HOW TO ADVERTISE

Salem Dry Goods Merchants Discuss Methods.

PRESS CLUB GIVES A BANQUET

Leading Advertisers Say That the Daily Papers Are the Best Mediums of Gaining Publicity.

SALEM, Nov. 25.—(Special.)—The Salem Press Club gave a banquet at the Willamette Hotel this evening in honor of the drygoods merchants of Salem. The purpose of the occasion was to bring the advertisers and publishers together for a discussion of matters of mutual interest, and in this respect, as in every other, it was a complete success. All the drygoods houses in Salem were represented by the proprietors or advertising managers, and the discussions were most interesting and profitable. The fruitgrowers, the woolgrowers, the hopgrowers and the dairymen have long recognized the value of meetings for an exchange of ideas, but this was the first time merchants have ever come together here to consider a subject of great importance to all—methods of advertising.

Formal addresses were presented by A. Holtz, advertiser for Meier & Frank, in Portland; E. G. Jones, advertising manager of The Portland Oregonian, and D. A. Dinsmore, advertiser for Joseph Meyers & Sons, of Salem. All the business men and ad writers took a part in the general discussion. After the members of the club and their guests had partaken of a very delightful repast, President E. Hofer called the assemblage to order and announced the numbers on the programme. In the absence of Messrs. Holtz and Jones, their papers were read by Messrs. Frank Davey and R. J. Hendricks, respectively.

Paper by E. G. Jones.

The following able paper on the subject of advertising, prepared by E. G. Jones, advertising manager of The Portland Oregonian, was read by R. J. Hendricks, of the Salem Statesman, in the absence of Mr. Jones:

No subject has claimed greater attention in the industrial and commercial world during recent years than the one of legitimate advertising. From a sporadic growth extending over half a century or more, ante-dating what may best be called the present era of modern advertising, the subject of exploiting honestly-made goods in a way that has benefited buyer and seller alike, may be said to have been the effort of bright minds during the past quarter of a century alone.

Today the expenditure for advertising is looked upon as a wise investment, within the lines of a strictly legitimate outlay, by the most progressive business men of the country. Many of the great fortunes made in commercial pursuits are the direct results of wise advertising methods, methods adopted by far-seeing men who realized first, that any effort to sell commodities over a wide distributing district, or within a restricted territory densely populated, carried with it the necessity of claiming "the largest possible share of the buying public's attention, and second: after people had once been induced to visit the stores of the advertisers the wise policy of using his patrons well; a little better than these same people would be used by competitors who did not advertise.

Won Fame by Advertising.

The names of A. T. Stewart, John Wanamaker and Marshall Field, are enough in themselves to warrant the assumption that a man to attain the highest success in commercial pursuits must advertise. As a corollary to this statement, a careful study of the business conditions of any city, say like Portland, will convince even the man who has preconceived ideas that advertising does not pay, that the business people who have made the most money in Oregon's metropolis since the memorable panic of '93, are the men who have recognized the value of advertising, and who have backed their good judgment by regular expenditures for judicious advertising.

There is the taint of the charlatan and his methods, that in the prejudice of the layman still sticks to the subject of advertising generally. In this connection it may be well to recur to the fact that many honorable pursuits of today were once under the embargo of proscription by organized society. Three centuries ago, for instance, actors were listed as rogues and vagabonds. Even as late as the early part of the nineteenth century all social recognition was refused members of the dramatic profession by people of standing and probity, who made any attempt to lead well-regulated lives. As the drama today has not been purged of all that legitimate features objectionable to the sight and tastes of a virtuous people, so advertising still remains listed as one of those pursuits in which the way of the fakir and the charlatan is made easy.

While intelligent advertisers, those men who discern to a purpose, and who make regular and large appropriations for advertising purposes, neither countenance nor recognize what are best known as "fake" advertising propositions, it still remains as a fact, that the leading cities of the country are persistently and without hindrance, mulcted out of large amounts on which the advertising promoter (and the dishonest man generally) waxes fat. The efforts of the advertising fakir redound to the discredit of even legitimate advertising, and as a natural sequence, in the minds of the unthinking, which includes within its boundaries many business men of standing, a stigma attaches to the subject of advertising generally, a prejudice like every deduction of a warped judgment, that it is extremely hard to overcome.

In many of the professions where individual preferment depends largely on the favorable recognition of a purchasing public, advertising that is paid for is regarded as wholly bad. The stand against advertising taken by physicians for instance is not the logical sequence of a consistent course. The reputable physician who advertises is not called upon to follow in the footsteps of the quack. He may seek the indirect methods of advertising that even the most representative physicians resort to. How much more becoming to his dignity and to his sincerity, however, would it be for the man of standing in the profession to announce through the public press, which reaches all the people, his specialty, his office hours, the college or colleges from which he holds diplomas, and the leading hospital or hospitals in which he has enjoyed the benefits of a full post-graduate course in practical clinics. If reputable physicians advertised, there would be no room for quacks. Dignified advertising by the profession would educate the people from whom the physicians, like men in other pursuits, derive their support, and it would tend to correct many of the abuses that physicians of the "regular" school have decried in vain.

Ad Men Who Get $25,000 Salaries.

Advertising seriously studied, and honestly followed as a calling, is a pursuit that has already claimed the attention of many of the brightest minds of the country. There is no feature connected with their business that commands more serious thought by the management of many of the leading industrial institutions of the East today, than that of advertising. The advertising of these houses is handled by men of capacity, many of them college bred, men who command salaries ranging from $5000 a year up to $25,000 a year, and even more.

The amount of serious attention given to advertising, by even the most representative men of the country, is not appreciated by the reading public. Every general passenger agent of a leading trunk line of railroad in America today, for instace, understands fully the value and the methods of good advertising. A striking illustration of success in the advertising field is found in the career of George P. Rowell, head of the advertising agency of George P. Rowell & Co., publishers of "Printers' Ink" and of the American Newspaper Directory. Mr. Rowell is a representative man in a business way, he stands high socially, and he is a man of such strength of character that he could only be a success in any calling that claimed his attention. Mr. Rowell has devoted his whole life to the subject of advertising. In this pursuit he has not only amassed a fortune in his individual right, but he has, through his work of handling advertising successfully, made fortunes for men engaged in legitimate lines of business, where failure alone would have been recorded without the prop of good advertising.

The publishers of all the leading newspapers in the United States today are men who have thoroughly mastered the science of advertising. Publishers who have made the greatest success of advertising are men who have worked along the lines that promised the greatest individual benefit to the advertiser himself. Advertising that does not pay the man who buys the space, cannot be made profitable to the paper that has the space to sell. Like success in other lines, the greatest benefit accrues to the publisher when he is able to gauge the wants of his patrons accurately. The publisher who caters as carefully to the needs of his patrons as he does to his own selfish ends, best subserves his own interests.

Has Made the Modern Paper.

Modern advertising has made the modern paper. As an educational factor in the uplifting of the masses, the newspaper occupies nearly as prominent a place as the public school itself. Without the revenue from advertising, the publication of the great newspaper of today would be impossible.

The complete news service from all parts of the world, a source of knowledge that adds to the profitable enlightenment of the people as a whole, is handled better by American papers than this service is handled by the papers of any other country on the globe. Millions of dollars annually are expended in gathering and editing this news, news that every day of the year is disseminated to even the remotest parts of the United States. Just what the deprivation of this news means to a reading public may be attested by a single experience in the publication of The Oregonian.

During the labor riots in the Coeur d'Alene Mining District a number of years ago, after several days' interruption of means of communication between the mining centers and the outside world, the management of this paper dispatched a special mounted courier to the mining district, laden with all the Oregonians he could carry. In the demand of the residents of the Coeur d'Alenes for news, the courier was virtually mobbed when he reached Wardner. His slender stock of papers was soon exhausted. Copies of The Oregonian he carried to the mines were readily sold at prices ranging from 25 cents to $1 each.

It is the man alone who has built up a successful modern newspaper that has any just appreciation of the task he has performed, and of the practically unsurmountable difficulties any other man would meet who should attempt to follow in his footsteps. The highest commendation the public can give the efforts of the successful publisher is found in the anxiety shown to avail itself of the news service offered daily by the representative newspaper, when the public is temporarily denied this privilege. As a leading factor that contributes so largely to the success of modern journalism, the subject of legitimate advertising may well claim the attention of all the reading public.

It is articles of merit alone that will stand the strain of persistent advertising. Dishonest methods of advertising will no more succeed than dishonest or questionable efforts in other pursuits. Among the proprietary preparations even, articles like Castoria and Scott's Emulsion of Cod Liver Oil, are standards of excellence in their respective lines. Castoria is regularly prescribed in the practice of the leading physicians, and Scott's Emulsion is recognized as the leading preparation of medicinal cod liver oil on the market. These articles have been advertised persistently for years past, and their sale has built up princely fortunes for their proprietors.

The Royal Baking Powder Company today virtually controls the manufacture and sale of high-grade cream of tartar in the United States. The appropriations of this company for advertising at different periods during the past 15 years have approximated $1,000,000 a year. Six years ago Mr. Hoagland, the proprietor of the Royal Company was offered $12,000,000 cash for his business by an English syndicate. The profits of this company at that time aggregated something like $1,000,000 annually.

There may be today on the American market baking powders just as good as Royal, but even the most eminent chemists do not contest the statement that in the scientific preparation of the Royal brands, the highest perfection has been attained.

It will be found that the business men of Portland who advertise the most extensively, sell better goods at lower prices than the firm that does not advertise. It is an axiom of advertising that large regular appropriations for securing publicity cannot be made by firms who do not deal honestly with their patrons. Customers who frequent a store that is advertised largely, buy better goods at lower prices than can be sold by firms who do not advertise. The customer of the firm which advertises is waited on more promptly, he is accorded better treatment generally, than dominates the policy of the store run by the man who does not believe in advertising.

In one store is shown the tendency to adopt modern methods, to perfect that matchless system of handling trade which benefits buyer and seller alike, an effort that carries with it the laudable desire to rapidly increase the volume of business regularly handled. In the other store is noted the careless methods of the provincial shopkeeper who accepts the little business that comes his way, and who handles even this small trade badly. Competition today is so keen between different houses in all lines, that the one study of progressive business men generally is how to sell better goods than they have been handling at constantly lower prices. The one hope of compassing this end, as all wide-awake men know, is found in the efforts made to increase the volume of trade regularly handled. A business man may increase the size of his stock, he may enlarge his store, he may have seasonable goods to offer the public at prices below those of his competitors. He may have all these advantages, and more, and yet if he has not adopted some effective method of disseminating the information of his enterprise among the buying public, he will find that the heavy expenditures he has made in his attempt to add to his facilities have not been warranted by the results he has reaped.

In any discussion of the subject of advertising it may be said, in conclusion, there are two factors which must demand the best attention of the advertiser. These are methods of advertising and the selection of profitable mediums.

Advertising Must Have Method.

Without method, advertising cannot be made to pay. As an instance of this, I remember that a number of years ago a prominent publisher of the East sent out an agent with a carload of standard books to be sold in Portland. This agent was authorized to expend $50 for advertising in The Oregonian. On my asking him just what kind of advertising he wanted to do, he expressed himself as favoring the use of small space, to be run during a period extending over one month's time, the whole service to cost him not to exceed $50. Here was something where the advertiser wanted to reach the ear of the public quickly and effectively. Any experienced advertiser will recognize clearly the impracticability of this agent's proposition to The Oregonian.

I told the agent at once that he would reap no appreciable benefit from his expenditure for advertising after his ideas, in even as good a medium as The Oregonian. I suggested to him that he spend his full appropriation of $50 in a single issue of the Sunday paper. He had something that the public wanted, and an announcement covering merits of his publication through the columns of The Oregonian in itself must possess a strong news feature that would appeal directly to The Oregonian's readers. The effects of this advertising were immediate. On Friday following publication of the notice, the same agent called again at the business office with the statement that he had arranged for the sale of the entire carload of books, and that he had placed an order for a second carload by wire. He authorized the insertion of another advertisement in the Sunday issue following, with the statement that if this second insertion should cost him a little more than $50 even, he would not make any protest.

There are two things to consider in advertising. One is the direct news value of an advertisement, and the other is the necessity which may exist for forcing an advertisement on the attention of the reader by prominence in display or by prominent location in a paper. Women, for instance, are constantly looking for bargains in staple articles of every-day use. The advertising of leading dry goods stores and department houses possesses a news value little, if any, inferior to the value of the news run under the most startling headlines of the day. Time table advertising of transportation companies, merchants' advertising generally and other advertising of a strictly local character, has a news value in itself that commends this advertising to the direct attention of the reader, to the immediate benefit and profit of the advertiser.

On the other hand there is much advertising done at a profit where the reader's attention is gained only at the expense involved in the use of large space prominently displayed; where advertising is forced on the attention of the prospective buyer. A man, for instance, may have a very attractive offer to make covering the sale of especially desirable residence property, with a building clause attached. His offer may be just the thing that many people want, when these people have once been made to fully understand the merits of his proposition. The promoter in this instance, however, does not overlook the fact that matter he may offer for publication possesses in itself no news feature, unless he can force his advertising on the attention of the reader. His campaign, like the campaign of many others who have valuable commodities to sell (life insurance for instance), must be one of education and audacity. He must not only gain the ear of the public but he must be able to hold the public's attention after he has once been accorded this hearing, by plausibility and by enterprising methods that accord any man a recognition. In disposing of his property, he may be conferring on the purchaser a real benefit, yet his advertising, if placed after the methods adopted by the successful merchant in seeking publicity, would only result in failure.

Selection of Mediums.

The most important selection the advertiser is called upon to make is one of mediums. Men have grown gray in the attempted solution of this problem. One fact, however, confronts every man who may make any serious attempt to study advertising; successful advertisers do not patronize promoters of advertising "schemes." The fakir and the charlatan are given a scant hearing by the man who advertises after legitimate and effective methods.

The best effort wide-awake business men can make is to get together and talk advertising. It is the consensus of opinion generally among successful advertisers, that the one medium worthy of the greatest recognition, that can be called to the aid of the business man in his efforts to exploit the merits of the goods he may have to offer for sale to the public, is the daily newspaper of standing and prestige.

A little serious attention to this subject will convince even the casual observer of the advantages of the medium which has an established circulation. A paper that is published regularly has a clientele of readers. The paper is something that is looked for, it is sought after, and if it is a paper that covers its own field, the territory in which its influence is supreme, matter that may appear in its columns is given an amount of publicity that can be secured through no other channel, at a cost that makes other mediums available to the advertiser.

Let the Salem Board of Trade, for instance, publish an attractive pamphlet. Let this pamphlet possess all the features of fine typographical makeup, handsome illustrations and well-written subject matter. After this pamphlet may have been issued, let the business men of Salem, who may be most interested in the venture, attempt to circulate to advantage 10,000 copies of this pamphlet through the agency of the Board of Trade. The promoters of this effort after the attempt has been made will have learned an object lesson on the subject of successful advertising.

Now if the Salem Board of Trade, with its high standing, its worthy aims, and with its backing of the most representative interests in a prosperous city, finds difficulty in securing profitable wide distribution of a good publication, what can be said of the advertising in special "schemes" that have not character, not even stability nor respectability, not to say anything of good intentions, behind them? It can be laid down as a general rule, that nearly all special advertising propositions not backed by some leading paper, or by some firm wholly representative in its character, are frauds. And yet there are men, all publishers know these men, who regularly prey off the public in their work of furthering the interests of advertising "schemes" that are wholly devoid of any real intrinsic merits.

Goods that will stand advertising must be seasonable. Advertising of these goods must be placed before the attention of the purchasing public promptly, and the medium selected for this advertising, to be available, must enjoy a large distribution over a considerable extent of territory. Programme advertising for general lines is not effective, because it does not reach possible patrons quickly enough. Circular advertising, unless made incidental to greater efforts in the use of newspaper space, is not good advertising, because the man who resorts to the medium of circulars for exploiting the merits of his wares, has not even the assurance that his circular matter will find entry to the homes or the stores of the people he may want to reach. The merchant knows, on the other hand, that the daily paper does enjoy a regular circulation. He himself reads the paper at his breakfast table, or by the glow of artificial light after his day's work is done. If it is a paper of standing and respectability, he not only reads it himself, but he knows that the paper claims no less attention than he has given it from the remaining adult members of his family. This paper not only finds an entry to his home, but its welcome in the home circle is a cordial one. With the evidence of the value of daily newspaper advertising constantly before him, one of the marvels of modern times is that the business man of discernment will patronize the average advertising "scheme," advertising, so far as the knowledge of the writer goes, which has never been credited with a single direct return for all the money that has been wasted by good people through this channel.

Holtz on Securing Results.

The address of Manager A. Holtz, of the advertising department of the firm of Meier & Frank, of Portland, was in part as follows:

I presume that you expect to hear from me a few facts regarding advertising, especially upon the subject, "How to Secure the Best Results," and I shall attempt, in as few words as possible, to give you the benefit of my twelve years' experience as an "ad-smith" for large department concerns. There are few positions in the modern department-store so responsible, laborious and worrisome as that of ad manager—responsible because of the importance attached to results, laborious because of the infinite detail involved, and worrisome because of the various standards as to what constitutes good work, plus the uncertainty of satisfactory returns.

Ads. Must Be Correct.

In the preparation of copy, in our store, every item that goes into our ads is "O. K.'d" three times. I make it a point to see everything advertised, either in stockrooms or by inspection of samples. Nor is this all. If dubious, for example, about the value of certain clothing listed for advertisement, I might see one or two of the saleladies and ask their opinion. Of course, they would not know whether it had 89 threads to the inch or 92, but they would come pretty near knowing its value.

Attract Attention, Then Convince.

Attracting attention is, of course, an all-important factor in advertising. Many, however, seem to consider it the sole aim and end. Be that as it may, its value depends largely upon how it is secured and what a multiplicity of methods are used to secure it. Hardly any two advertisers agree thereon. Some place a high value upon devices that would be scorned by others. We have in mind at the moment, for example, a shoe manufacturer who advertises largely in trade papers and who is willing to pose as a clown in any of his ads, if thereby he can attract attention. He makes a cheap grade of shoes, but probably the best on the market at the price. In any event he has faith in his product and believes that he can attract more attention thereto by clown advertising than by dignified announcements, and the results seem to confirm his judgment.

The truth is that nothing is simpler than attracting attention. The merest ad-type can do that. From a merchandising standpoint, however, if that be all, it might as well not be done. To sell goods you must interest buyers. Readers have their attention attracted to countless advertisements, but how few of those advertisements really interest them. Advertising, in its last analysis, is asking for business. Every mercantile ad is aimed at the public purse, but only a few, however, strike the bull's-eye. What few? The noisiest and most sensational? Sometimes, but only in exceptional cases that prove the rule. The ads that do the surest work and make no mistake about it are those that are convincing, interesting and truthful. "Hooray" advertising has seen its day.

In times past an ad man was apt to mistake perspiration for inspiration; now logic is needed as well as lungs, facts as well as froth. Let us urge ad men to give as much if not more time to the task of convincing readers as they do to attracting attention. Catching the eyes is important, it is true, but convincing the judgment is more so.

Mr. Holtz discussed at some length the question whether introductories are necessary in department ads, and, after reviewing all the arguments, concluded that the solution of this question depends upon the house for which the ad is written. "Because unsuited to a high-class house is no reason why introductories should not be desirable, nay, essential, in more popular trade. The truth is, as said by the present Wanamaker writer in discussing this topic some time ago: 'No weakling in merchandising can be bolstered up by any advertising, however good, nor can a masterful merchant be kept from a certain measure of success by any advertising, however bad.' In my opinion, the Wanamaker pre-eminence is not due chiefly, as popularly supposed, to cover advertising, but to the combination of clever methods in the management of all departments; in other words, to the genius of the man behind the gun. Yet there are those who would give this advertising seven-eighths of the credit for the store's marvelous extension."

Mr. Holtz also discussed the question of the relative merits of magazine and newspaper advertising, concluding that the two mediums are in different classes and not in the slightest competitive. He expressed the opinion that although he personally looks upon the daily press as the only medium for a retail concern, yet it must be conceded that some good results are forthcoming from all mediums of advertising. He said that the newspapers give too little attention to their composing-rooms, and that here they can and should help their advertisers, who are not familiar with the different kinds of type.

Mr. Holtz's address was very favorably received, and was given hearty applause.

D. A. Dinsmore, of Salem.

The address of D. A. Dinsmore, advertising agent of Joseph Meyers & Sons, was in part as follows:

Mercantile advertising is a subject which has puzzled the brains of the best merchants in the country for many years past. Fabulous sums of money have been spent in advertising experiments of all kinds, which, when put to the test, proved to be more of an injury than a benefit to the advertiser. The importance of this feature of a merchant's business lies in the fact that the advertisement is not only an index to the store, but it also represents the character of the firm for which it is written.

Newspaper Best Medium.

My idea of good, sound, judicious, legitimate and dignified advertising is a well-worded and illustrated newspaper ad. The newspaper has long been considered the most profitable medium of advertising by such firms as Wanamaker, Siegel-Cooper, Litt Bros., etc. A short time ago, Wanamaker was paying $80,000 to $85,000 a year for a page in one of the leading dailies. When the time came to renew his contract he was outbid by Litt Bros., who paid $108,000 a year, or $9000 per month, for the space.

Don't Crowd Ads.

Newspaper ads should not be crowded with matter. Display lines should be used with sacred veneration. Too many display lines defeat the purpose for which they are used. Each additional line kills the prominence of the others. To illustrate my meaning, take, for example, a clean sheet of white paper and put a small drop of black ink upon it. The spot will appear in great prominence, but if you scatter small drops of ink all over the sheet you will notice that the first drop has lost its identity entirely and there is no particular distinction among them. Let your display lines tell as much as possible of the story that follows. Remember that your ad is looking for some one to read it and that it is the catchy headline or cut that catches the eye of the reader as he scans the paper for news.

Select a mannerism or set-up of all uniform type and carry it out all through your ad. Advertise prices as much as possible and let the type of your price correspond with your headline in being prominent, for the price is the point that brings you a buyer. If the headlines and the prices are the prominent feature of your ad, you will most certainly catch the involuntary eye of the reader. If he is interested he will then read your description, which should be to the point, omitting all unnecessary words. You are not expected to write a descriptive catalogue of your business for each issue of the paper in which you advertise.

Advertise specialties invariably if you wish to interest prospective buyers, and occasionally touch upon your principles of doing business and your desire to deal fairly with the public. Illustrate your ads with cuts when possible, for it is always practical. A picture will tell at a glance what the best descriptive writer could not tell in a volume.

Why Newspapers Are Effective.

Why is the newspaper the most profitable organ of advertising?

First—Because it finds its readers in their homes when the members of the family are all together, before or after the toil of the day, when they are either making plans for their home, seeking recreation or enjoying rest. The paper comes to the reader at a time when his time is his own, when his mind is off his business and he can consider what he reads. It comes at a time when the members of the household can discuss the needs of the family and the advisability of purchasing the goods you advertise or taking advantage of the bargains you offer.

Again, the newspaper reaches the hands of the transient people who are looking for a place to supply their wants. It covers a vast scope of territory in a short space of time and at small expense. Each copy of your ad is read and re-read by thousands of people who never subscribe for or buy a paper.

Newspapers are always honestly and judiciously circulated and through them your ad is sure to find readers. The newspaper lies upon the office desk, around the home, or on the table in the hotel corridor; it is to be found in every cigar store, reading-room and club room, and is sought for by the traveler as well as the man at home.

The newspaper is something that everyone likes to receive and which everyone reads, while the booklets and circulars are given but a hasty glance, or more often thrown away without even being looked at.

Returning now to a consideration of the work of preparing advertisements, let me say that you should change your ad often enough so that it will not become an eyesore. Change your manner of display and setting up. Use short catch phrases, plain, ordinary language, and never indulge in a flow of flowery language. Never compare your colors with the glowing orbs receding before the coming day, or your patterns with the soft, sweet smile of Nature peering out through the blossoms of the sweet briar. Don't say that the shepherds' flocks gamboling on yon fertile hill are bearing the material of your blanket department. Such language belongs to the poet and not to the merchant. Never over-estimate your values or misrepresent your goods, for it only disappoints your customers and drives them away from your store.

When to Write an Ad.

The proper time to write your ads is in the morning when your mind is fresh and you are entering upon the day's work with ambitious zeal. Never write an ad at night when you are weary in both mind and body and when the troubles of the day are weighing upon you. In the morning you have time to write your ad and do it well, but if it is put off until night you do not know what may come up to cause you to do your work in a hasty or careless manner. What is worth doing at all is worth doing well, and to no part of a merchant's work does this apply more than to the writing of ads.

Remarks by A. P. Hofer.

During the general discussion of advertising mediums, A. F. Hofer, advertising manager of the Capital Journal, brought up the subject of pamphlets, cards and other advertising schemes that are "worked" by transients who take away from the community a considerable sum of money by that means. He called attention to a small cook book which had been prepared by such a man, for the purpose of making a good profit for himself. In order to insure his success he had arranged with one of the Salem churches to give it a small part of the receipts in return for the use of its name in getting up the cook book. The pamphlet contained nothing out of the ordinary in the way of cooking recipes, but it was full of advertisements which Salem merchants had given him. Mr. Hofer's argument was that although this cook book may have some slight value as an advertising medium, yet the merchants were induced to patronize it because it had the indorsement of one of the churches. The church received but a small part of the money, while the man who worked the scheme made a good profit. If one merchant patronizes a scheme of that kind, all his competitors in business feel that they must do so also. One merchant, who was a member of the church whose name was used, refused to advertise in the cook book, saying that he kept his advertising and his church contributions separate. When he wanted to give to the church he would do so, but he would give directly to the church, and not to some promoter of an advertising scheme.

It is the intention of the Salem Press Club to give banquets at some convenient time in honor of other classes of merchants as a means of getting them together to discuss subjects of mutual interests.

CUBANS NOT HOSTILE.

Have Feeling of Great Friendship for United States.

NEW YORK, Nov. 25.—General Emilio Nunez, Governor of the Province of Havana, Cuba, is in Washington for the purpose of rest and recuperation and to obtain some relief from throat trouble, with which he has been suffering during the last three or four months. In an interview he said:

"With the blessing of unalterable peace Cuba is daily regaining the prosperity lost by the war, and I have no doubt that the republic will overcome all the obstacles and differences that might oppose its consolidation. The public sentiment in Cuba towards the United States has not changed. Our deep and sincere friendship toward this country continues to exist and it cannot be otherwise, as there has been no reason that could have caused a change to come about in the relations between Cuba and the United States established by the late war with Spain. Moreover, President Roosevelt's generous and persistent campaign for reciprocity has found an echo in the hearts of our people, increasing, if it were possible, the debt of gratitude that we contracted with the United States."

When asked regarding reports that a feeling of hostility against the United States is spreading in Cuba, he replied:

"There is no more significance in these reports than there is in the hostile feelings of this or the other political man, or one or two newspapers here against Great Britain, when in reality the relations between that country and the United States are close and cordial. In fine, Cuba can never forget what she owes to the United States, and I am sure the immense majority of its people hope that our friendly relations will daily grow closer, although this does not mean that there is any weakening in the sentiment for independence, which drove us to war and which is today the highest ideal of our people."

A GOOD SAMARITAN.

Being Helped Himself Wishes to Help Others.

The papers were never so filled with advertisements of remedies that will cure every known disease, as they are today; these are invariably accompanied by letters from people, testifying in the strongest terms to the virtue and merit of the particular preparation advertised; but because so much is claimed for the medicine, it has come to the point where most readers regard such testimonials as pure "fakes" and made up out of whole cloth.

We are glad, however, to vouch for the reliability of the following from Mr. William Lichtenwalter, proprietor of the largest printing house in Canton, O., regarding the Pyramid Pile Cure, for which nothing is claimed except that is will cure any and every form of Piles.

"For several months past I have received so many inquiries from sufferers asking if my testimonial is authentic, that I am inclined to send in a bill to you for postage and stationery.

"It is now two years since I was last troubled, and my rectum is as clear and clean as any man who never had piles, although I suffered with protruding, bleeding and internal piles for 27 years. I will not attempt to detail the agony I suffered, being too happy to say I believe I am cured, after two years of evidence.

"What will cure one man will sometimes not cure another; whether it was the Pyramid Pile Cure that cured me, I cannot say; but I have been free from piles for two years after using your treatment. I leave sufferers to draw their own conclusions.

"I will answer any communication that a sufferer may ask, and will refer to any business house, bank or manufacturer of Canton, O., concerning my identity, among whom I have lived for 48 years."

Pyramid Pile Cure is sold by druggists for 50 cents a package, or will be mailed to any address by Pyramid Drug Company, Marshall, Mich., upon receipt of price.

Drop this firm a card asking for their little book describing the cause and cure of piles.

POST PRISONER ESCAPES

SOLDIER WHO CONFESSES FORT STEVENS' INCENDIARISM.

Mystery How He Left Underground Cell—Thorough Search Avails Nothing.

ASTORIA, Or., Nov. 25.—(Special.)—Private Thompson, of Fort Stevens, who had confessed to the acts of incendiarism at the post during the past four months, and who was confined in an underground prison pending trial by court-martial, made his escape last night in a mysterious manner and has not been recaptured.

Thompson was imprisoned in one of the underground cement casemates at the fort, and no one was allowed to go near him excepting the sentry and the officer of the day, who gave him his meals. Just how he escaped is a mystery, but it is said a friend lowered him a wrench through an airhole, and with this he opened the door by unscrewing the bolts and slipped out while the sentry was standing at the other door of the apartment.

This afternoon the quarantine steamer Electro was pressed into service, and taking a number of officers on board, a search was made of every vessel in the harbor, but no trace of the missing soldier was found. Nearly every enlisted man at the Fort was turned out today and a thorough search made in the surrounding district, but without avail. Extra guards are still maintained at Fort Stevens to guard against fires, and for that purpose 60 men were transferred from Fort Canby a few days ago.

He had made a sweeping written confession of his guilt, exonerating the two soldiers whom he accused of complicity when he confessed the crime to the secret service man who first effected his apprehension.

AMUR HOME FROM ALASKA.

Brings Last Dawson Passengers Since Ice Formed.

VICTORIA, B. C., Nov. 25.—The steamer Amur, which arrived today from Skagway, brought the first arrivals from Dawson since the ice formed. The arrivals by the Amur were the only members of the party who completed the stage journey, others being frost bitten and compelled to remain at roadhouses. In crossing the Stewart River they had a trying time, the canoe in which they crossed being almost frozen in the ice, and they had to walk over thin ice for 20 miles. The travelers report that Purser Ayres, of the river steamer Prospector, who left his steamer with three companions on October 21, when the sternwheeler was frozen in at the mouth of the McQuesten, to notify the miners on Duncan Creek to come for their freight, died on the journey, and his friends believe he was murdered for the money he was known to have carried, which was not found on him. A death watch has been placed over Edward Labelle, who is to be hanged at Dawson for the murder of Leon Bouthilette on January 20.

BOY ATTEMPTS MURDER.

Walter Bailey, of Vancouver, Shoots Man in a Hold-Up.

VANCOUVER, Wash., Nov. 25.—(Special.)—Walter Bailey, a boy 15 years old, made an attempt to hold up and rob Elbert Pluss this afternoon at Fifth Plain, and in the effort he shot Pluss in the head with a load of fine shot, severely wounding him. Bailey, when he found he had not killed his victim, made an attempt to escape, but was taken in at LaCamas this evening. Pluss was discovered shortly after the shot was fired and taken to neighbors and it is thought he will recover. Bailey worked in this place for several months past. He came here from Albina, where he has relatives.

LAKEVIEW HAS $10,000 FIRE.

Absence of Wind Prevented Burning of Greater Part of Town.

LAKEVIEW, Or., Nov. 25.—(Special.)—The Oregon Hotel, belonging to W. K. Barry, and conducted by L. F. Winkleman, was completely destroyed by fire yesterday morning at 7 o'clock. The building and furniture loss was $9500; insurance, $4800. George Jammerthal's residence and John Avirgenett's tailoring establishment were also destroyed; loss, $700. The absence of any wind prevented a large part of the town from being burned.

SAILOR'S HEAD IS CRUSHED.

Caught Between Bulwark and Slingload of Lumber.

SOUTH BEND, Wash., Nov. 25.—A. Christiansen was killed last evening by a slingload of lumber striking him on the head. He was a sailor on the steamer Sequoia, and his head was caught between the lumber, which was being lowered into the vessel, and the bulwark, killing him instantly. He was evidently paralyzed with fear, or he could have dodged the load. He will be buried tomorrow.

Hadley Not a Senatorial Candidate.

WHATCOM, Nov. 25.—Supreme Justice-elect Hiram E. Hadley today issued a statement in which he denied that he is a candidate for United States Senate, and asks his friends to cease discussing his name in connection therewith.

McGeary Given 12-Year Sentence.

ANACONDA, Mont., Nov. 25.—John McGeary was this forenoon sentenced to 12 years in the penitentiary at Deer Lodge for the murder of Superintendent J. H. Evans, of the Washoe smelters.

Discharged Troopers Leave for Home

WALLA WALLA, Nov. 25.—Thirty-five discharged troopers of the Ninth Cavalry, colored, departed tonight for their homes in different parts of the East and South.

NORTHWEST DEAD.

Death of Mrs. W. P. Sturgis.

WALLA WALLA, Nov. 25.—(Special.)—Mrs. Susan Sturgis, widow of William Payne Sturgis, the wealthy sheepman, who died in this city last Friday, died today of paralysis. The deceased was 83 years of age. Her husband's death was due to senile decay, superinduced by worry over the condition of his wife. Mrs. Sturgis was born in Gorham, Me., November 18, 1819. The funeral will take place Thursday morning from the residence of Asa S. Legrow, in Birch street.

Well-Known Seattle Man.

SEATTLE, Nov. 25.—Colonel W. E. McKee, one of the best-known men in Seattle and on Puget Sound, died suddenly in a saloon some time this morning, between 6:30 and 9 o'clock.

Discovered Pay Gold at Nome.

SAN FRANCISCO, Nov. 25.—Captain A. P. Mordaunt, who is credited with having made the first discovery of pay gold at Nome, died in this city today of a complication of diseases.

MEXICO'S SILVER TROUBLE

Sounds Like a Speech in Our Campaign of 1896.

MEXICO CITY, Nov. 25.—The premium on New York exchange continues to advance and today it was $1 85; that is $2 85 Mexican silver is required to buy one American gold dollar. The large farmers in the interior and planters throughout the country say they don't care if the dollar falls to 50 cents, as only the city merchants and importers want gold. They urge that the depreciated silver keeps the dollars in the country and makes business good. Importers take another view and are generally refusing to make prices on machinery, supplies, etc., except in gold. Bankers realize that payments coming due will be made in dollars worth considerably less than when the money was loaned. The government has the matter under advisement and advices regarding the adoption of a gold standard from Europe and the United States are being constantly received. The country is undeniably prosperous and there is a natural hesitation in taking radical measures which might give business a great setback. One large bank made the New York rate 190 at noon.

Pendleton District Telegraph Service

PENDLETON, Nov. 25.—(Special.)—The equipment for a district telegraph and messenger service, under the auspices of the Western Union has arrived, and is about to be put in operation in Pendleton.

Indian Murders His Squaw.

LAKEVIEW, Nov. 25.—(Special.)—Sam Brown, an Indian, murdered his squaw, Ada Brown, last night, while she was asleep. He shot her in the head with a small gun, and she died instantly.

Minister Wu Sails for China.

SAN FRANCISC, Nov. 25.—Wu Ting Fang, ex-Chinese Minister, sailed for China today on the Hong Kong Maru.

RHEUMATISM.

Some of the most valuable discoveries in medicine had their origin in remote countries among strange people. Quinine came to us from the Indians of Peru; opium from the barbarous races of Asia, and cod liver oil was given to us by ignorant whalers who, because it softened leather, thought it would soften joints stiffened by rheumatism. They were right. It only remained for science to work out the idea, and today cod liver oil is one of the best-known remedies for the treatment of chronic rheumatism. As early as 1754 cod liver oil was recognized as a cure for rheumatism, and a few years later it was found that the same remedy could be used for the cure of skin diseases due to this complaint.

The first step in the cure of rheumatism is to supply the blood with nourishment and to make up the deficiency in red blood corpuscles. These corpuscles convey oxygen to the various tissues in the body and play a very important part in the process of combustion which is constantly going on within the body and which is called the "fires of life." Cod liver oil is an excellent fuel for these fires and they burn more brightly when supplied with it.

The faster the blood is made rich and plentiful in red corpuscles the sooner the rheumatism is driven from the system. In Scott's Emulsion the full value of cod liver oil is combined with hypophosphites of lime and soda, and, being perfectly emulsified, is best suited for the treatment of rheumatism where everything depends upon nourishing the blood quickly and effectually.

Scott's Emulsion differs from any other preparation in that it passes into the system without tax on any of the organs with which it comes in contact. By reason of its immediate action it is enabled to make rich blood faster than disease can consume it, hence it is not long before sufficient headway is gained to drive out the trouble and restore the body to a normal condition. It is in this way that Scott's Emulsion disposes of rheumatism and rids the body of the lingering symptoms that so often threaten a return of the disorder.

So-called wines, cordials and extracts of cod liver oil are worthless as they do not contain the value of the whole cod liver oil and hence cannot furnish the desired benefits. Scott's Emulsion has been the standard cod liver oil preparation for over twenty-five years.

We'll send you a sample free upon request.

SCOTT & BOWNE,
409 Pearl St., New York.