

ART OF ADVERTISING LIKE ARCHITECTURE

University Class Hears Talk by George E. Hall, of Portland.

LIFE IN WORK ESSENTIAL

Importance of Size of Cuts in Display Is Shown—Advice Is Not to Deive Too Deeply in Technicalities; Let Printer Help.

UNIVERSITY OF OREGON, Eugene, March 27.—(Special.)—The advertising man must know his merchandise before he can write his ads, George E. Hall told the class in advertising on Friday.

"Many ad men delve too deeply in the technical end of the game and sacrifice the artistic sense of the advertisement. Always give the printer credit for knowing his business; he is often better informed than the advertising man.

"The banks are the poorest advertisers that there are in the world. It is surprising that the dignity that surrounds these institutions will not promote better advertising."

Effect on Eye Is Considered. "The architect," he said, "would not place a large window alongside a small one, he would not plan a weak foundation for a large structure. So it is with the maker of ads; he must have every feature combined so as to give life to the work and at the same time place nothing in a near radius, which hurts the eye and jars the artistic sense."

Department Advertising Dwell On. "The work of the department store advertising man is never finished. He must develop his ability to good copy and speed and must plan his work to prevent swamping."

Time, tide and newspapers," he remarked, "wait for no man. He must know," he said, "and be prepared to meet the competition that is occupied by the advertisement and to know this intelligently, for ignorance in this matter would deprive the advertiser of the profits from the sale of his goods."

The determining of the size of cuts is of equal importance as is the designation of the department to be advertised. "The crowded mass of advertising material which confronts the reader as he scans the pages of the daily paper must be overcome by the advertiser's ability to catch the eye and receive recognition. The remedy for this is contrast."

An advertisement demands its balance and an illustration of it will upset the whole advertisement."

FACTORY CAMPAIGN READY

Force of 75 Eugene Business Men to Sell Lace Plant Stock.

EUGENE, Or., March 27.—(Special.)—The formal campaign to close the sale of \$150,000 of lace plant stock in Eugene will be started Monday.

The lace factory committee, increased Thursday night from eight to 12 members, met Friday and named 25 sub-committee chairmen to conduct the campaign.

Each of these committees will select three others, making a force of 75 men to canvass the city for 30 days.

The names of Frank Chambers, W. W. Calkins, George McMoran and David Auld were added to the committee at a banquet in the Osborn Hotel Thursday night.

At present, following a preliminary campaign, the committee has decided to start the fund. This, it is stated, represents the subscriptions of only 20 men.

PIONEER 98, EYESIGHT KEEN

Mrs. Mary M. Faulkner Is Oldest Person Living in Linn.

CROSSING SAFETY DEVICES ORDERED

State Railroad Commission Takes Action on Recent Accident.

WARNING BELLS NEEDED

O. W. R. & N. Must Install Additional Signs and Gongs, Latter Particularly on 55th and East 60th-Street Crossings.

SALEM, Or., March 27.—(Special.)—As a result of an investigation made after the accident at the East Sixtieth street crossing, when Mrs. Frank Caspar was killed and her husband and two children injured by a train crashing into their wagon, the State Railroad Commission today ordered the Oregon-Washington Railway & Navigation Company to install additional safety devices at grade crossings in East Portland.

The Commission announced that in making its findings it took into consideration the probability of the grade crossings being eliminated in conformity with a state law, preliminary action having been taken by the city for its enforcement. However, it was deemed best that further safeguards be provided until the grade crossings are eliminated. Following are the important features of the order:

"That automatic electric warning bells be installed at the East Fifty-fifth street and East Sixtieth street crossings.

Sign Must Be Added to Bell. "That a highway crossing sign be installed at the East Fifty-fifth street crossing in addition to the automatic bell maintained there.

"That the respondent shall restrict its speed to a maximum of 25 miles an hour for all trains over such crossings, and, in addition, shall so operate its trains approaching and crossing such streets that at all times they will be under control, that is, to be able to stop within the distance the track is seen to be clear."

The order became effective within 20 days. It is announced that it is not intended to relieve the railroad from any obligation imposed upon it by any city ordinance with respect to the speed of its trains or with regard to stopping any of its trains at Sandy road or Sandy boulevard and East Thirty-seventh street. The order further says:

No Bell at Two Places. "Within the City of Portland the railroad crosses at a common grade the following named public highways: East Fifty-fifth street and Sandy road or Sandy boulevard, East Forty-seventh street, East Fifty-second street, East Fifty-third street, East Fifty-fifth street, East Fifty-seventh street and East Eighty-second street and Barr road.

"At each of such crossings, except East Fifty-fifth street, the Oregon-Washington Railway & Navigation Company has installed and maintains an automatic electric bell and crossing sign. No bell is maintained either at East Fifty-fifth street or East Sixtieth street crossings, and the only protection afforded at such crossings is a highway crossing warning sign.

At East Fifty-third street no highway crossing sign is maintained, although the bell previously mentioned has a danger sign regularly scheduled over each of said crossings five passenger trains in either direction daily. All west-bound trains pass through East Fifty-third street and East Fifty-fifth street crossings before proceeding across Sandy road or Sandy boulevard.

The passenger trains of the respondent, in each detail, are equipped with and more particularly those operated over each of such crossings other than Sandy road at high rates of speed."

COMMUNITY MEET HELD

ENTHUSIASTIC GATHERING PLANS FOR CRESWELL'S ADVANCE

Dairying, Fruit Growing and Road Building Among Topics Discussed in Optimistic Strain.

CRESWELL, Or., March 27.—(Special.)—Dairying, fruit growing and road building were discussed at an enthusiastic community meeting held today, attended by 250 representatives of the town and adjoining country.

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BANK STATEMENTS GIVE CONFIDENCE

Decrease Shown in Deposits of Oregon Institutions, but Reserve Upheld.

CAPITAL EXPANSION NOTED

Payments to Federal Organization Are \$292,431, While State and National Reducions Are \$2,412,368 in Aggregate.

SALEM, Or., March 27.—(Special.)—Notwithstanding a shrinkage of banking business in the state the past year, there is a general feeling of security and banking conditions are satisfactory, according to a statement of State Bank Examiner Sarrent today. This shows the condition of banks at the close of business March 4, and compares it with a report made at the same time last year.

Loans and discounts show an increase of \$3,028,001.21 over that of one year ago, but there has been a reduction of \$2,412,368.51 since December 31, 1914. Other real estate owned has increased \$744,476.27 during the year, showing that the banks have been obliged to liquidate an unusual amount of loans by taking over the collateral securities.

The National banks have \$292,431.35 invested in the stock of the Federal Reserve bank, having paid in the second installment since the call of December 31, last, the investment at that time being only \$139,449.99. The statement continues:

"During the year the capital stock of all the banks has been increased \$762,460, while the surplus and undivided profits have decreased \$77,614.56.

Deposits Are Lower. "Total demand deposits have decreased \$7,204,957.62 since the call of a year ago and \$408,249.52 since the first of this year, while the time deposits show an increase of \$2,441,404.67 for the year and a decrease of \$267,122.50 since December 31, 1914. Postal savings also show an increase for the year and a decrease of \$13,211 for the past three months. A decrease in deposits does not always mean a corresponding falling off of business and the decrease in savings deposits during the past three months may be due to the fact that the banks are seeking out happy smiles of the people for the purpose of making more profitable investments.

The National banks have re-discounted with the Federal Reserve bank to the extent of \$59,161.14, while all the banks of the state have increased the bills payable and reductions \$1,495,800.15 during the year. This was made necessary in order to maintain the reserve which has been gradually decreasing with the shrinkage in deposits.

"In spite of a continual falling off of deposits during the year the banks have been able to maintain a legitimate reserve of about 30 per cent."

Comparative Statement Made. The comparison is as follows:

Table with columns for March 4, 1914 and March 4, 1915. Rows include Resources, Loans and discounts, Real estate owned, Deposits, and Capital stock.

EASTER SHOE SPECIAL

Ladies' \$4.00 and \$5.00 Styles to Save You From \$1.50 to \$2.50 On Each Purchase

Gentlemen's Dress Boot Patent and fine Black Russian. Values up to \$5.00. \$2.90

\$6.00 and \$7.00 Shoes \$2.90

Fine \$6.00 Style White Calf Top Military Boot \$2.90

The New Foot Millinery for Her Ladyship The American Lady

Fine Gray or Tan Cloth Top Patent or Black Russian. Other styles ask \$5. Our price \$2.90

White, Gray and Brown tops, fine patent dress goods for particular people. Worth \$3.50 and \$4.50. \$2.50

BOSTON Sample Shoe Store 129 4th St. bet. Washington & Alder.

BOYS GET GOOD SWINE DAN DRUFF MAKES HAIR FALL OUT

PUREBRED SOWS DONATED TO HOOD RIVER YOUTH.

Pigs Inoculated With Serum to Prevent Cholera by North Portland Serum Company.

HOOD RIVER, Or., March 27.—(Special.)—Hood River business men and valley orchardists paid tribute to the lowly swine today when a carload of purebred sows were distributed among school children by the North Portland Serum Company.

With their crates in spring wagons, automobiles and loaded on big apple racks youthful swine raisers were in the city by 8 o'clock and by 9, while the instrument of a moving picture concern registered the struggles of the animals, as they were being transferred from the car to the vehicles, all of the happy smiles of the boys, the distribution was well under way.

O. M. Plummer, of the Portland Union Stock Yards Company, and J. W. Crouch, of the North Portland Serum Company, were present and personally greeted the boys as they were given their pigs, all of which were healthy animals, inoculated with a serum that will prevent cholera.

"Just wait a year or two," remarked the instrument of a moving picture concern, "and you will see these selfsame boys delivering loaded wagons of hogs to the Hood River market."

The moving pictures were taken by W. A. Van Scoy, of the Animated Weeklies, will be shown to 20,000,000 people over the United States and will be displayed at the Oregon building at the Panama-Pacific International Exposition.

Women Take Active Interest and Lively Campaign Expected.

WEISER, Idaho, March 27.—(Special.)—With two tickets in the field the campaign for the coming city election to be held April 27 is on and some lively times are expected. The Citizens Progressive ticket is the name of the second ticket nominated at a mass meeting held Wednesday night.

A large attendance was present and much enthusiasm prevailed, the women taking an unusually active interest.

The following ticket was named: Mayor, Dr. W. R. Hamilton; Clerk, Herbert W. Bond; Treasurer, Mrs. Mary Linderman; Incumbent Engineer, R. T. Wollister; Councilmen, First Ward, George W. Garrett, Frank H. Townley; Second Ward, Robert T. Black, W. V. Travis; Third Ward, H. C. Stringer, A. P. Rapin.

CARD OF THANKS. We desire to express our appreciation to Mount Hood, No. 1, Foresters of America, the Lady Macabees, to the many friends for kind assistance in our recent bereavement in the death of James Snyder; for the use of many automobiles, donation of flowers and music at the funeral services, Mrs. Laura Snyder, Mrs. Martha Cook, Lorenzo F. Snyder and Wallace W. Snyder.—Adv.

Half-timers, I, a children who are partly sickers and partly students, number about 70,000 in England and Wales.

How to Destroy the Dandruff Germ

BY A SPECIALIST. But that the dandruff germ is responsible for nearly all the diseases to which the scalp is heir, as well as for baldness and premature gray hair, is a fact which is also indirectly responsible for many of our troubles. It is well to realize the importance of any agent that will destroy its power. We are, therefore, particularly pleased to give here with the prescription which an eminent scientist states he has found after repeated tests, to completely destroy the dandruff germ in from one to three applications. It will also almost immediately stop falling hair and it has in numerous cases produced a new hair-growth after years of partial baldness. This prescription can be made up at home, or any druggist will put it up for you; a ounce Barium Chloride, 1 ounce Lavone de Compose, one-half drachm Menthol Crystals. Mix thoroughly, and after standing an hour it is ready for use. Apply night and morning, rubbing into the scalp with the finger-tips. If you wish it perfumed, add 10 drops of your favorite perfume. While this preparation is not a dye it is unequalled for restoring gray hair to its original color.—Adv.

Followed Friend's Advice

After trying Fruitola and Traxo, Mrs. L. C. Clark, 840 Melba St., Dallas, Tex., wrote to the Pinus Laboratories as follows:

"I have been a sufferer from gall-stones, and Fruitola and Traxo was recommended and I am glad to say I took advantage of your most wonderful medicine, with wonderful results."

Fruitola and Traxo are two remedies that are used in combination. Fruitola acts on the intestinal organs as a powerful lubricant, softening the congested waste and breaking up the hardened particles so that easy elimination follows quickly, to the great relief of the patient. Traxo is a compound of splendid tonic properties, of special value in strengthening and restoring the system that has been weakened by constant suffering.

The Pinus Laboratories have many letters on file testifying to the merit of Fruitola and Traxo; letters from people who have used the remedy and know from actual experience what it has done for them. For the convenience of the public, arrangements have been made to supply Fruitola and Traxo through leading drug stores. In Portland they can be obtained at the stores of The Owl Drug Co.

STUDENT WINS POSITION

H. E. Koons, of Agricultural College, to Take Lake County Place.

OREGON AGRICULTURAL COLLEGE, Corvallis, March 27.—(Special.)—The Goose Lake Irrigation Company, of Lake County, Oregon, has employed H. E. Koons, of the 1915 class at the Agricultural College, as irrigationist for operations in that part of the state.

Mr. Koons will be graduated in June, specializing in irrigation farming, which course the college has been the first institution in the country to inaugurate. He came to the college from Orlando, Cal., and aside from an excellent record as a student, he has had considerable experience in practical irrigation.

DROUGHT MEDFORD FEAR

Repetition of Scarcity of 1914 Is Feared, as Deficiency Already Is 12 Inches.

MEDFORD, Or., March 27.—(Special.)—Orchardists in the district lying south of Medford, alarmed by the continued drought which threatens to repeat the disaster of 1914, have organized an irrigation system, even if their own funds are exhausted, to have water on the land by May 1.

For many months an attempt has been made to organize an irrigation district, but this project failed, the local irrigation company could not obtain enough signatures to justify them in extending their high line ditch, consequently the project was abandoned. The average rainfall in the valley is nearly 30 inches, but for the past three years this has not been sustained and consequently the crops are in danger of 12 inches. While some ranchers maintain that irrigation is unnecessary, the majority are convinced that an irrigation system, even if their own funds are exhausted, would be justifiable as insurance against drought.

SUPERINTENDENT OF SCHOOLS HEADS HEPPNER ELKS' LODGE

H. H. Hoffmann, Heppner, Or., March 27.—(Special.)—H. H. Hoffmann, elected exalted ruler of the Heppner Elks' Lodge, has been Superintendent of the Heppner schools for the past five years.

Before coming to Heppner he was principal of the Astoria High School. He is a native of Ohio. He specialized in physics and chemistry in the University of Chicago and holds a master's degree in education from the University of Oregon. He succeeds W. A. Richardson as head of the lodge.



H. H. Hoffmann, Superintendent of Schools, heads Heppner Elks' Lodge.

WEISER TICKET IS NAMED

George Gooding Picked for Mayoralty by Citizens at Meeting.

WEISER, Idaho, March 27.—(Special.)—The opening gun in the coming city election, to be held April 27, was fired Wednesday night at a mass meeting in the Wheaton Theater, when a platform was formulated and a complete ticket nominated. Dr. C. H. Drake, who presided, was elected permanent chairman, and O. A. West was chosen permanent secretary.

The ticket nominated will be known as the "Citizens' Party Ticket." The following ticket was named: Mayor—George S. Gooding; Clerk and Treasurer—Stewart H. Travis, for re-election; Treasurer—Mrs. Mary Linderman, for re-election; Councilmen—Charles W. Luck, Cornelius—First Ward, George W. Garrett, Frank H. Townley; Second Ward, Robert T. Black, J. W. Travis; Third Ward, Dr. J. A. Young, W. N. Maxwell.

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GAMES IN STREET UPHELD

Spokane Council Authorizes School Board to Rope Off Highways.

SPOKANE, Wash., March 27.—(Special.)—The City Council today recommended that the School Board be permitted to rope off First and Fourth avenues, at the Washington and Hawthorne schools, to give the pupils more play room at recreation periods.

The permit is conditioned on the School Board indemnifying the city against any damages arising from the closing of the thoroughfares, and that the board obtain the approval of the owners of neighboring property.

TAXPAYERS' PLEA HEARD

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