

**EXPERT TALK ON HOW TO ADVERTISE**

Before 60 students of the Y. M. C. A. night school last night, H. C. Whittier, advertising manager for Oida, Wortman & King, delivered an address on "The Fine Art of Advertising." Mr. Whittier said:

Mr. Chairman and Gentlemen of the Y. M. C. A.—When your representative asked me to come here tonight and say a few words on the subject of advertising, I felt a bit timorous in accepting the invitation; firstly, because I felt that what I might say would perhaps be neither entertaining or instructive, and secondly, because I am not a public speaker in any sense of the word. I trust, however, I may do better tonight than on an occasion some years ago when, in company with our present able and eloquent secretary of the navy, William H. Moody, I was sent as a delegate to a grand lodge meeting in one of the Eastern states, where I was called upon for a speech. Approaching the front of the platform I started in with the customary "Mr. Toastmaster and Brothers"—my knees began to knock together and my eyes to swim, in no brief speech-maker, and then, to prove it, went back and sat down amid the applause of the gathering. I concluded that the sitting act was well done, hence the applause. I will try to do better than that tonight, although you may wish I had remained sitting and finished speaking. I felt it a duty, in any humble way of mine, I could be of service to such a grand organization as the Y. M. C. A., to respond, and certainly regard it as a privilege and an honor to be invited to a night to meet such a representative body of young American citizens as compose this splendid organization of which I had the honor of becoming a member some 15 years ago.

Your representative, when asking me to come here tonight, assured me that a mere informal talk was all that would be called for and set a time limit of 20 minutes for it. I will do my best to interest you, in that limited time, on a subject of such intense interest that it could not be exhausted in a week of discussion by those better versed and fitted for such discussion than myself. The one aim of advertising is successful results. Millions of dollars are spent annually in this country alone through this channel in order to result in a few cents. The salary alone of one advertising man who has charge of the publicity department in one of our large Eastern "congress" or department stores, is more than that of the vice-president of the United States. Perhaps in no other way could I illustrate the growth of advertising than by a recital of my own experience from the time I first became interested in the subject, as a mere boy, up to the present day. When a youngster at home, away back in a little manufacturing city in New England, it was a common remark of members of the family with whom I lived (I lost my own parents at a very early age), in the evening after a perusal of the daily paper, that they "had read away" words in the paper, even the advertisements, and I want to say right here: when you want to mediums for effective advertising, the newspapers rank first, far and away in the lead of all others, and your people of Portland should be indeed proud of your local papers that in their different departments rank second to none in any city twice the size of ours in the United States. That is why advertisers in our local newspapers attain such successful results. Portland's papers are read of Portland and Portland folk are proud of their papers. They boast, eternally and everlastingly—not a "knocker" in the bunch, and Portland, in a great measure, must stay her success to the splendid character and standing of her newspapers. But to resume. The thought struck me forcibly, even at that age, "Why is it they say 'Evan the advertisements?' Are they so dull and uninteresting? If so, can they not be bettered? I remember of writing a composition in school, and to return school, I used to scan the ads, and would often take my pencil and rewrite them for my own amusement in a different way. Right here is a cardinal point: "Be different"—different from all other writers; have individuality. Ideas may be the same, but have a "different" way of expressing them. An advertisement, in order to bear fruitful results, must attract the eye, this for the reason that 90 per cent of news and periodical readers do not read ads—unless their eye is caught first, and held after, by something of interest in the advertisement. First, then, the headline is of importance—something odd, catchy—different from the ordinary. After that must follow forcible, earnest talk about the merchandise one is advertising. Make this talk plain, talk that any school boy or girl can understand, but make it forcible. If the goods in question are of an extra quality, say so and tell why.

If the price is low, impress it upon your public, with the reason for its being made so, and state that reason clearly and with force. Remember always that the standard from which price must emanate is quality. Upon the quality always depends whether or no a price is high or low. So to any newcomer into the advertising field I would say, keep quality eternally and everlastingly in mind, whether you are writing of the beauties of a California trip—then bear down upon the quality of service given by a certain transportation line, or if of an overcoat or suit

of clothes tell of their excellence and fitting qualities; if of a piece of silk, tell of its goodness, for by the quality it must be determined whether or no the price is such as should attract ad readers, so that the firm paying for such publicity may attain results that will pay a satisfactory profit on the advertising. A firm should buy advertising as it buys merchandise, to make a profit on. If your advertising does not pay a handsome profit, there's something the matter with it, it needs a doctor, and you'd better call one quick, else your patient, "business," may die. Here, then, comes the importance of choosing right mediums. At this point must all good advertising start. There are too many branches of business that may be benefited in different ways for me to discuss them all here tonight, but I will yet have to be told of one that will not be most benefited, in an advertising way, by a liberal use of printer's ink. Newspapers or circulars, both are good, both are best. But, my friend says, who defaces the highways with glaring signs, how about bill-board and rock advertising?

Indirectly they may be of some benefit, generally the sign painted along the railroad tracks and highways, where one may read as he runs, while it may be read as quickly from the mind as it passed from the eye when you whirled past it. They get tiresome, almost nauseating. Time was, perhaps, when such things had more value; that was when your granddaddy crossed the plains in prairie schooners or on horseback. But, says some one, "Why, I think I got some benefit from such advertising." All right, my friend, but if you'd put the same amount of money into newspapers or good circulars, and put it in right, you'd have got a hundred times more. But how about newspapers? Some are good and some are bad, while others are neither one or the other. Here, then, must come the matter of circulation. A most important feature for the advertiser to look to if he would attain results from his advertising. Select your mediums with care, both as to the number and character of its circulation. It is valuable to you only from a standard of both. If I were advertising for a big store in New York and using both the New York Herald and the American, I would look well to the clientele of both before preparing my copy for either. Goods and prices that would appeal to Herald readers might not interest the readers of the American, and vice versa, and the money spent would be wasted. Look well to where your mediums go, among what class they circulate and prepare copy to fit each case if you would make a profit on your advertising.

Circulars or store papers are most excellent mediums, but here again comes in the matter of circulation or distribution. No matter how good the ad may be that you send out, it must reach the party to whom it is sent or it is useless in its work, obey the old maxim, "Don't send a boy—send a man." Better pay a fair price to secure good distribution of your advertising than to run the risk of its being lost. Look well to a suit for damages for overloading some man's land. Next comes the importance of display, selection of types, etc. Every advertising writer should have a good knowledge of types, should be able to see his copy, in his mind's eye, already in type. Should be able to write it so that the compositor gets the writer's idea at a glance and is able to get the result desired by the writer, which should bring good results to the writer's firm. Right here may come the question, "Do you believe in advertising schools?" Not to a great extent. An ad school may teach any one who can learn "types," they may be able to teach a few principles of advertising, but they can no more make an advertising man than a blacksmith can make a watch. Most of the graduates of so termed "advertising schools" that I have met, or whose work I have seen, have been

monumental failures when it came to real, practical business. I would rather take an intelligent young man who possessed a fair education and had spent a few years behind the counter or in some practical business, let him study the newspapers, read the ads. from his own city and then from other cities, follow up this practice for a time, note the type, headings, ad editorials and descriptions carefully, then take that young man to a print shop a few times, where he can study types and arrangements—if that young man has got advertising in him, I'll bring it out and make a better advertiser of him than a practical business than all the "ad schools" from here to Portland, Me. But he must have it in him, be earnest, ambitious, take a vital interest in his business and not be a clock-watcher. Advertising men are born with a natural taste and aptitude for the work, and "ad schools" never made one yet. Advertising is an interesting work, and is recognized today as one of the professions ranking with that of medicine and the practice of law. It is also almost as remunerative. Salaries of advertising men grade up today from \$1,200 to more than that number, thousands of dollars per annum, according to opportunity and ability. Advertising men receiving salaries from \$5,000 to \$10,000 a year are not few, while two men employed by large "congress" or department stores in an eastern city receive the same salary as the vice-president of the United States. Both of these gentlemen have rare ability, though I believe their superiors to be doing better work elsewhere for less remuneration through lack of some opportunity. An advertising manager should not be a mere writer, he should have a thorough knowledge of the merchandise he writes about—if he be a store advertiser, he should have a knowledge of all the stock he is called upon to write about, but here he should be assisted by able department managers, who are capable of writing the ad-man a plain, everyday sort of letter, plainly written, with abbreviations, telling him of what they have to advertise, all about it, its worth and selling price, and if the latter be a special one they should tell why it is so. It is then up to the ad-man to glean from that a story that may be put in an interesting and readable form as to interest the public and get them in his store.

Above all, an advertising man must be honest, but earnest and forcible without exaggeration. Force and enthusiasm are not exaggeration. The truth may be told in so mild mannered and non-interesting a way that no one will read it, the same truth may be told in so earnest and forcible a manner as to attract both the eye and the buyer. To young men who have an ambition to take up this profession I would say, don't do it unless you love your business, and love to work. A clock-watcher will make a better male driver than he will an advertising man. If ambitious to become a store writer one must first have some executive ability, some idea of store management and a whole lot of push and energy. Take an interest in your business, "Oh, but you say, 'How can I?' My employer takes no interest in me." Ah! then it's your fault, make him! The employer doesn't live who won't take an interest in an employe, even though it be a selfish one, when he sees that employe taking an interest in him and his business. The employers of this country are mostly, to use a slang expression, "from Missouri," and have to "be shown" first. Show them, and keep on everlastingly and eternally showing 'em. Water in time wears away rock, the interest in you will come, with it, and then you'll be shown in that business; you have shown your interest in. Attain success by a simple over-riding and smashing down all the obstacles in the way. You may think your employer don't appreciate you, but if you do to one the reason for that is you are watching your employer too closely. Stop it! Get in and plug hard, work, boost, in store and out for your store.

**Christmas Shopping Made Easy**

OUR SYSTEM OF SELLING WATCHES, DIAMONDS AND JEWELRY ON EASY WEEKLY OR MONTHLY PAYMENTS

Gives every person an opportunity to secure a valuable as well as appropriate Holiday Gift without considerable outlay, or paying any more than those that pay cash.

In making this offer of credit at cash prices we do so with the assurance that every article bought from us is 20 to 35 per cent lower than at any Jewelry story in the city. In proof of same we cheerfully court comparison.

**WATCHES**

WE HAVE THEM IN ELGIN, WALTHAM AND HAMPDEN WORKS, BOSS, FAHY'S, DUBER AND CRESCENT HIGH GRADE FILLED CASES AT ASTONISHINGLY LOW PRICES

Something to Think About

- 7-jewel works, warranted filled cases..... \$ 8.00
- 15-jewel works, warranted 20-year filled cases..... 10.75
- 17-jewel works, warranted 20-year filled cases..... 15.00
- 15-jewel works, warranted 14-kt U.S. assay solid gold cases..... 30.00
- Lady's watches, filled cases, warranted works..... 7.00
- Lady's watches, warranted filled cases, Elgin and Waltham works..... 9.50
- Ladies watches, warranted 14-kt U.S. assay, solid gold cases, Elgin and Waltham works, up from..... 17.50

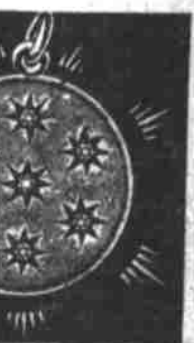


**DIAMONDS**

"Here Is Where We Shine"

We carry the largest and most complete stock in the city, ranging in prices from \$5 to \$500, mounted in RINGS, STUDS, EARRINGS, BROOCHEs, LOCKETS and CUFF BUTTONS.

With every Diamond we sell we give a certificate absolutely guaranteeing the quality and value of your purchase, and further agree to buy back any Diamond within one year at 10 per cent less the cash purchasing price.



DAN MARX, Prop. **The Portland Loan Office** 74 THIRD STREET

**FREE ANY HAT IN OUR STORE**

No Matter the Price  
All Goods Marked Plain Figures

We are comparatively a new firm and want a better acquaintance—and just to introduce ourselves we will, from now until January 1, 1904, give with every suit purchased in our store at a cost of \$12.50 or over, choice of any of our

\$2.50, \$3.00, \$3.50, \$4.00, \$4.50 AND \$5.00 HATS

Goods all marked in plain figures. Stock fresh and strictly high grade. Every garment the latest style. Every suit exhibits the indications of superior quality, with proper fit and correct style.

**SUITS AND OVERCOATS**

Are displayed here in profusion of styles and patterns, sacks and frocks in English worsted, chevrons, etc., in prices from

**SIX FIFTY TO TWENTY-FIVE**

Large stock of gentlemen's furnishings, selected with care and to suit the climate, at prices that will cause a sale if you look. Don't forget the name and place.

**HOUSMAN BROTHERS**

224-26 MORRISON STREET CLOTHES Telephone HOOD 1722

HOUSMAN BROTHERS CLOTHES Telephone HOOD 1722

**SAGE DEFIES TIME AND DYNAMITERS**

New York, Dec. 4.—"I have lived to celebrate the 12th anniversary of my 'lucky escape,'" said Russell Sage, the dean of Wall Street, today, in reference to his escape from death on December 4, 1891, at the hands of a lunatic who exploded dynamite in the aged financier's office. "I expect to live to see the 20th anniversary," added Russell Sage, the dean of Wall Street, today, in reference to his escape from death on December 4, 1891, at the hands of a lunatic who exploded dynamite in the aged financier's office. "I expect to live to see the 20th anniversary," added Russell Sage, the dean of Wall Street, today, in reference to his escape from death on December 4, 1891, at the hands of a lunatic who exploded dynamite in the aged financier's office. "I expect to live to see the 20th anniversary," added Russell Sage, the dean of Wall Street, today, in reference to his escape from death on December 4, 1891, at the hands of a lunatic who exploded dynamite in the aged financier's office.

**NO PAIN HERE**

**THE BOSTON DENTISTS MADE MY NICE TEETH**

These are the only Dentists in Portland having the latest botanical discovery to apply to the gums for EXTRACTING, filling and crowning teeth absolutely without pain and guaranteed for ten years.

Our offices have been established throughout the United States for twenty years.

We are the largest dental concern in the world.

**THEY ACTUALLY DO THE WORK**

Food Eaten Is Worthless Unless Digested—Some Stomachs Must Have Help.

Food taken into the stomach which from the nature of the food or the condition of the stomach is not digested is worse than no food at all. This is a true statement as far as it goes, and a great many dyspeptics go only this far with their reasoning. They argue with themselves that because their stomachs do not do the work given them they must be given less work; in other words, they must be starved. It would be just as sensible for a business man who is unable to do all his own work to cut down his business to his own capacity as it is for a man to starve himself to relieve his stomach. The sensible business man employs help and goes forward with his business. Likewise the sensible dyspeptic will employ help for his stomach and give his body proper nourishment.

Stuart's Dyspepsia Tablets actually do the work assigned to them. They relieve weak and overburdened stomachs of a great portion of their work. Their component parts are identical with those of the digestive fluids and secretions of the stomach, and they simply take up the grind and carry on the work just the same as a good, strong, healthy stomach would do it.

On this account Stuart's Dyspepsia Tablets are perfectly natural in their action and effects. They do not cause any unnatural or violent disturbance in the stomach or bowels. They themselves digest the food and supply the system with all the nourishment contained in what is eaten and carry out nature's plans for the sustenance and maintenance of the body.

How much more sensible is this method than that employ by many sufferers from weak stomachs. By this means body and brain get all the good, nutritious food they need and the man is properly nourished and equipped to carry on his work and perform his duties. He could not possibly be in proper working condition by starving himself or employing some new-fangled insufficient food that does not contain enough nutrition for a year-old baby. A strong man doing a strong work must be properly fed, and this applies to the brain as well as the body.

Stuart's Dyspepsia Tablets, by relieving the stomach of its work, enable it to recuperate and regain its normal health and strength. Nature repairs the worn and wasted tissues just as she heals and knits the bone of a broken limb, which is, of course, not used during the process of repair.

Stuart's Dyspepsia Tablets are for sale at all drug stores at 50 cents a box, and they are the one article that the druggist does not try to sell something in the place of that "just as good." Their unequalled merit and success and the universal demand for them has placed them within the reach of every one.

**GET A Graphophone**

In your home and you will have endless entertainment for the winter evenings.

We will sell you one on EASY PAYMENTS if desired.

Only \$5 Down and \$1 per Week  
CALL AND SEE US

**Boston Painless Dentists**  
Fifth and Morrison Sts.  
Opposite Meier, Frank & Co.  
Entrance 29 1/2 Morrison  
Hours—8:30 a. m. to 8 p. m. Sundays till 1.

**Columbia Phonograph Company** Gen'l.  
128 Seventh Street PORTLAND, ORE.

**Taking Him by the Horns**

On the advice of your friends isn't always such an easy task. But you can do it now by acknowledging the fact that fall is squarely upon us and that your hardware needs are apparent. When you do that look at our superb stock that is open for your inspection at our store, and the prices that we are selling it at.

**EVERY @ CO.**  
83 Third Street

**WE WON'T HURT YOU Or Your Feelings**

If you have your dental work done at this office, Dr. W. A. Wise will extract your teeth or fit your plate in the most scientific manner. Dr. T. P. Wise is a recognized expert in crown and bridge work and gold fillings.

**WISE BROS., Dentists, "The Falling," Third and Wash**

**HENRY WEINHARD CITY BREWERY**

Largest and Most Complete Brewery in the Northwest  
Bottled Beer a Specialty

TELEPHONE No. 72  
Office 10th and Burnside Streets, PORTLAND, OREGON.

STANDARD WHITE and other MACHINES, Rented and Repaired.  
Fifty second hand machines for sale from \$20 to \$100. Call early and get your pick. Needles and oil for sale, 280 Yamhill street, corner Fourth.  
Phone Red 1991.  
**LECHLER & LECHLER.**

**FILLED CASE WATCHES**  
Waltham or Elgin, from \$10 up  
Ladies' gold watches, \$18 up.  
Diamond rings from \$7 up.

A. WILLEUMIER  
231 Washington St., Astoria, Ore.