Expert Talks to University of Oregon Class on Profitable Publicity.

GROWTH NOW ENORMOUS

Monthly Magazines Carry Alone More Than \$7,000,000 Worth of Advertising Annually, Says M. A. Reed, of Portland.

UNIVERSITY OF OREGON, Eugene, Feb. 13.-(Special.)-"The first obligation of the publisher and agent is to make advertising profitable to the ad-Vertiser.

There is more gray matter in the preparation of the advertising pages of the newspapers and magazines than there is exerted in premoting much of the literature and news of the world.

The man who knows how to advertise has not been horn. The men who think they know how to advertise are born at the rate of 100 a minute.

Monument in Store for Someone. "A man who will invent a system of advertising which guarantees success will rest under a skyscraping monument, in the same field with the man who discovers the composition of elec-

tricity."

These were some of the emphatic statements of Merrill A. Reed, chairman of the committee on education of the Portland Ad Club, chairman of the University of Oregon department of advertising and a prominent advertising man of Portland, which were delivered before the university's first class in advertising Friday afternoon. One hundred students, plus a sprinkling of faculty, heard Mr. Reed lecture on the science, the methods, the means, the advisability and the skill employed in the newspaper and periodical advertising.

The university's newest course, which is being conducted under the auspices of the Portland Ad Club, has a threefold purpose. It is intended to help the business man of the future, inasmuch as it will furnish the means of studying advertising and, therefore, teach him how to insert his advertisements to the best advantage. The new course will present an opportunity of learning the advertising game tunity of learning the advertising game from the business standpoint, and in from the business standpoint, and in that manner train the student for a commercial career slong the advertis-ing lines. Finally, students of journal-ism will find advertising to their great-est advantage in the journalistic work which is to follow their graduation.

not be one of the most profitable pur-suits in the country." Object Told by C. V. Dyment. "The big object of the class," said Colin V. Dyment, of the journalism de-partment, "is to teach the students to become intelligent consumers of ad-vertising rather than the sellers of HIGHWAY WORK PUSHED

Following Mr. Merrill's introduction Following Mr. Merrill's introduction to the class by Eric W. Allen, head of the journalism department, the speaker at once launched into his subject and attempted to give a clear conception of the evolution of advertising, the advertising salesman, the advertising manager, the advertising agency and the educational qualifications of the advertising specialist.

educational qualifications of the advertising specialist.

"From a small beginning," said Mr. Reed, "the business of advertising has grown even faster than any other form of business in the United States, until, at the present time, the monthly magazines alone carry more than \$7.000,000 worth of advertising yearly," "Modern advertising," the speaker continued, "is an art that is being rapidly placed on a scientific basis. In early years men of letters and art contributed to the encouragement of good publicity, and history is repeatcontributed to the encouragement of good publicity, and history is repeat-ing itself today in allowing the ad-vertisers to employ the genius of the Two of the world's greatest artists have brushed themselves into immortality through the advertising columns." he added.

Continuing. "In these days of energy and push and business development, there is much more excuse for looking forward than for looking backward. The business of today is in the present and future. The present trade may be founded upon the past, but it draws lis nourishment from the present."

Know Your Man, Is Advised. Knew Your Man, is Advised.

Mr. Reed, in depicting the advertising salesman, presented him as the man who first of all must know the man to whom he is to sell; he must know his own power and limitations; he must know the goods he is offering; he must know the goods and opportunities of the man to whom he is trying to sell; and he must know what pleases men in general and how to get them in the most agreeable and quickest way. College professors have much to tell salesmen along these lines. Finally, the advertising salesman must have an education which will combat with all fields of knowlwill combat with all fields of knowl-

edge.

The advertising manager was the next position taken up by Mr. Reed, and he classified him under three heads. First the "rubber stamp" type: the young man paid a small salary to expend an appropriation from \$10,000 to \$50,000 yearly by an advertiser. This young man generally holds the opinion that he is "no slouch" as an advertising man, and all that he needs is a man to dress up his ideas. The "rubber stamp" type has two duties: to turn down space sellers and to take the blame if snything roes wrong with the advertising.

The next class of advertising man-agers was called the "literary person" by Mr. Reed. The "literary person" is necessary to any well-regulated ad-vertising department, that is, if he doesn't exceed his bounds and go as far is weaving a fine selling argument into a Bagdad rug of words in which ill selling value is lost.

"Know Good English" Is Plea. "It is vastly important," said Mr. Reed, "to write good English. It is important to know where to put com-mus and periods; but much more im-portant is the ability to make people

hat you put between your punetuations.
"All successful advertising is perhaps 10 per cent inspiration and 20
per cent analysis."

Mr. Reed's last type of advertising manager is the one who is rated as the new type; he is the business man with the attitude toward the possible dormand. He is neither so saturated with the details of the business that he cannot think from the standpoint of the consumer, nor is he so occupied with the future that he loses touch with the needs of the present.

Tegistrat When it was the day of the consumer, nor is he so occupied faculty m with the future that he loses touch with the needs of the present. demand. He is neither so saturated with the details of the business that he cannot think from the standpoint of the consumer, nor is he so occupied with the future that he loses touch with the future that he loses touch with the needs of the present.

FRUIT PROSPECT GREAT

Pittsburg Expert Tells Medford Growers War Is Blessing.

MEDFORD, Or., Feb. 13.—(Special.)

MEDFORD, Or., Feb. 13.—(Special.)

J. C. Crutchfield, of Pitsburg, one of

MEDFORD, Or., Feb. 12.—(Special.)

a student who had failed, and as reasons for his reinstatement the professor
pointed out the urbanity of the victim.

fruit men in the country, who addressed the Farmers' and Fruitgrowers' League today, declared that the prospects of the pear and apple business were never brighter and with proper organization among the growers of the Rogue River Valley he predicted that a valuation of \$1,000 an acre for orchard land could be maintained, based upon the actual profits to the grower. "The war in my opinon," said Mr. Crutchfield, "will benefit the fruit business just about as much as it will injure it, in other words the effect of the war in 1915 will be neutralized. Fruit production is less now than it was six years ago, and the present depression has been a blessing in disguise, for it has eliminated the incompetent fruitraiser and the undesirable fruit land. If the Northwest grower will co-operate, keep the quality up to the best standards and adopt the most approved methods in culture, there is no reason why the fruit business should

Lister's Desire Intimated to See Mr. Reeves Candidate for Lieutenant-Governor.

EYE ON SENATE IS RUMOR

Preparations for Chelan Representative to Occupy Leading Place on Ticket Notable-Others Line Up for Gubernatorial Fight.

NATIVE OF OREGON PASSES AWAY AT BAKER.

Mrs. C. E. Porter.

BAKER, Or., Feb. 13.—(Special.)—Mrs. C. E. Porter, who

dled suddenly here Monday, was a native of Oregon. She was born at Crawfordsville, Linn County, in 1857. Her parents, Captain and Mrs. Robinette, came to Oregon in 1849, crossing the plains with an ox train, of which the Captain was the captain.

plains with an ox train, of which Mr. Robinette was the captain. Mrs. Porter lived at Crawfordsville until 18 years ago, when she moved to Baker.

She was one of the most active workers in the Methodist Church in Baker, having charge of the women's Bible class and being a leader in the Ladles' Ald Society of the church. She is survived by one daughter, Mrs. Cecil Stuller, of Baker: by her husband, C. E. Porter, manager of the Baker Mill & Grain Company; by a brother. Frank Robinette, of Crawfordsville, and a sister, Mrs.

Crawfordsville, and a sister, Mrs. Joseph Yates, of Corvallis.

the railroad, and as soon as the loca-tion is determined action is expected

toward building the necessary connec

MANY STUDENTS ENTER

UNIVERSITY MID-YEAR ENROLL-

MENT GREATER THAN USUAL.

Severni Dropped for Failing Behind

Make Pleas for Reinstatement, Some Claiming Outside Work.

UNIVERSITY OF OREGON, Eugene,

UNIVERSITY OF OREGON, Eugene, Or. Feb. 12.—(Special.)—The city of Eugene has contributed 21 of approximately 75 students who have entered the university this week. Sixteen of these students came direct from the Eugene High School after their graduation from that institution two weeks ago. The remaining five are former students who registered again this semisater.

students who registered again this semester.

There are a number of other students who intend registerling within a few days. This exceeds all mid-year registration of former years.

When the petitions for reinstatement were presented by those students who had the misfortune to fall below the required number of passing hours, many excuses for failure were brought to the board. One excuse which armined considerable feeling among the

OLYMPIA, Wash. Feb. 13.—(Special.)—The grooming of Frank Reeves, of Wenatchee, Representative from Chelan County and Democratic floor leader, to occupy a leading place on the ticket of his party next year, is one of the latest developments that the present Legislature is furnishing for the 1816 campaign. Reeves, who is president of the Washington State Bar Association, has proved an able leader of the minority forces in the House. It is intimated that Governor Lister would like to see Reeves Democratic candidate for Lieutenant-Governor in the event that Mr. Lister is a candidate for re-election, as he probably will be. Whether the Wenatchee man would be content with this nomination, or would prefer to be a candidate for United States Senator to succeed Miles Poindexter, is yet to be seen. OLYMPIA, Wash., Feb. 13 .- (Spe-

seen.

In spite of the repeated declinations of Judge S. J. Chadwick, of the Supreme Court, to enter the race for the Democratic nomination for United States Senator last year, report has it that he may be induced to make the campaign for the party in 1916. Judge Chadwick's re-election to the supreme bench, with a vote nearly 30,650 in excess of that received by any other candidate, makes him a factor in any contest in which he may engage. Although barred under the constitution from becoming a candidate for any state office, this prohibition would not apply to prevent prohibition would not apply to prevent him from running for the Senate.

Judge Turner to Be Candidate. Judge Turner, of Spokahe, who lost the Democratic nomination for Senator ast year by 15 votes on account of the heavy second choice vote for W. W. Black, of Everett, will be a candidate for the nomination again. Redidate for the nomination again. W. Black, of Everett, will be a candidate for the nomination again. Report has been current for some time that an understanding had been reached between Mr. Turner and Governor Lister, by which Turner would receive the support of the forces of the state administration for the Senatorial nomination. Friends of Governor Lister denounce this report as faise.

Lister denounce this report as false.

There are a host of candidates, gubernatorial and otherwise, among Republicans in both houses of the Legislature, but no one thus far has in the session developed unusual strength. Of the newcomers, Representative Mark Reed, of Mason County, has developed as probably the strongest member of either house. While Reed has been mentioned as a possible gubernatorial candidate there is no certainty that he will be in the race.

the newcomers. Ripreontative Mark

III AT WORK ON LINK CONNECTION

III AT WORK ON LINK CONNECTION

SARSIDE AND TILLAMOK.

SITE Special of Extension to Garbiadi Brech and Irridge to Circ Pechalem Connection.

III AT WORK ON LINK CONNECTION

SITE Special of the Special Connection.

III Be the Friend Special Connection.

III Be the

limit unless unexpected bad weather should be encountered during the present month.

About 12 miles of road from what is known as the Russian Settlement to the Tillamook County line is under construction this Winter, and this county is planning to begin extensive operations early in the Spring to prepare for the completion of the Clatsop County road. It is expected that the Pacific Highway engineers will make a survey from the Clatsop County line to Garibaid Beach and through Nehalem shortly, as this survey has been promised by May 1.

The Tillamook County Commissioners are awalting the action of the highway engineers before deciding the location of the bridge connecting Nehalem and the railroad, and as soon as the loca-

Willamette Valley Is Featured in

Copies for Panama-Pacific Fair.

ALBANY, Or., Feb. 13,—(Special.)— The first copies of the booklets which will be used to advertise the Willamette Valley at the Panama-Pacific Ex-position at San Francisco have been received by C. H. Stewart, of this city, president of the Willamette Valley Ex-

YAMHILL COUNTY HAS RE-



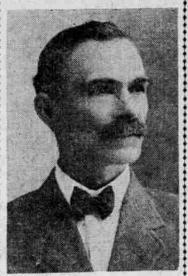
J. Bradford Dodson MMINNVILLE. Or., Feb. 13.—
(Special.)—J. Bradford Dodson, new County Judge for Yamhill County as a result of the decision of the Supreme Court, will be 44 years old tomorrow, February 14. He attended McMinnville College and graduated from the Univer-He attended McMianville College and graduated from the Univer-sity of Oregon. He was admitted to the bar in June, 1910. Has been City Attorney of McMinn-ville and deputy district Attor-ney. Mr. Dodson is a Republi-can.

on. Mr. Dodson supersedes Judge Vine W. Pearce, a Democrat.

hibit Association. The booklet con-tains 32 pages and is a splendidly ar-ranged portrayal of the resources and opportunities of the Williamette Val-A feature of the booklet is that

A feature of the booklet is that every article is written by an expert. These articles are: "The Willamette Valley," by Morris J. Duryes, director of the Eugene Commercial Club; "General Agriculture," by A. B. Cordley; "Soils and Crops," by H. D. Scudder: "Fruitgrowing," by C. I. Lewis, all of Oregon Agricultural College faculty; "Nuis," by J. C. Cooper, of McMinnville: "Truck Gardening," by G. B. Boquet, of the Oregon Agricultural College; "Hops," by T. A. Livesley, of Salem; "Dalrying," by Luther J. Chapin; "Livestock," by Ermine L. Potter, of Oregon Agricultural College; "Poultry," by James Dryden, of the O. A. C. faculty; "Timber," by A. C. Dixon, of Eugene; "Manufacturing," by R. W. Raymond, of Portland, manager of the Oregon

FIRST HEAD OF OREGON TREASURERS IS SERVING FOURTH TERM IN LINN.



W. W. Francis.

ALBANY, Or., Feb. 13.—(Special.)—W. W. Francis, who was chosen recently as the first president of the new state organization of the County Treasurers of Oregon, is now serving his fourth consecutive term as County Treasurer of Linu County. Hearved one term as County Re-

Treasurer of Linn County. He served one term as County Recorder of this county, in 1904-1906, and in 1908 was elected County Treasurer, being recleted by large majorities in 1910-1912 and 1914.

Mr. Francis has served for the past 13 years continuously as grand treasurer of the grand encampment, independent Order of Odd Fellows, of Oregon. He is also a past grand patriarch and past grand representative of that organization.

Though a native of Virginia, Mr. Francis has been a resident of Oregon for many years.

Manufacturers' Association; "Education," by P. L. Campbell, president of the University of Oregon; "Citizenship," by H. Charles Dunamore, of Independence; "Climate," by E. A. Beals, United States Weather Observer, at Portland; "Transportation," by D. C. Preeman, of Eugene; "Game Resources," by William L. Finley, State Game Warden; "Scenery," by H. E. Marshall; "Land Values," by Fred S. Bynon, secretary of the Salem Commercial Club.

TROOPS SEE FAIR TRIP

TWENTY-FIRST INFANTRY HOPES TO GET ASSIGNMENT.

Rumor That Transfer From Vancouver Barracks Is Set for February 27 Causes Stir at Post.

VANCOUVER BARRACKS, Wash., Feb. 13.—(Special.)—Every one in the post is excited over the rumor that the Twenty-First Infantry is to be ordered to the Presidio, San Francisco.

ordered to the Presidio, San Francisco, for duty at the Panama Exposition. Army officers of the Twenty-First now on duty in California have telegraphed to officers here that the report is current there that the War Department has issued the order for the troops to be in the Presidio by February 27, and that sil lacking is an appropriation from Congress, and it is believed that will be forthcoming.

The Thirtieth Infantry, which has been ordered to Plattaburg, N. Y., and it is hoped by officers here that the walled for the Company and the State of the Uting of the Scone of the Uting of the Scone of the Uting of the Company and the State of the Uting of the Company and the State of the Uting of the Company and the State of the Uting of the Company and the State of the Uting of the Clearwater will be commenced early in the Eastward of the Clearwater will camp out in tents during the Fair. Colonel Young, commander of the Twenty-First Infantry, is in San Francisco, it is thought, and he is due to arrive here about February 20, but it may be he will remain in that city if he learns the troops are to arrive there by February 21.

Should the Twenty-First Infantry, Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive there, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive there, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company F. Engineers, would remain in that city if he learns the troops are to arrive here, only Company

Advance Showing

IN THE NEW SPRING PATTERNS AND MODELS They're the Chic Creations From the World's

Renowned Clothes Manufacturers Hart Schaffner

To appreciate the exclusiveness and character of good clothes don't fail to see these new models.

& Marx

Manhattan and Arrow Shirts for Spring

Men who are particular as to pattern and fabric will find the shirt to their liking in our enormous display of these shirts.

Spring Hats Now on Display

Make an inspection of our Hat Department; see the new shapes we're showing for the coming sea-You'll find one to your particular taste in our large assortment of shapes and colorings.



Sam'l Rosenblatt &

Northwest Corner Third and Morrison The Men's Shop for Quality and Service

Record Made in White Pine Area in North Idaho.

HIGH WATER NOW AWAITED

Sale of Large Tract by Forestry Department to Coast Concern Guarantees Further Heavy Operations and Mill Activity.

to the dormitory and threw bedding out of some of the rooms.

Trouble then engendered, was continued at college yesterday. Four of the initiates waited on the Broadalbin-street bridge across the Eighth-street canal, only one block north of the college, for the purpose, it is said, of ducking two of their number who had gone over to the opposition. One arrived and was tossed over the railing into the canal.

He came out dripping and announced he would fight anyone of the crowd. The offer was accepted, and it was during this encounter the riot call was sent in.

TROODE CEE FAIR TRIP

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TROODE CEE FAIR TRIP

Cruisers in close touch with the work now being outlined estimate that the cut next season will break all record for the district and should approximat for the district and should approximate 100,000,000 feet, with a value of more than a million dollars. To cut this amount will require the labor of at least 1500 men in the woods, while a corresponding number will be employed in the various sawmills in making the product into lumber.

BURNED TIMBER CUT FAST Scofield Holdings Cleared at Rate of

750,000 Feet Daily.

TIMBER CUT LARGE What Cures Eczema?

We have had so many inquiries lately regarding Eczema and other skin discases that we are glad to make our answer public. After careful investigation we have found that a simple wash of Oil of Wintergreen, as compounded in D. D. Prescription, can be relied upon. We would not make this statement to our patrons, friends and neighbors unless we were sure of it—and atthough there are many so-called Eczema remedies sold, we ourselves unhesitatingly recommend D. D. Prescription. All druggiets have D. D. D., 35c., 50c., \$1.

Drop in our store today, just to talk over the merits of this wonderful Prescription. Ask also about D. D. D. Soen, Huntley Drug Co., Washington and Fourth.—Adv.

The list of speakers included Profess

For Grip, Influenza, Coughs, Sore Throat

Twenty per cent (one person in five) die from the effects of a par-

tially cured Cold. This danger is averted by using Dr. Humphreys' "Seventy-seven," assuring complete recovery, while its tonicity sustains the system, safe-

guarding any organ prone to disease. stubborn Colds that hang on-Grip. 25c and \$1.00, at all druggists or mailed. **Humphrey's** Homeo. Medicine Co., 15c William Street, New York.

> HOT TEA BREAKS A COLD-TRY THIS

The Wise Dental Co. Oldest Reliable Dentists in Portland



PLATES WITH PLEXIBLE SUCTION



every calling, and Dr. Wise lays claim to this distinction in Oregon. 28 years' enerience. What we can't guarante

Wise Dental Co.

Painless Dentists Falling Building, Third and Washing-

Office Hours: S A. M. to S P. M. days, 9 to L.

TAKE THIS MAN'S ADVICE TRY THE GREAT KIDNEY REMEDY

It always gives me pleasure to recommend anything that is right, and so I feel it my duty to herald the praises of Dr. Kilmer's Swamp-Root.

For years I was troubled with kidney disease, and it was so intense that I was bedridden for days at a time. I gave up all hope, and doctors for miles around gave me no help. Incidentally I tried soveral patent remedies, and at last tried Swamp-Root. From the first it gave me relief, and it was no time before I was able to be up and around, and now I am perfectly well and able to work as I used to before my terrible sickness.

So now let me thank you for your wonderful discovery, and take this opportunity to recommend it to all who suffer from Ridney troubles.

Yours very truly.

WALTER SHIVER,

Hope, Ark.

Subscribed and aworn to before me this 25th of March, 1912.
A. V. WARE, Notary Public.

Letter to Dr. Kilmer & Co., Binghamton, N. Y.

Prove What Swamp-Root Will Do for You. "Seventy-seven" breaks up hard, supported that hang on—Grip.
20c and \$1.00, at all drugglats or mailed.

Humphrey's Homeo. Medicine Co., 150 and bladder. When writing about the kidness and bladder. When writing be sure and mention The Portland Sunday Oregonian. Regular fifty-cent and one-dollar size bottles for sale at all drug atores.—Adv.