

The Oregonian

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Portland, Thursday, April 9, 1908. The elections of April 7 show pretty clearly that the tide of feeling against the saloons is still rising.

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world possesses how delightful its long-term results may appear. But does prohibition decrease the total amount of the world's capital?

that at the present rate of destruction this country will lose its timber within another generation. A forest policy that will not only postpone this calamity, but by preserving the timber systematically will prevent it altogether.

BATTLESHIPS FOR PORTLAND. The American battleships, by their long trip from the Atlantic to the Pacific Coast, have demonstrated that they are fully as seaworthy and as easily handled as the older-manned, ill-supplied tramp steamers which roam around the world without any "wet nurse" accompaniment.

THE ARMY AND NAVY. Senator Hale's objections to increasing the standing Army have a great deal of force. Upon our military establishment, including pensions, we already spend more money than any other nation in the world.

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by unsophisticated stock buyers who have been lured into the game by stories of the lucky few who made good strikes.

DEMOCRATIC WAR ON BRYAN. How New York Regards Him as a Presidential Candidate. New York (Dem.) It might have been worth while for the Democratic Club to invite Mr. Bryan to speak at its Jefferson Day dinner on condition that he answer the World's questions.

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POLITICIAN GETS INVOLVED. Frank Jagger, of Clackamas, Mixed Up in Breach of Promise Suit. OREGON CITY, Or., April 8.—(Special.)—In damage suits aggregating \$15,000, Frank Jagger, formerly a member of the State Legislature from Clackamas County, and Christian Vonderhabe, a well-known citizen of this section, were made defendants in an action instituted by Mrs. Erika Trullinger, who has been a frequent appearance in the Clackamas County and Circuit Courts.

WELCOME FROM THE NATION. Washington Greeted by Chinese and Japanese With Fireworks. SEATTLE, Wash., April 8.—The armored cruiser Washington, the namesake of the State of Washington, was given a warm welcome when she steamed into Elliott Bay and dropped anchor at the welcoming pier, headed by the steamship City of Seattle, upon which were Mayor John F. Miller and a committee from the Commercial Club, met the cruiser in the Sound off West Point Lighthouse.

MASSACHUSETTS FOR TAFT. Probable He Will Have Majority of Delegation at Chicago. NEW YORK TRIBUNE. The result of the Republican primary elections in Massachusetts has been much concluded because of a complication of interests and issues.

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Advertising Talks No. 8 THE TAILOR WHO PAID TOO MUCH By Herbert Kaufman I was buying a cigar last week when a man dropped into the shop and after making a purchase told the proprietor that he had started a clothes shop around the corner, and quoted him prices, with the assurance of best garments and terms.

After he left the cigar man turned to me and said: "Enterprising fellow, that; he'll get along." "But he won't," I replied, "and furthermore, I'll wager you that he hasn't the sort of clothes shop that will enable him to." "What makes you think that?" queried the man behind the counter.

"His ideas are wrong," I explained; "he's relying upon word-of-mouth publicity to build up his business, and he can't interview enough individuals to compete with a merchant who has sense enough to say the same things he told you to a hundred thousand men while he is telling it to one. Besides, his method of advertising is too expensive. Suppose he sees a hundred persons every day. First of all, he is robbing his business of its necessary direction, and besides he is spending too much to reach every man he solicits."

"What makes you say that?" "Well, as the proprietor of a clothes shop his own time is so valuable that I am very conservative in my estimate when I put the cost of his soliciting at 5 cents a head. "Now, if he were really able and clever he would discover that he can talk to hundreds of thousands of people at a tenth of a cent per individual. There is not a newspaper anywhere the advertising rate of which is \$1.00 per thousand circulation, for a space big enough in which to display what he said to you."

"I never looked at it that way," said the cigar man. "It's only 'the man who hasn't looked at it that way' who hesitates for an instant over the advisability and profitability of newspaper publicity. Newspaper advertising is the cheapest channel of communication ever established by man. A thousand letters with one-cent stamps will easily cost \$15, and not one envelope in ten will be opened, because the very postage is an invitation to the wastebasket. If there were anything cheaper, retail assured that the greatest merchant in America would not spend individual sums ranging up to half a million dollars a year and over in this form of attracting trade."

IN THE MAGAZINE SECTION OF THE SUNDAY OREGONIAN WHEN BEAUREGARD FIRED ON SUMTER Next Sunday will be the 47th anniversary of the first battle of the Civil War. In this connection there will be a graphic story of the great event, full of warm blood, and supplemented with pictures reproduced from the files of Harper's Weekly for 1861. It is of like interest to those who remember, and to the present generation.

BUILD HOUSES AND RENT THEM FOR A SONG This is the advice of William L. Finley, the young naturalist, to the boys and girls of Portland and the Pacific Northwest—houses in which birds may build their nests this month and repay you with natural music. He tells you how to build this home—it's very little trouble—and offers pictures to aid you in the labor of love.

MAKING CANDY EGGS FOR EASTER SUNDAY How men and machinery have turned out millions for next week's American supply.

BREEDING PHEASANTS IN CAPTIVITY All about a big concern in Colorado where the barryard hen is utilized as a stepmother; also full instruction on the rearing of Chinese game birds applicable to Oregon.

THE HOTEL CLERK ON POETS AND SPRING Together with sundry reflections and comment on other verbal topics.

ORDER EARLY FOR YOUR NEWSDEALER