

ADVERTISING NOW
PAYS TO MILLIONS

Expert Talks to University of
Oregon Class on Profit-
able 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 obli-
gation of the publisher and agent is to
make advertising profitable to the advertiser.

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

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

"A man who will invent a system of
advertising which guarantees success
will rest under a palm tree with the
man who has discovered the composition of
electricity."

These were some of the emphatic
statements of Merrill A. Reed, chairman
of the committee on education of the
University of Oregon department of ad-
vertising and a prominent advertising
man of Portland, which were delivered
before the university's first class in
advertising Friday afternoon.

Reed, in a talk of 45 minutes, dis-
cussed the value of advertising, the
methods, the means, the means, the
advantages and the disadvantages of
the newspaper and periodical advertising.

The university's newest course,
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fruit men in the country, who ad-
dressed the Farmers' and Fruitgrowers'
League today, declared that the pros-
pects 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 \$100 an acre for
orchard land could be maintained, based
upon the actual profits to the grower.

"The war in my opinion," 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 a year ago, and the present de-
pression has been a blessing in dis-
guise, for it has eliminated the incom-
petent fruit raiser and the undesirable
fruit, and the man who is left 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

not be one of the most profitable pur-
suits in the country."

Following Mr. Merrill's introduction
to the class of 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 from the
advertising salesman, the advertising
manager, the advertising agency and the
educational qualifications of the ad-
vertising specialist.

"From a small beginning," said Mr.
Reed, "the business of advertising has
grown even faster than any other form
of business in the world. At the present
time, the monthly magazines alone carry
more than \$7,000,000 worth of advertising
yearly."

"Modern advertising," he said, "is
not an art, but a science. It 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 repeat-
ing itself today in allowing the ad-
vertiser to employ the genius of the
world in the preparation of advertising
matter. Two of the world's greatest
artists have brushed themselves into
immortality through the advertising
columns."

Continuing, "In these days of energy
and push and business development,
there is much more to be gained look-
ing forward than backward. The
business of today is in the present
and future. The present trade may
be founded upon the past, but it draws
its nourishment from the present."

"Know Your Man, is Advised."
Mr. Reed, in depicting the advertis-
ing 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 offer-
ing; he must know the goods and op-
portunities of the man to whom he
is selling; and he must know what
pleases men in general and how to get
them in the most agreeable and quick-
est way. College professors, if they
want to sell their books, should know
these things. Finally, the advertising
salesman must have an education which
will 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
types: First, the "rubber stamp" type;
the young man paid a small salary to
explore 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. His
"rubber stamp" type has two duties:
to turn down space sellers and to take
the blame if anything goes wrong with
the advertising.

"The next class of advertising man-
ager was called the "literary person"
by Mr. Reed. The "literary person"
is necessary to any well-regulated
advertising department, but he should
not exceed his bounds and go as far
as weaving a fine selling argument
into a haphazard rug of words in which
all 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-
mas and periods, but much more im-
portant is the ability to make people
read what you put between your pun-
ctuations."

All successful advertising is per-
haps 10 per cent inspiration and 90
per cent analysis."
Mr. Reed's last type of advertising
manager is the one who is based on
the new type; he is the business man
with the attitude toward the possible
demand. He is neither so concerned
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.

FRUIT PROSPECT GREAT
Pittsburg Expert Tells Medford
Growers War Is Blessing.

MEDFORD, Or., Feb. 13.—(Special.)—
J. C. Crutchfield, one of the best-known
and most influential

DEMOCRATS GROOM
LEADER FOR BIG JOB

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

EYE ON SENATE IS RUMOR

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

OLYMPIA, Wash., Feb. 13.—(Special.)—The grooming of Frank Reeves,
Washington 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 most important items on
the present Legislature is furnishing
for the 1916 campaign. Reeves, who
is president of the Washington State
Bar Association, is a native of
Chelan County and has been a
leader of the minority forces in the
House. It is intimated that Governor
Lister would like to see Reeves Demo-
cratic candidate for lieutenant-governor
in the event that Mr. Lister is a
candidate for re-election, as he prob-
ably will be. Whether the Wenatche
man would be content to accept a
nomination or would prefer to be a candi-
date for United States Senator to suc-
ceed Miles Polk, is yet to be seen.

In spite of the repeated declinations
of Judge S. J. Chadwick, of the Supreme
Court, to enter the race for the Demo-
cratic 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 Chad-
wick's re-election to the supreme bench,
which he has held since 1908, is
one of the most important items on
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ceed Miles Polk, is yet to be seen.

Mr. Francis has served for the
past 12 years continuously as in-
grand treasurer of the grand en-
campment, Independent Order of
Odd Fellows, of Oregon. He is
also a past grand of the same order
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; "Educa-
tion," by P. L. Campbell, president of
the University of Oregon; "Citi-
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"DUCKING" STARTS FIGHT
ALBANY STUDENTS FRACAS RE-
SULTS IN RIOT CALL.

Humiliation from Initiation Ceremony
Leads to Retaliation and Fistic
Encounter.

ALBANY, Or., Feb. 13.—(Special.)—
A custom of "ducking in the ditch,"
which has grown up at Albany Col-
lege, may suffer a set-back in that a
ducking which took place yesterday
led to a fistic encounter and consid-
erable excitement. A ducked student
undertook to whip the boys who tossed
him into the Eighth-street canal, and
in the melee which followed a woman
lying near the scene turned in a police
call. The entire affair was settled
amicably, however, by the partici-
pants within a short time.

The outcome for the cut during the
coming season promises the greatest
operations ever known in the Coeur
d'Alene district. The reported sales of
the 62,000,000 feet of white pine by the
Foresty Department on East Eagle
Creek means extensive work in a re-
gion heretofore untouched by the lum-
ber concerns.

The Clark Bros' deal includes the
sawmills of the Eagle Pine Lum-
ber Company, at Union. It is an-
nounced that the plant will be enlarged
and the mill put into steady operation.
It is estimated that the mill will
be one of the forestry requirements
with the sale. With a standard gauge
line tapping the timber the logs will
be taken to the mill down the river
by all-rail route, instead of driving the
river as before. Direct rail connection
is made with the Murray branch to
the mill.

Cruisers in close touch with the work
now being outlined estimate that the
cut next season will break all records
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
Schofield Holdings Cleared at Rate of
750,000 Feet Daily.

OROFINO, Idaho, Feb. 13.—(Special.)—
The burned-over timber in the Was-
ington Creek district is being felled at
the rate of about 750,000 feet a day and
the cutting of the Schofield timber will
be completed in April.

It is estimated that the white pine on the
Schofield burned district will amount to
about 75,000,000 feet and it is probable
that the cutting of the valuable timber of
the burned holdings of the Clearwater
Timber Company and the State of
Idaho will be commenced early in the
season.

It is estimated that the market-
able timber within the burned district
will be 200,000,000 feet.

Clerical Meeting Held in Kelso.
CENTRALIA, Wash., Feb. 13.—(Special.)—
The annual district convention of
the Western Washington Ministerial
Association of the Christian Church
convened in Kelso Thursday and was
concluded Friday. Practically every
Christian Church in Western Washing-
ton was represented at the meeting.

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

ALBANY, Or., Feb. 13.—(Special.)—
W. W. Francis, who was
chosen recently as the first presi-
dent of the new state organiza-
tion of the County Treasurers of
Oregon, is now serving his fourth
consecutive term as County
Treasurer of Linn County. He
served one term as County Re-
corder of this county, in 1904-
1906, and in 1903 was elected
County Treasurer, being re-
elected by large majorities in
1910, 1912 and 1914.

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past 12 years continuously as in-
grand treasurer of the grand en-
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