DEAL IN FACTS IS ADVERTISER'S PLEA

George D. Lee, of Portland, Talks to University Journalism Class.

"WRITING THE COPY" TOPIC

"Ability to Use Vocabulary so Limited That Every Reader Understands Meaning of Copy" Is Essential to Good Results.

UNIVERSITY OF OREGON, Eugene, Or., April 3.—(Special.) — "Big, bold. black type in a dainty ad is an insult

to the intelligence of its readers.
"One of the chief reasons that a big percentage of all advertising in many of the publications of today is an absolute waste is because the copy is written without preparation. By prepara-tion there is meant the creation of a demand and the filing of unfilled de-sires; the study of composition, types and language are some of the essentials, yet they are only minor ones. "If there isn't a profit for all con-cerned in advertising then the ad is no good.

Deal in Facts Is Advice

"You must deal in facts. The minute you say 'I think' for 'I know,' then failure is staring you in the face."

These were some of the statements made by George D. Lee, president of the Lee Advertising Company, of Portland, when he addressed the class in advertising at the University of Oregon Friday afternoon.

Mr. Lee's lecture subject was "Writ-

Mr. Lee's lecture subject was ing the Copy."

The speaker told how some of the biggest household products of the day were placed on the market through the advertisement of the daily newspapers and the periodical magazines.

"Get the element of human interest into the copy; this is the factor which will attract, and as it makes the great news stories of the day, so will it make the great advertisements." great advertisements.

At this point the speaker diverted from his discourse to cite an incident of the shoe salesman who sells the cusof the shoe salesman who sells the cus-tomer a higher priced shoe, yet a bet-ter one, than he had worn before. It was the element of human interest which enabled the clerk to put over the sale; he voiced the good qualities of the new shoe and in the end con-quered. The eternal question, "How much," was defeated, and in the end the huge left with a better the pro-

much?" was defeated, and in the end the buyer left with a better shoe, yet he paid a little larger price.
"Quis people about the things that you want to sell them, go out personally with samples to sell and go in the shops where the good points of an article are told. If you do this then you will have facts and a firm foundation for writing

Association of Ideas Essential.

"The association of ideas is essential in the planning and writing of copy." Mr. Lee then illustrated this point Mr. Lee then illustrated this point with a recital of Portland children who were made interested in the good roads movement by special lectures and pictures preceding the last automobile show in that city. It was their interest which accounted for the huge success of the enterprise, at a much less expense for advertising than in previous

Mr. Lee said that in preparing copy the copy-writer must possess the following fundamentals, either natural or acquired:

"The ability to sell. No man can sell

the thousands of readers with the printed or written word unless he can sell a product personally to one person

tain news and are among the best text-hooks that we have they cover every tain news and are among the best texthooks that we have; they cover every
line of endeavor. No man can write
copy unless he can make it contain as
much interesting news as the news

that the bulk of the timber soid was
in Idaho.

The facts are that 261,000 acres of
this Forest Reserve lie in the State of
Washington and 211,000 in Idaho, but

who saw 500 Boy Scouts wending by in the parade and said: 'Oh, look at Willie—he is the only one in step.'"

The Secretary of Agriculture has promised to have the subject opened up for investigation.

Miss Lottle Milam Will Represent Agricultural College at Fair.

KLAMATH FALLS, Or. April 3.—
(Special.)—Miss Lottie Milam, domestic science instructor in Klamath
(County High School, has been chosen by the Oregon Agricultural College as one of its representatives at the Exposition for six weeks the latter part of the Supposer. Miss Milam was gradu-

PIONEER IS LAID TO REST

Funeral of Samuel Looney Is Held at Junction City.

JUNCTION CITY, Cr., April 3.—(Special.)—The funeral of Samuel Looney, resident of Oregon for 63 years, was held Monday. He was 87 years old.

Samuel Looney was born in Tennessee, November 19, 1837. In 1851 he married Martha Nail in Arkansas, They came to Oregon in 1852, settling in Lane County, where they lived for 43 years. The interment was in the Union Cemetery, which was part of the donation claim of Mr. Looney. He is survived by five children: Alexander Looney, Mrs. Mary Hasbrook and Mrs. Irene Zimmerman, of Portland; L. L. Looney and I. J. Looney, of Arizona.

wedding trip later in the year, when they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will go to the California expositions, after which they will return to Woodburn, where Mr. Gilbert will ended they will return to woodburn, where Mr. Gilbert will ended they will return to woodburn, where Mr. Gilbert will ended they will return to woodburn, where Mr. Gilbert will ended they will return to woodburn, where Mr. Gilbert will ended they will ended they will ended they will ended they will return to woodburn, where Mr. Gilbert will ended they will

WATER RIGHTS SUIT BEGUN

Priority Claims on Weiser River and

largest on record in the Northwest was begun here this week through a complaint filed in the District Court under the title of Charles Weston and J. E. Pfost vs. William Allison et al., all of whom reside near Cambridge. All the water companies holding or claiming to hold rights in the Weiser River or its tributaries and all the individual water-users from these streams are made defendants.

This action is to adjudicate the water

made defendants.

This action is to adjudicate the water rights of the Weiser River and tributaries and to establish priority claims. The plaintiffs in the suit are holders of water rights 32 years old and allege that these rights are in jeopardy and that for several years past they have suffered loss and damage.

The plaintiffs ask a judgment determining their rights.

mining their rights.

The Crane Creek and Sunnyside irri-gation districts are the only districts

LATE RESIDENT OF KALAMA, WASH., LAID TO FINAL REST.



E. W. Potter.

KALAMA, Wash, April 3.—
(Special.)—E. W. Potter, a prominent citizen of Kalama, who died here after a lingering illness, was burled Friday. Emmett Wellington Potter was born near Keosanqua, Van Buren County, lower July 20, 1888 and was left. Reosanqua, Van Buren County, lowa, July 29, 1868, and was left an orphan when 5 years of age, and became the charge of his grandparents.

After completing his education

Mr. Potter went to Butte City, Mont, and there was employed in various capacities of a clerical in various capacities of a cierical nature. After leaving Butte he was employed in several towns in the West until he arrived in Ka-lama in January, 1893, from which date he has resided here. He served as deputy County Treasurer from 1899 to 1993, and as County Treasurer of this county from 1903 to 1907. Mrs. Potter will continue his business, that of abstractor.

not affected by this suit, as their water

IDAHO PROTESTS OVER PAYMENT MADE TO WASHINGTON.

Kaniksu Reserve Lles Across Boundary but Forest Is Said to Be Heaviest on the Idaho Side.

OREGONIAN NEWS BUREAU, Washigton, April 3.-A spirited contest has developed between the states of Washington and Idaho over the distribution of receipts from the sale of timber in the Kaniksu Forest Reserve, which straddles the state boundary, close to the Canadian line. Last year the For-est Service received \$91,000 from the sale of timber in this reserve, and in purpose of the organization, as stated "The ability to use a vocabulary so limited that every reader understands the meaning of the copy.

"The next essential for copy-writing is news value. The ads of today contain news and are smong the best text."

"The ability to use a vocabulary so accordance with custom, a percentage by Miss Lucy R. Case and J. C. Lawrence, was to initiate a "blanket ballott" bill next year, which would have between the two states. The State of lidaho, through its Legislature and through Senator Brady, has made violent protest, principally on the ground.

A week later however Miss Case are long to make the organization, as stated by Miss Lucy R. Case and J. C. Lawrence, was to initiate a "blanket ballott" bill next year, which would have the effect of repealing the Whitney law.

"Honest advertising is the only advertising which pays.

"I have never met the man who could write the proper copy around his own proposition any more than he could stand before a mirror and write a description of himself.

Washington and 211,000 in idaho, but the Washington half of the reserve is not nearly so heavily timberéd as the part lying in Idaho. The Idaho contention is that the receipts should be apportioned to the state in which the timber was cut.

The Forest Service has based its apportion of himself.

scription of himself.

"Get the outside point of view. Get what the public wants, for the man on the inside is as prejudiced as the mother the inside is as prejudiced as the mother than the public wants for the man on the inside is as prejudiced as the mother than the public wants want to be seen that the public wants want to be seen the public wants of the public wants want to be seen to be seen to be seen the public wants of the public wants was a seen to be seen to b

KLAMATH GIRL IS CHOSEN WEDDING SECRET

WOODBURN VOUTH, 20, WEDS DANC-ING TEACHER.

the board for several years.

Parcel Post Packages Weighed.

ROSEBURG, Or., April 3 .- (Special.) Priority Claims on Weiser River and

Tributaries at Stake.

In accordance with an order issued by the Postal Department of the Governor Withycombe has reappointed by the Postal Department of the Governor Withycombe has reappointed this city, is weighing all the parcel post packages passing out of this of-The largest water rights suit on record in Idaho courts and one of the tinue for 15 days.

ROSEBURG, Or., April 3.—(Special.)

SALEM. Or., April 3.—(Special.)

Governor Withycombe has reappointed miss J. Doyle, of Portland, a member of the States Board of Examiners and fice. This began April 1 and will continue for 15 days.

Senator's Probable Return to Republican Party Signal for Action.

POLITICAL CONTEST DUE

Which Way Spokane Member of Upper House Will Jump Into Arena Worry to Warhorses of Washington Who Are Ambitious.

OLYMPIA, Wash., April 3.—(Special.)
If Senator Miles Poindexter announces in the near future his return to the Republican party and his candidacy for re-election, as is now generally anticipated, Washington's warmest political fight of recent years promises to begin immediately.

While hosts of prospective candidates for Governor have been brought forward, put through their paces before the public, and then taken back under blankets, the Senatorial situation has lain dormant for many months, uncertainty as to the political status and ambition of Senator Poindexter furnishing the reason. There have been varying reports that the Spokane member of the Upper House of Congress would return to the Republican party, on which ticket he was elected, would return to the Democratic party, of which he was a member upon his arrival in this state, or would remain a Progressive, all these predictions being based upon his candidacy for re-election.

Another story whispered more recently among Poindexter's closest friends was that he might seek the Bull Moose

ly among Poindexter's closest friends was that he might seek the Bull Moose nomination for President, conceding that he probably could not be re-elected Senator and preferring to be beaten for President than for Senator, and then retire to Washington, D. C., to reprivate practice of law.

One Guess Good as Another. For a long time one guess looked just as good as another but recent straws point strongly to a determination on the part of the Senator to attempt a return to G. O. P. ranks and a recapture of the Senatorial nomination of

return to G. O. P. ranks and a recapture of the Senatorial nomination of that party.

The Whitney elections bill, passed by the recent Legislature, stands at the present time as the strongest obstacle in the path of Mr. Poindexter's ambition to succeed himself. This bill, after providing for legal county and state political conventions, and the filing of the state platform of each party with the Secretary of State, requires each candidate for office to pledge support to the platform of his party.

As Senator Poindexter voted for the Underwood tariff bill, and as denungiation of this measure is almost certain to be a prominent plank in the next Republican state platform, the Whitney bill, if going on the statute books, would have the effect of barring the Spokane solon as a candidate.

Renomination Seems Hope.

Renomination Seems Hope In this connection the recent refer-ndum proceedings taken against the

endum proceedings taken against the Whitney bill are regarded as furnishing excellent evidence that Mr. Poindexter hopes to receive renomination at the Republican primaries. The Whitney, bill, together with the bills requiring initiative, referendum and recall petitions to be signed at registration of fices, were vetoed together by Governor Lister and were repassed together over his yeto.

his veto.
Immediately after adjournment of the legislature representatives of the joint legislative committee appeared at Olympia, filed referendum proceedings against the bills relating to the initiative, referendum and recall, but stated positively that no referendum would be taken against the Whitney bill. The purposes of the agrangation as stated

A week later, however, Miss Case re-turned to Olympia and filed referendum proceedings against the Whitney bill. If 19,102 signatures can be secured before June 10 this law will be held pending and will not be effective during the next campaign. No explanation ever was given by the joint legislative com-mittee of the change of heart, but the story now being told is that friends of Poindexter took steps to see that the accomplished by capitalists at both the referendum should be invoked, so that proposed terminals—San Francisco and ferendum should be invoked, so that proposed terminals—San Francisco and would not be barred from the 1916 Boise.

Leaders Hope For Defeat.

Aside from questioning Senator Poin-dexter's Repulicanism, party leaders generally are determined that the Spo-kane man must be defeated for re-election that the balance of power be main-tained between the two sections of the the Western Pacific people, are direct-Ever since Poindexter succeeded Sen-

ator S. H. Piles, as the result of the 1910 campaign, Western Washington, with two-thirds of the population of the state, has been without a representative in the upper House of Con-gress. W. M. Whitney, King County Republican chairman, at the recent Lin-coln Day banquet in Seattle, served notice upon the Republican legislators and others there assembled that Seattle intended to see to it that the next United States Senator came from that

sition for six weeks the latter part of the Summer. Miss Milam was gradulated from Oregon Agricultural College last year, and will be one of a group of six girls chosen from last year's to Oregon people who visit the Oregon building. The purpose of the meals is to show the visitors the practical importance of the Oregon Agricultural College course in that subject.

The kitchen and dining-room are separated by plate glass so that visitors may observe the cleapliness and efficiency with which their meals are prepared.

WOODBURN, Or., April 3.—(Special)
—Myrl Chester Gilbert, son of Mr. and Mrs. N. F. Strain, of this city, waited until April Fool's day to tell his partents of the Republican elective at Stevenson, Wash, to Miss Lillian Spamer, aged 15, the daughter of Mr. and Mrs. C. R. Spamer, of Beaverton and Portland.

The romance came as a complete surprise to the parents of the young couple and the bridegroom's mother now ple and the bridegroom's mother now prominently mentioned at the present that this demand is a fair one, especially that this demand is a fair one, espec is visiting with her son and daughterin-law on the Spamer ranch near Beaverton.

Mr. Gilbert, who is 20 years old, attended a commercial college in Portland during the Winter, where, it is
said, he met Miss Spamer, who is well
known in Portland and Beaverton as a
dancing teacher.

The young couple are planning a
wedding trip later in the year, when
they will go to the California expositions, after which they will return to
Woodburn, where Mr. Gilbert will engage in business.

SALEM. Or., April 3.—(Special.)—W. Al Jones Friday took the oath of office as secretary of the Sinte Fair, succeeding Frank Meredith, who resigned to become secretary of the Washington State Fair. A banquet will be given in honor of Mr. Meredith by the board and his friends at the Marion Hotel in this city Tuesday might.

Acid Burn Causes Death.

DAVIS, Cal., April 3 .- Death caused by the absorption of carbolic acid into his system from a burn on his hip is the verdict of Dr. W. E. Bates, of Davis, in the death of Abel Grauel, horticultural foreman at the University farm here. Grauel was found last night near his home and dled a few minutes later.

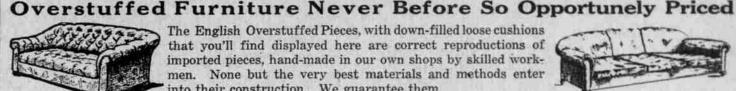
Portland Woman Is Reappointed.

ON MR. POINDEXTER Delayed for a Few Days

in removing to our five-story temporary location in the Weinhard Building on Fifth St., between Oak and Pine, 11/2 blocks north of our present store. Hundreds of careful homefurnishers continue to be attracted to this store through unusual bargains of our

Closing-Out Sale

of Furniture, Carpets, Rugs, Drapery and Upholstery Goods



that you'll find displayed here are correct reproductions of imported pieces, hand-made in our own shops by skilled workmen. None but the very best materials and methods enter into their construction. We guarantee them.

spring pillow arm. \$75 Davenport \$56

Tufted back and plain seat.

\$125 Davenport \$77.50

Tufted seat and back and

\$165 Chesterfield Davenport, \$86

Double stuffed throughout. Tufted back, seat and arms.

\$65.00 Fireside Arm Chair, extra large, \$35

Kidney-shaped Davenport, with tufted back and seat. Regular price

\$135,at \$72.50

The English Overstuffed Pieces, with down-filled loose cushions

Lady's Easy Arm Chair, regular price \$47, now

\$18.75

English Pattern. \$22.50

Loose Cushion, High-back Arm Chair, regular price \$45.00, now

Lady's Low-back Overstuffed Arm Rocker, regular price \$43.50, now

\$28.75



\$165 Davenport for \$95 Has three loose cushi and three-part back.

\$160 Davenport for \$95 Correct English reproduction, Has two cushions in seat and two-part

\$135 Davenport for \$85

\$65 Large Arm Chair, to match, for\$33.50

A Few of the Many Inducements to Buy Floor Coverings Here

\$10.50 Wool and Fiber Rugs in the 8 ft. 3 in. by 10 ft. 6 in. size, Closing-Out Price \$7.50. \$12.50 Wool and Fiber Rugs in the 9 ft. by 12 ft. size, Closing-Out Price \$8.75.

\$60 high-grade Wilton Rugs in the 9 ft. by 12 ft. size. Samples priced for quick closing-out: 1 Rug Only, now.....\$45.00 5 Rugs Only, now......\$47.50 8 Rugs Only, now......\$49.50 Two grades in small-size Axminster Rugs, 36 ins. by 72 ins: Regular \$4.50 Grade, now......\$3.65 Regular \$5.50 Grade, now.....

\$1.25 square yard grade of American-made Inlaid Linoleum,

These Materials and Prices Will Prove Suggestive

Springtime Is the Time for Re-

newing Your Window Curtainings

35c yard new Scrims, 36 inches wide, with dainty floral borders in several colors, hemstitched. Now 22e yard.
35c yard plain Scrims, 36 inches wide, in cream, white and ecru, plain and hemstitched borders. Now 22e yard. 25c yard plain Curtain Marquisette, 38 inches wide, in cream 25c yard Dotted Curtain Swiss, 36 inches wide. Now 18¢ yd.

We Continue to Perform Special Drapery, Upholstery, Decorative and Window Shade Work

J. G. Mack & Co. and

Fifth and

now 80¢ Square Yard.

Commercial Club Conducting Campaign for Funds.

LINK IS TO WINNEMUCCA

Connection Planned With Western Pacific to Make San Francisco One Terminal-Much Private Capital Pldeged.

BOISE, Idaho, April 2 .- (Special.)-Construction of the Boise-Winnimucca Railroad from Boise to Winnemucca. Nev., there connecting with the West-em Pacific Railroad, probably will be

Every effort is being made by the Commercial Club to raise the funds and get actual operations under way. Colo-nel Place, who has been associated with the project for years, and George W. Fletcher, a local banker, who was commissioned to go East and consult with

ng the movements. Ing the movements.

The difficulties the Western Pacific Railroad found itself confronted with blasted the hopes of those here who had looked forward to activity in con-

Dressy Shrewd MADE TO ORDER **Economical** Men

Find a world of comfort and satisfaction in clothes tailored the NICOLL way to your exact measure-in a satisfactory and pleasing style. Modestly priced-

ASK TO SEE OUR MADE-IN-Special \$25

Cannot be equaled by any other tailor in the world. Compare it.

108 Third Street F. F. BOODY, JR., Manager. Tailor for Young Men.

You can buy it for less on 3d St.

struction of the Boise-Winnemucca line. Several meetings of members and di-

rectors of the Boise Commercial Club ave been held to discuss the construc Winnemucca and considerable private capital has been pledged. Mr. Fletcher is said to have negotiations well under way with Eastern financiers to raise the funds which, added to the money raised in Boise and Winnemucca, will make the construction possible. This link is less than 300 miles long, the route selected does not present any very difficult engineering problems and the right-of-way has been secured. Practically all of Western Idaho, much of Eastern Oregon and part of Northern Nevada is tributary to the proposed line

id would act as feeder territory for freight tonnage. As the territory proposed to be tapped is an easy problem by the Burbank is largely, range, thousands of head of method, to produce a variety of American

Northwest Is Declared Ideally Adapted to Culture and Otto Supply From Europe Falls. PUYALLUP, Wash., April 3.—(Spe-nal.)—Dr. W. S. Beekman, of Puyallup, recently of Dayton, Ohlo, and a perfume manufacturer of many years' experience, says the Portland rose can be made profitable for its perfume. It

stock would form an important part of the tonnage that could be given a railroad, it is said. A large part of the territory is now without transportation facilities aside from that of the freight wagon.

ican rose with a more deficate if a grancate than the famous perfume roses of Bulgaria and France, he says.

"Since the beginning of the war, otto of rose has risen in price from \$3.50 old records for new ones. In part of the famous perfume roses of Bulgaria and France. The part of the famous perfume roses of Bulgaria and France in a part of the famous perfume roses of Bulgaria and France. The part of the famous perfume roses of Bulgaria and France in a part of the famous perfume roses of Bulgaria and France in a part of the part of the famous perfume roses of Bulgaria and France in a part of the part of the famous perfume roses of Bulgaria and France in a part of the p

PERFUME VARIETY ADVOCATED

BY MANUFACTURER.

average \$500,000 a month, but the wat as almost put a stop to rose culture

in Europe," says Dr. Beekman.
"I have visited many parts of the United States, and nowhere have I seen more beautiful roses than in the Northwest," he declared. "They are more beautiful than the famous California was a seen more beautiful than the famous California was a seen more beautiful than the famous California was seen as a seen was a seen as a see a seen as a seen a fornia rose. The climate and soil is ideally adapted for rose culture. If the rose can be grown for its beauty it can also be grown for its fragrance. It is simply a case of getting the right kind of a rose to combine fragrance with health.

with beauty.

"With the right kind of perfume roses, the grower can pick them when they have begun to lose their petals and at small trouble or expense estract the cito of rose from them. One hundred pounds of roses will produce about 2½ ounces of this cito. A price of \$25 for this amount of roses is pretty good ay for the trouble of raising them."

hine exchange department. Bring your

Scenic Line of the World

WESTERN PACIFIC <u>DENVER & PIO GRANDE</u> MISSOURI PACIFIC

> Every Mile Picture

"The Scenic Limited NEW SAN FRANCISCO

FIRST TRAIN APRIL 12th DAILY THEREAFTER

Leave San Francisco..... 8.30 a.m. Leave Oakland..... 9.00 a.m. Leave Stockton11,45 a.m. Leave Sacramento 1.00 p.m. Leave Marysville 2.10 p.m. Leave Oroville..... 3.10 p.m. Leave Salt Lake City 3.00 p.m. Arrive Pueblo...... 2.00 p.m. Arrive Denver 6.30 p.m Arrive Kansas City..... 8.25 a.m. Arrive St. Louis 4.15 p.m.

Pullman Observation Sleeper, Drawing-Room and Compartment Sleepers, Tourist Sleeper and Dining Cars San Francisco to St. Louis without change

New All-Steel Equipment NO EXTRA FARE

Detailed information and descriptive literature will be cheerfully furnished on application to:

W. C. McBRIDE, General Agent. E. D. LAMIMAN, Trav. Pass. Agent. W. S. MITCHELL, General Agent. 124 Third Street. Portland 128 Perkins Building, Tacoma 202 Transportation Building, Seattle