

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."

"You must deal in facts. The minute you say 'I think' or '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 "Writing 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."

At this point the speaker diverted from his discourse to cite an incident of the shoe salesman who sells the customer a higher priced shoe, yet a better one, than he had before.

"The eternal question, 'How 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 sold."

Association of Ideas Essential. "The association of ideas is essential in the planning and writing of copy."

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.

Ability to Tell Facts Necessary. "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 in today's certain news and are among the best textbooks 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 columns."

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 et al. vs. J. E. Frost vs. William Allison et al., all of whom reside near Cambridge.

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



E. W. Potter, April 3.—(Special.)—E. W. Potter, a prominent citizen of Kalama, who died here after a lingering illness, was buried Friday.

not affected by this suit, as their water is stored in reservoirs and not taken from the Weiser River.

TIMBER STATES CLASH

IDAHO PROTESTS OVER PAYMENT MADE TO WASHINGTON. Kankuan Reserve Lies Across Boundary, but Forest Is Said to Be Heavily-cut on the Idaho Side.

OREGONIAN NEWS BUREAU, Washington, 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 Kankuan Forest Reserve, which straddles the state boundary, close to the Canadian line.

WOODBURN YOUTH, 26, WEDS DANCING TEACHER. Myrl Chester Gilbert Waits Till April Fool's Day to Tell of Wedding on January 8 Last.

WOODBURN, Or., April 3.—(Special.)—Myrl Chester Gilbert, son of Mr. and Mrs. N. E. Strain, of this city, waited until April Fool's day to tell his parents of his wedding on January 8 last at Stevenson, Wash.

WOODBURN, Or., April 3.—(Special.)—The romance came as a complete surprise to the parents of the young couple and the bridegroom's mother now is visiting with her son and daughter-in-law on the Spamer ranch near Beaverton.

PIONEER IS LAID TO REST. Funeral of Samuel Looney Is Held at Junction City.

JUNCTION CITY, Or., April 3.—(Special.)—The funeral of Samuel Looney, resident of Oregon for 53 years, was held Monday afternoon at Junction City.

WATER RIGHTS SUIT BEGUN. Priority Claims on Weiser River and Tributaries at Stake.

HOT FIGHT HANGS ON MR. POINDEXTER

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.)—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 in recent years promises to begin immediately.

Another story whispered more recently among Poindexter's closest friends was that he might seek the Bull Moose nomination for President in coming year, but he probably would not be re-elected Senator and preferring to be beaten for President than for Senator, and then return to Washington, D. C. to resume private practice of law.

Renomination Seems Hope. In this connection the recent referendum proceedings taken against the Whitney bill are regarded as furnishing excellent evidence that Mr. Poindexter hopes to receive renomination at the Republican primaries.

BOISE BAKING ROAD. Commercial Club Conducting Campaign for Funds. LINK IS TO WINNEMUCCA. Connection Planned With Western Pacific to Make San Francisco One Terminal—Much Private Capital Pledged.

BOISE, Idaho, April 3.—(Special.)—Construction of the Boise-Winnemucca Railroad from Boise to Winnemucca, Nev., there connecting with the Western Pacific Railroad, probably will be accomplished by capitalists at both the proposed terminals—San Francisco and Boise.

Leaders Hope For Defeat. Aside from questioning Senator Poindexter's Republicanism, party leaders generally are determined that the Spokane man must be defeated for re-election that the chance of power be maintained between the two sections of the state.

State Fair Secretary Sworn In. SALEM, Or., April 3.—(Special.)—W. A. Jones Friday took the oath of office as secretary of the State Fair, succeeding Frank Meredith, who resigned to become secretary of the Washington State Fair.

Acid Burn Causes Death. DAVIS, Cal., April 3.—Death caused by the absorption of carbonic 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 died a few minutes later.

Parcel Post Packages Weighed. ROSEBURG, Or., April 3.—(Special.)—In accordance with an order issued by the Postal Department of the Government Postmaster Reisenstein of the city, weighing all the parcel post packages passing out of this office. This began April 1 and will continue for 15 days.

SALEM, Or., April 3.—(Special.)—Governor Withycombe has reappointed Miss J. Doyle, of Portland, a member of the State Board of Examiners and Regulation of Graduate Nurses. The other members are Frances McLane, Portland, and Olive Osborn, Medford.

Delayed for a Few Days

in removing to our five-story temporary location in the Weinhard Building on Fifth St., between Oak and Pine, 1 1/2 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

Overstuffed Furniture Never Before So Opportunely Priced. The English Overstuffed Pieces, with down-filled loose cushions that you'll find displayed here are correct reproductions of imported pieces, hand-made in our own shops by skilled workmen.

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.

Fifth and Stark J. G. Mack & Co. Fifth and Stark

BOISE BAKING ROAD. Commercial Club Conducting Campaign for Funds. LINK IS TO WINNEMUCCA. Connection Planned With Western Pacific to Make San Francisco One Terminal—Much Private Capital Pledged.

ROSE PROFIT PROPOSED. PERFUME VARIETY ADVOCATED BY MANUFACTURER. Northwest Is Declared Ideally Adapted to Culture and Otto Supply From Europe Falls.

Dressy Shrewd 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—\$25, \$30, \$35. Upward. ASK TO SEE OUR MADE-IN-AMERICA. Special \$25. Cannot be equaled by any other tailor in the world. Compare it. Nicoll's Tailor. WILLIAM JERREMS' SONS. 108 Third Street. F. F. BOODY, JR., Manager. Tailor for Young Men. You can buy it for less on 3d St.

NEW DAYLIGHT TRAIN. SAN FRANCISCO TO ST. LOUIS. FIRST TRAIN APRIL 12th AND DAILY THEREAFTER. Leave San Francisco 8.30 a.m. Leave Oakland 9.00 a.m. Leave Stockton 11.45 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.

Scenic Line of the World. Dressy Shrewd 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—\$25, \$30, \$35. Upward. ASK TO SEE OUR MADE-IN-AMERICA. Special \$25. Cannot be equaled by any other tailor in the world. Compare it. Nicoll's Tailor. WILLIAM JERREMS' SONS. 108 Third Street. F. F. BOODY, JR., Manager. Tailor for Young Men. You can buy it for less on 3d St.

NEW DAYLIGHT TRAIN. SAN FRANCISCO TO ST. LOUIS. FIRST TRAIN APRIL 12th AND DAILY THEREAFTER. Leave San Francisco 8.30 a.m. Leave Oakland 9.00 a.m. Leave Stockton 11.45 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.

"The Scenic Limited" SAN FRANCISCO TO ST. LOUIS. FIRST TRAIN APRIL 12th AND DAILY THEREAFTER. Leave San Francisco 8.30 a.m. Leave Oakland 9.00 a.m. Leave Stockton 11.45 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.