

Fresh Ranch Eggs

2 DOZEN
FOR . . . 45c

A. V. ALLEN

SOLE AGENT FOR BAKER'S BARRINGTON HALL STEEL-CUT COFFEE.
PHONES—711 AND 3871 BRANCH PHONE—713

GOOD SALESMANSHIP

Many State Colleges Are Now Teaching Advertising.

IS A MATTER OF SUGGESTION

Scientific Advertising is as Important to the Business Men of the United States as Scientific Doctoring or Scientific Architecture.

PHILADELPHIA, March 7.—To ninety-nine American business men in a hundred, probably, advertising has become one of the prime necessities of life. Not haphazard advertising of the old fashioned kind, which simply covered so much white paper with so much black ink and was valuable as giving a concern's address if anyone was sufficiently interested in the concern's goods to look for it, but the modern, twentieth century kind of advertising which makes the use of display type an art and the wording of "copy" a science.

American colleges have come to recognize that to meet the needs of American boys they must add to their purely academic courses opportunities to learn "merely practical" things. Banking, finance and bookkeeping have been introduced among the studies at Harvard and Yale; salesmanship is taught in many of the state universities; and at Swarthmore College, nearby Philadelphia, there are now regular courses in advertising.

Advertising in its development as a science fits curiously into the academic curriculum. Good advertising, like good salesmanship, is to a large degree a matter of psychology—of understanding human nature, of presenting your case in the way that will appeal most quickly and forcibly to the minds of people whom you wish to make customers. The psychology of successful advertising is much its most interesting and valuable phase, and is by no means the least interesting and valuable branch of the general study of psychology. Indeed, the relation of the principals of psychology to successful advertising have been a matter of serious study by professors of psychology in prominent American universities, perhaps the most exhaustive study of this sort and the most complete series of experiments having been made by Dr. Walter Dill Scott, director of the western University. And in his book "The Theory of Advertising," which is used at Swarthmore as a textbook, Dr. Scott sets forth in entertaining but intensely practical form the results of a long series of investigations conducted primarily in the spirit of the scientific discoverer.

Advertising is a subject of general interest, too. It appeals not only to the man whose business depends upon it but to the woman whose buying depends upon it, and the younger members of the family who get not a little of their knowledge of the progress of the world from the current advertising columns. Dr. Scott's

"Theory of Advertising," with all its practical usefulness to the business man and the student, is not merely an instructive work. In many places it is vastly entertaining and even humorous, and the glimpses it gives of the science of psychology—one of the most interesting of all modern lines of study yet possibly the least familiar one to the majority of readers—make it both entertaining and useful to the general consumer of literature. Each point Dr. Scott illustrates with what he considers good and bad advertisements, explaining the merits or defects of each, and it is curious to see how the critical scientist reduces to absolute laws the vague impressions that every reader has had, though very likely he does not realize that he has had them until they are explained to him in this way.

There is no question of the importance of advertising in these days when competition is so keen and when the newspapers and magazines have become the real market places of the country. Dr. Scott describes the purpose of advertising as being to attract attention to goods in such a way that he who reads will desire to possess them, and, the first requisite of good advertising is, therefore, that it shall attract and fix the reader's mind. That this is not so easy to do as one might think is evident when you consider how narrow our attention is. Psychologists have determined by a great variety of exact tests to more than four visual objects at once; about four letters, four figures, four easy words, or what not, are as much as the mind will take together.

The power with which one thing attracts the eye depends largely on the absence of counter attractions, Dr. Scott points out. Whether the counter attraction are in other advertisements or are all within the individual advertiser's own space, each will do something to distract attention from the rest unless it is carefully placed—the lesson from which is that too much display used indiscriminately is almost worse than none at all. Beyond that, the power of an object to attract attention depends upon the intensity of the sensation it arouses; on the contrast it forms to objects presented with it; on the ease with which we are able to comprehend it; and on the frequency with which it is put before us.

In a chapter on the association of ideas Dr. Scott discusses how the advertiser is affected by the three laws of habit based on repetition, of recency, and of vividness or intensity. We think first of what we are accustomed to do, we notice first what we are accustomed to see or hear. Next we observe most quickly what is made prominent in our mind by our having previously observed it only a short time before. After that our thoughts will be directed among a thousand objects to the one with which they have been most vividly associated in the past. The mention of cameras, for instance, suggests the name of but one make to a great many people, because for years the name of that make has confronted them in nearly every publication they have looked at and has been heard almost every time cameras have been talked about, until it has become practically synonymous with "camera" in their minds. If you want to buy a package of breakfast food you think first of getting the last thing you saw

advertised. If you are considering taking a pleasure trip there will come into your mind for earliest consideration the resort or the line of transportation the attractions of which have been most vividly set before you. Therefore, the aim of the wise advertiser should be, Dr. Scott points out, to make his name or brand the habitual, recent and vivid association with his class of goods in the minds of as many as possible of the people who might buy what he has to offer.

It is often said that a salesman who has unusual success "hypnotizes" his customers. Hypnotism used to be regarded as some sort of mystic power one human being had over another, but nowadays it is known to be nothing but a matter of suggestion, the instinctive impulse of humanity being to act on any suggestion that is made strongly enough unless there is a stronger counter suggestion. While the advertiser loses whatever force his physical personality might lend he still may "hypnotize" his customers just as the salesman does, if he can make his suggestions strong enough. So an advertisement should suggest the purchase of goods so strongly that the reader will act upon it, and that may be done in various ways, Dr. Scott shows.

The most positive suggestion is in the form of what is called "the direct command," telling somebody to do something. Though few people would be willing to admit it, there are doubtless thousands who have used one brand of soap simply because they read, over and over again, the command to use it. On the other hand, a great many minds resent being told what to do unless the command is put with considerable diplomacy, and Dr. Scott discusses this phase of the matter in a way that will surprise many of his business readers.

Exclusiveness and Individuality



The well dressed man today everywhere demands these two most essential features in their clothes, vs. individuality and exclusiveness.

These two great features were never more closely demonstrated than you will find by inspecting our new spring line of bargains in

Suits and Topcoats

The well dressed men of Astoria and vicinity will buy their clothes from us if they will come first and look, which will convince you.

THE BEST IS NONE TOO GOOD FOR YOU

Benjamin Clothes, Mallory Hats, Kuser Cravats, Globe Underwear

Suits \$15 to \$35

JUDD BROS. The Brownville Woolen Mills Store

Correct Clothes for Men
MADE IN NEW YORK
Alfred Pennington & Co. MAKERS

FOLEY'S KIDNEY CURE

Will cure any case of Kidney or Bladder Disease not beyond the reach of medicine. No medicine can do more.

F. T. LAURIN, OWL DRUG STORE.

Cures Backache
Corrects Irregularities
Do not risk having Bright's Disease or Diabetes

Cheap Rates From the East to Astoria via O. R. & N.

The following is a list of a few points from which cheap rates will apply between March 1st and April 30th:

Atlanta, Ga.	\$51.65	New York, N. Y.	\$55.00
Baltimore, Md.	54.25	Oklahoma, O. T.	33.45
Boston, Mass.	54.45	Peoria, Ill.	36.05
Buffalo, N. Y.	47.50	Detroit, Mich.	43.50
Burlington, Ia.	34.60	Pittsburgh, Pa.	47.00
Chicago, Ill.	38.00	Philadelphia	54.75
Cincinnati, O.	42.20	St. Louis, Mo.	35.50
Cleveland, O.	44.75	Washington, D. C.	53.25
Toledo, O.	43.50	Kansas City, Mo.	30.00
Des Moines, Ia.	32.85	St. Joseph, Mo.	30.00
Louisville, Ky.	41.70	Omaha, Neb.	30.00
Memphis, Tenn.	39.65	St. Paul, Minn.	30.00
Milwaukee, Wis.	38.00	Minneapolis, Minn.	30.00

Money can be deposited here and tickets will be furnished by telegraph without additional cost. For further information call on G. W. ROBERTS, Agent, O. R. & N. Dock, Astoria

LATEST IN SUITINGS

Having returned from San Francisco with a splendid stock of spring and summer suitings of the latest style and having spent several weeks in studying the fashions prevalent in that city, we are now more than ever in a position to give thorough satisfaction to the most fastidious dresser. NOT IN WORDS, BUT IN DEEDS.

HAUTALA & RAITANEN
Tailors, Corner Eleventh and Bond Streets

A Pleasant Physic.

When you want a pleasant physic give Chamberlain's Stomach and Liver Tablets a trial. They are mild and gentle in their action and always produce a pleasant cathartic effect. Call at Frank Hart and leading druggists. Ask for a free sample.

Lame Shoulder.

Whether resulting from a sprain or from rheumatic pains, there is nothing so good for a lame shoulder as Chamberlain's Pain Balm. Apply it freely and rub the parts vigorously at each application and a quick cure is certain. For sale by Frank Hart and leading druggists.

DUTIES TO BE RAISED.

NEW YORK, Mar. 7.—Duties on a number of fancy and ornament stones are to be increased five fold as a result of an order which the customs officials are to put in force March 16, according to directions received from the Treasury Department at Washington.

A number of lapidaries complained some time ago that these stones, cut and carved for manufacturing purposes were being admitted on payment of duties at the rate of 10 per cent ad valorem although 50 per cent was required by the Dingley Law. Importers of fancy stones have employed counsel and will appeal to the courts against the new order. The

stones are used in clock bearings and cases, handles of fans, knives, umbrellas and parasols, pencils, buttons, opera glasses, cameras and many other articles, useful and ornamental. The stones affected by the order are agates, alabaster, chalcidony, chrysolite, coral, cornelian, garnet, jasper, jet, melachite, marble, onyx, rock crystal and spar.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Wm. D. Gifford*