

"ADVERTISING"

CHICAGO, Aug. 17, 1908—"If you are wise, advertise," has been a good American watchword for a long time. A new application of the old saw is to advise the sagacious to get wise to psychology.

For the psychologist seems to be turning the trick of securing maximum productivity from printed matter. That is why the series of experiments and observations, carried on for some years past in the psychological laboratory of Northwestern University at Evanston near this city, have attracted perhaps so much attention among busy Americans as any psychological studies of recent years.

And that's saying a good deal, for the "science of consciousness," as it has been aptly defined, has been pretty much concerned with practical affairs of late. Ever since Francis Galton and Professor William James on the basis of elaborate investigations into the mental life of large numbers of individuals divided people up into classes of "eye-minded," "ear-minded," and "touch-minded," educators have seen the reasonableness of appealing to as many of the senses as possible in each study of the school course. Therapeutic psychology has been carried in to medical practice, so that now many regular physicians are using suggestion in treating nervous troubles. So eminent an authority as Dr. James Hyslop of New York, author of many valuable books on psychical research, maintains that psychologists should be consulted in criminal cases to discover whether heinous acts were committed by the individual in his proper capacity or whether they are due to manifestations of secondary personality. Then there are advanced thinkers who look forward to a day when marrying and giving in marriage will be somewhat regulated by the precepts of the psychologist.

Meantime, everyday American business men, who are spending upon advertising a sum rapidly approaching a billion dollars a year, have begun to discover that to use this sum of money economically, eliminating waste due to feebleness of effort or misjudgment of the elementary principles of rected effort, demands some knowledge of the human mind.

A man who has made himself a pioneer in practical application of theoretical psychology to advertising is Professor Walter Dill Scott, head of the psychological laboratory of Northwestern University. His qualifications for his work are manifold. Like many of the younger generation of scholars turned out from educational institutions of the Middle West, he combines in a marked degree scholarly ability and practical common-sense. Just on the higher side of forty, a graduate of the Illinois State Normal University, of Northwestern University, of the McCormick Theological Seminary and a Doctor of Philosophy of the German University of Leipzig, he has been director of the psychological laboratory at Northwestern since 1901.

Much waste and misapplication of energy in advertising in current magazines and newspapers struck Dr. Scott forcibly in the early years of his incumbency at Northwestern. Fascinated by possibilities in the subject he carried on his series of studies, often using his students either as his subjects or as his assistants, with a view to finding out precisely what can be regarded by trained psychologists as good advertising and what as inherently bad.

The results of these investigations were published in a series of magazine articles and later on brought out in book form by a Boston publishing house under the title "The Theory of Advertising," generally recognized as a classic of the subject and used as a text book in several universities. The book is said among advertising men to have revolutionized the practice of advertising writing. It has killed off many silly and unpsychological devices for attracting attention. The coffee roaster who used to accompany his story of the merits of his coffee with pictures of slimy frogs; the careless advertiser of fat reducing tablets who allowed his likeness of a corpulent old gentleman to be placed next to a column of death notices; the cigar manufacturer who undertook to tell the public of the merits of his own cigars by representing Uncle Sam holding his nose while he discarded a weed that might be supposed to be somebody's else; the bicycle maker who, to call attention to the delights of cycling, represented a young lady chased by a savage dog; the cereal manufacturer who to give you an appetite for breakfast showed an army of bugs attacking his package of rolled oats—these and many more have been warned of the consequence of their folly.

The principles of correct advertising at the same time have been laid down so that they are now axiomatic. All advertising writers have come to understand the value of the direct command; "fusion," by which one pleasant idea can be made to suggest another pleasant one; the basis of "perception" and "apperception," so

that the effect of an advertising campaign may be thoroughly clinched; the differences of mental imagery whereby some persons are influenced most directly through the medium of the eye, some of the ear, some by the other senses. It has become generally recognized that the understanding of the minds of possible customers is quite as important as the discovering of the best methods of presenting the goods, preparing the copy, selecting media, and placing the advertisement. A few advertising writers, of course, have an instinct that leads them without thinking about the matter to follow correct psychological practices, but Dr. Scott's writings have undoubtedly served as guidance to hundreds who have needed it.

The laboratory work has gone right on since the publication of the book several years ago. Students in Northwestern University have since been subjected to all sorts of interesting experiments, with a view to finding just how people are affected by the advertisements they see. Not long ago, for instance, forty of them were handed copies of the current issue of a leading magazine which they were asked to look through but not to stop to read and poetry or long articles. Some students, it was noticed, immediately began to read the advertisements, some the table contents, some the reading matter. At the end of ten minutes they were surprised by being asked to lay down the magazine and write out all they could remember about advertisements they had noticed. The same tests, involving just such skimming of the magazine as people do in a reading room, were tried elsewhere with about 500 persons, mostly between the ages of ten and thirty.

What Dr. Scott was after in this investigation was to get a line on the attention value of large and small spaces, for a chapter in his new book, "The Psychology of Advertising," which will be published very shortly. On tabulating the results he found that the larger advertisements had the call very decidedly over the smaller ones. That is to say, a full page was on the average more than twice as good as a half page; a half page more than twice as good as a quarter page.

Many similar studies have been made recently, to such an extent that people around Chicago have become suspicious when handed a magazine and told to read it. Student observers have prowled among the public reading rooms, taking notes as to the time spent by readers on the literary features and on the advertising pages. The mortality rate among advertisers has been determined by going over files of the principal magazines for many years back. It has been found that the morgue is fuller of those whose habit has been to make small space than of those who have believed in a generous allowance. It appears that although the number of advertisers in the case of some of the leading magazines has actually decreased since 1890 the amount of space contained in the advertising pages has largely increased.

One of Dr. Scott's recent undertakings which has excited large local interest, and which contains suggestions valuable to newspaper publishers, appeared in a series of questions prepared for the purpose of discovering the reasons why people take the daily papers. A list was compiled of 4,000 of the most prominent business and professional men of Chicago from whom about 2,300 replies were secured. It was found that practically all read at least one daily paper, 46 per cent. read two papers, 21 per cent. three papers, 10 per cent. four papers, 3 per cent. five papers, 2 per cent. six papers 3 per cent. all eight of the English press of the city. A question as to the favorite features of the papers showed the various news departments in a long lead as proved by the tabulation: Local news, 17.8 per cent.; political news, 15.8; financial news, 11.3; foreign news, 7.2; ethical tone (broadly considered) 6.7; sporting news, 5.8; cartoons, 4.3; special articles, 4.3; music, 1.88; book reviews, 1.84; arrangement, 1.4; society notes, 1.4; drama, 1.1; art, .9; advertisements, .44; stories, .13; weather, .1; humor, .05. From such figures Dr. Scott concludes that Chicago newspapers, like those in most American cities, are valued primarily for the news.

While the studies carried on at the psychological laboratory in Northwestern tend to discourage the business man from blundering use of advertising space they certainly make him feel that by adhering to the fundamental principles of psychology, which are in reality very simple and comprehensible, he need have no doubt as to the old question whether advertising pays or not. The exact statistical methods of the laboratory have proved that advertising is a branch of applied science and that if careful attention is paid to getting it scientifically right it can hardly fail in its object of influencing the human mind.

Subscribe to the Morning Astorian, 60 cents per month.

CHAMBERLAIN'S COLIC, CHOLERA AND DIARRHOEA REMEDY

A few doses of this remedy will invariably cure an ordinary attack of diarrhoea. It can always be depended upon, even in the more severe attacks of cramp colic and cholera morbus. It is equally successful for summer diarrhoea and cholera infantum in children, and is the means of saving the lives of many children each year. When reduced with water and sweetened it is pleasant to take. Every man of a family should keep this remedy in his home. Buy it now. PRICE, 25c. LARGE SIZE, 50c.

PERFECT PRINTING PLATES

IN ONE OR MANY COLORS
LARGEST FACILITIES IN THE WEST FOR THE PRODUCTION OF HIGH GRADE WORK
RATES AS LOW AS EASTERN HOUSES

HICKS CHATTEN ENGRAVING CO.

28 & Alder, PORTLAND, ORE.

Summer Excursions

During the months of August and September the Ilwaco R. R. Co. will sell round trip tickets daily from all points on North (Long) Beach to all points on Clatsop Beach at rate of \$1.75. Return limit thirty days.

Subscribe to the Morning Astorian, 60 cents per month, delivered by carrier.

BIDS REQUESTED.

FOR FURNISHING AND FILLING not less than 5000 cubic yards of earth in James street on the north side of Reservoir No. 2 and placing proper drainage at bottom of fill and also laying the steel culvert from overflow of reservoir as directed by the engineer in charge. Bids to be filed with clerk of commission not later than 5 p. m., August 21st, and to state time of completion; right reserved to reject any and all bids. City Water Commission, by G. W. Lounsbury, Clerk.

BIDS FOR WOOD.

BIDS ARE HEREBY ASKED FOR furnishing 60 cords of sound fir slabwood, four feet in length; said wood to be delivered on the court house block within 10 days from date of signing contract; said bids to be filed with the clerk on or before August 24th, at 9 o'clock a. m., 1908; contractor to furnish bond in the sum of one hundred (\$100) dollars. Court reserving right to reject any or all bids. By order of the County Court, J. C. Clinton, County Clerk. 8-18-6t

MISCELLANEOUS.

HOT OR COLD Golden West Tea

Just Right

CLOSET & DEVERS, PORTLAND, ORE.

Plate Racks, Wall Pockets, Music Racks, Clock Shelves Just in—See us

Hildebrand & Gor Old Bee Hive Bldg.

BIG CURE FOR MEN AND WOMEN. Use Big C for all urinary discharges, inflammations, irritations or ulcerations of mucous membranes. Painless, and not astrin- gent or poisonous. Sold by Druggists, or sent in plain wrapper, by express, prepaid, for \$1.00, or 3 bottles \$2.75. Circular sent on request.

CLASSIFIED ADVERTISEMENTS

HELP WANTED

WANTED AT ONCE, TWO GOOD woodsmen to guard forest fires; must have axes, shovels and camp outfit. Apply T. H. Curtis, Occident Hotel. 8-18-tf

WANTED—TEN EXTRA GIRLS for Regatta week, at Hoeflers.

SITUATION WANTED.

YOUNG JAPANESE WANTS SITUATION as porter in saloon and to help bartender; can speak good English. Address, Kubota, 415 Yamhill, Portland. 8-9-7t

FOR SALE

FOR SALE—A 100-PIECE SET OF Haviland China, in perfect condition, cheap. Inquire at the McCrea-Ford studio. 7-15-tf

FOR SALE CHEAP, ONE SCHOLARSHIP in the International Correspondence School of Scranton. Enquire Astorian office. 8-7-tf

OLD PAPERS FOR SALE; PER hundred, 25 cents. At Astorian Office

FOR LEASE.

FOR LEASE, LOT 8, BLOCK 17, (75x150) Adair's Astoria, on Franklin avenue near car line. Terminal Trust Co., G. Wingate, manager. 13-3t

HOUSE MOVERS.

FREDRICKSON BROS.—We make a specialty of house moving, carpenters, contractors, general jobbing; prompt attention to all orders. Corner Tenth and Duane streets.

ROOMS FOR RENT.

FURNISHED HOUSEKEEPING and single rooms. Apply 677 Exchange street.

MASSAGE.

OLGA KANTONEN, FINNISH masseuse and steam baths, room 6, Pythian Bldg., Commercial St., Astoria, Ore.

LOST AND FOUND.

NET LOST—3-INCH PAPERS Finlayson No. 40-13 ply twine, 91-inch mesh, 44 meshes deep; 1 paper Finlayson 40-12 ply twine, 91-inch mesh, 45 meshes deep. Finder will be suitably rewarded upon returning same to the Columbia River Packers' Association. 8-12-6t

FOUND—GOLD WATCH, CHAIN and locket; owner can have same by thoroughly identifying property and paying for this notice. Inquire Astorian. 8-18-tf

LOST—ON THE LEWIS AND Clark road on Sunday, August 16, a fishing outfit; a suitable reward will be given. Finder please return to the Astorian. 8-18-tf

FOUND—A SMALL GASOLINE boat. Apply at Elmore's New Cannery. 8-16-2t

LOST—ONE BRASS CAP ABOUT four inches in diameter from automobile wheel. Return to F. A. Fisher and receive reward. 8-11-6t

MISCELLANEOUS.

MAGAZINE BINDING OF ALL kinds done at the Astorian Office.

LOOSE LEAF LEDGERS—ALL kinds—made by The J. S. Dellinger Company.

WANTED—TO BUY A HORSE; weight about 1250 pounds; not over 8 years old; must be good driver and gentle, also city broke. Address Astorian office. 6-9-tf.

FARM FOR SALE.

WILL SELL MY LEWIS AND Clark farm at a bargain, with or without stock, to suit purchaser. W. J. Ingalls.

EMPLOYMENT OFFICE.

J. T. NOWLEN Real Estate and Employment Office 473 Commercial St., Phone —

Have fine list of Astoria and country property. All classes of labor furnished.

WINES AND LIQUORS.

Eagle Concert Hall (320 Astor Street)

Rooms for rent by the day, week, or month. Best rates in town. P. A. PETERSON, Prop.

PROFESSIONAL CARDS.

ATTORNEYS-AT-LAW

CHARLES H. ABERCROMBIE Attorney-at-Law City Attorney Offices: City Hall

JOHN C. McCUE, Attorney-at-Law

Page Building, Suite 4

HOWARD M. BROWNELL Attorney-at-Law Deputy District Attorney 420 Commercial Street

OSTEOPATHS.

DR. RHODA C. HICKS Osteopath Office Mansell Bldg. Phone Black 2065 573 Commercial St., Astoria, Ore.

DENTISTS

DR. VAUGHAN Dentist Pythian Building, Astoria, Oregon

DR. W. C. LOGAN Dentist Commercial St. Shanahan Bldg.

BUSINESS DIRECTORY.

RESTAURANTS.

TOKIO RESTAURANT. 351 Bond Street. Opposite Ross, Higgins & Co. Coffee with Pie or Cake 10 Cts. FIRST-CLASS MEALS Regular Meals 15 Cts. and Up.

U. S. RESTAURANT. 434 Bond Street. Coffee with Pie or Cake, 10 Cts. First-Class Meals, 15 Cts.

MISCELLANEOUS.

Smith's Special Delivery EXPRESS AND BAGGAGE Leave Orders at Star Cigar Store. Phone Black 2383 Res. Phone Red 2276 Stand Corner 11th and Commercial.

DENTISTS.

TEETH Without Pains. CHICAGO DENTISTS COR. 11TH AND COMMERCIAL. Office hours—8:30 A. M. to 8: P. M. Sunday—10:00 to 12:00. Phone Number Main 3901.

Painless Extractions - 50c Corner Commercial and 11th Sts. over Danziger store.

FISH MARKET.

Seattle Fish Market 77 Ninth St., Near Bond Fresh and Salted Fish, Game and Poultry, Groceries, Produce and Fruit Imported and Domestic Goods.

P. BAKOTITCH & FEO, Props. Astoria, Ore. Phone Red 2183 P. O. Box 603.

SCHOOLS AND COLLEGES

You want the best money can buy in food, clothing, home comforts, pleasures, etc., why not in education?

Behnke-Walker Portland's Leading Business College offers such to you and at no greater cost than an inferior school.

Owners practical teachers More Calls than we can fill Teachers actual business men In session the entire year Positions guaranteed graduates Catalogue "A" for the asking I. M. WALKER, Pres. O. A. BOSSERMAN, Secy.

UNDERTAKERS.

J. A. GILBAUGH & CO., Undertakers and Embalmers. Experienced Lady Assistant When Desired.



Calls Promptly Attended Day or Night. Tatton Bldg. 12th and Duane Sts. ASTORIA, OREGON Phone Main 2111

MEDICAL.

Unprecedented Successes of DR. C. GEE WO THE GREAT CHINESE DOCTOR Who is known throughout the United States on account of his wonderful cures.

No poisons or drugs used. He guarantees to cure catarrh, asthma, lung and throat trouble, rheumatism, nervousness, stomach, liver and kidney, female complaints and all chronic diseases. SUCCESSFUL HOME TREATMENT. If you cannot call write for symptom blank and circular, enclosing 4 cents for stamps. THE C. GEE WO MEDICINE CO. 182 1/2 First St., Corner Morrison. PORTLAND, OREGON. Please mention the Astorian.

PLUMBERS.

JNO. A. MONTGOMERY PLUMBER Heating Contractor, Tinner —AND— Sheet Iron Worker ALL WORK GUARANTEED 425 Bond Street.

Younce & Baker PLUMBERS TINNERS Steam and Gas Fitting All Work Guaranteed. 126 Eighth Street, opp. Post Office. Phone Main 4061.

LAUNDRIES.

WE WASH Everything but the Baby and return everything but the dirt.

TROY LAUNDRY Tenth and Duane Phone Main 1991

CONCRETE WORK DONE ANY PERSON WANTING ANY CONCRETE WORK DONE AT THE CEMETARIES, WILL PLEASE LEAVE ORDERS AT POHL'S UNDERTAKING OFFICE.

E. NYMAN