reconsumed, more readily eaten and in ferendum on the Oregon Agricultural greater quantity than when the same 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 informe as to the real condition of affairs. In the first place it is not the ver-

CIGARS OF QUALITY

Smoke the famous La Corona 10c cigar Bon Ton, 5c cigar; Tashmoo, 121/2e



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





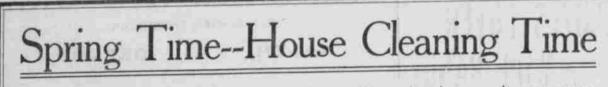
WHAT HAS LONG BEEN NEEDED BY CITIZENS OF INDEPENDENCE

GUARANTEES YOU PERFECT WORK

The Independence Cleaning and pressing parlors are prepared to califor and deliver all work, and guarantee prompt attention and satisfaction. We make combination Sult 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 Independence, Oregon Corner C and Railroad Streets





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.

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 Diapepain after eating.

AND NEW BRAED

Fear of an Upset Stomach

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 stombrash, pain in stomach and intestines or other symptons.

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 triangule will

Get a large 50-cent case of Pape's

slightest discomfort or misery, and

that is in your stomach and intestine

Value of the Silo

commonly used by dairymen than by

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 di-

gestibility is about the same for each.



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.

DRAPERIES



In our large and spacious carpet department you will find ready for your inspection the largest and brightest stock of Ingrains, Tapes-

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 Nottinghams, Dotted Nets, French Nets and Ecru 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, Scrim, domestic and imported Madras and Tapestries. The portiers for this season are shown almhost exclusively in solid colors in greens, reds and tans with tapestry borders in floral and oriental designs.

tries, 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 back-ground, 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.



dict 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 onefifth 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 prerequisities 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 ald in the educational and expreimnetal 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.

HENRY MOTT INDEPENDENCE Both Phones



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

