

"BACKED-UP ADVERTISING" Advertising to Succeed Must Be Backed by the Goods SO SAY ALL MERCHANTS WHO HAVE TESTED THE VALUE OF TRUTH-TELLING

It seems absurd to argue the necessity of telling the truth in advertising. No one ever thinks nowadays of advancing any other theory. Barnum may have been right when he said the American public liked to be humbugged and Seward Webb may have been picturesque when he said the public be bluffed, but Barnum wasn't selling goods on the money-back-if-wanted plan and Webb was running a strike instead of a store.

The little old public is running the stores and they have said truth shall be mightier than printers' ink and what they say goes and takes success along with it. Ask anybody in Portland who has any right to be heard on this question of advertising success and he will tell you the only advertising that succeeds is the kind that is backed up by the goods.

Rock bottom truth-telling is what sells these goods. It's no use to sell something the buyer is going to bring back and demand repayment of the cash and cherish resentment against the firm. Public confidence being built up, the store that advertises grows larger and more prosperous and more capable of serving the public successfully.

Go to any prosperous store and ask about this theory of advertising and you will find it is backed by the goods. Take Roberts Brothers, for instance. It's a big, busy store. Success crowds the aisles and pours in at the doors.

Up on the quarter-deck Advertising Manager Boody is busy editing the copy for his next day's advertising, but he finds time to tell why advertising is indispensable and why it must be backed by the goods, and incidentally tell you the sad story of a big store that started years ago and is now a small store because it did not advertise.

CAN'T DO WITHOUT IT.

At Roberts Brothers an interesting experience is related. "Can you do without it?" "No." "Why not?" "By years of advertising the housewives and consumers have come to look for the store offerings each day," replied Mr. Boody. "How long have Roberts Brothers advertised?" "Fourteen years."

"Our growth in that time has been from a store 50x100 feet, employing half a dozen clerks, to one covering over 25,000 square feet of salesroom, and employing 150 salespeople, with the store still in more room."

"Have you in mind any store starting then that did not advertise and did not grow?" "Started big, didn't advertise. Size is now small."

"I know one that started in a great way, but not advertising, it gave up its space little by little, and is now a very small concern."

"Backed-up advertising is what has made us grow. Advertising must be backed by the goods advertised, displayed in the store and ticketed, so people can see them when they come to buy."

"What papers do you use?" "Use Evening and Sunday Papers Most."

"All three." "Equally?" "No; the evening and Sunday papers to the greater extent. The Sunday Journal has brought us very satisfactory results."

"Where does The Journal stand in circulation?" "It has as much, or more, city circulation than any paper here."

"What classes?" "All. Our papers here are clean and newsy. They are better than the papers in most other cities in the country."

GUMBERT SAYS PORTLAND IS CITY OF SUCCESS

And anyone reading the following interview with Mr. M. L. Gumbert, secretary of the Silverfield company, will see that their success is due to backing up their advertisements with the goods and expanding and improving to meet the Silverfield Store progressive conditions. What he says in regard to success in

Portland confirms the general fact that success here is easy to those who know how. The knowing how consists in the right sort of stores, the right sort of employees, the right sort of goods, the right sort of advertising.

The Silverfield Store is a specialty establishment. Mr. Silverfield says: "It is the 'Woman's Store.' It is the only exclusive woman's store in the northwest, and from the time it opened its doors in this capacity it has been setting records all the time."

"This store has been in existence sixteen years as a fur store; as a cloak, suit and fur house for six years, and since last September it opened its doors exclusively as a 'woman's store.'"

"Advertising is one of the things which we know to be great factors in our prosperity, and in advertising the newspaper is the most successful method. Advertising, however, cannot be made a success without the cooperation of our salespeople. We pride ourselves on having the most accommodating force of salespeople we can secure. We place special stress on courtesy and intelligent knowledge of the goods we sell."

Portland Journalism Improved by The Journal. "We have in this field splendid newspapers. They are better now than ever."

"We feel that The Evening Journal is the potent factor in the newspaper field in this city, and we have known it for a fact that the opposition papers, the Oregonian and the Telegram, have greatly improved every department of their papers since The Journal entered the field."

"We have been greatly pleased by the aggressive methods pursued by The Journal. It has certainly caused the blood to spurt in newspaperdom in this city since its inception."

"The Journal's Hawaiian trip is a good idea that is bound to help The Journal's circulation."

"We were among the first advertisers The Journal had and we found it a paying medium, reaching a large purchasing constituency."

M'ALLEN & M'DONNELL. A Store That Was Among The Journal's Early Advertisers.

Mr. John T. McDonnell of McAllen & McDonnell said he usually left interviews to his partner, but on this occasion consented to answer questions for publication.

"Portland a good city to do business in?" "It is one of the best cities west of Chicago. It has the wealth, the population and the enterprising merchants."

"We owe our success to treating all alike—one price to all."

"We cater to good trade and carry goods accordingly. Our growth has been with the growth of the city. This city will have 450,000 inside ten years."

"We are among the first to use The Journal. It is as enterprising a paper as there is on the coast."

"I have been here 25 years. It's 10 years since we started on this corner."

"I never advertise unless I have the goods," says Mr. Shanahan. When the interviewer walked into the Shanahan store Mr. Shanahan was ready to tell his experience and started right off by saying:

"I never advertise unless I have the goods. Advertising nowadays isn't worth the paper it is written on unless you have the goods to back it up with, and the people to sell them—good people to sell them."

"What are good people?" "The ones who tell the truth to our trade."

"Can they sell that way?" "They can't sell any other way."

TALK SKYSCRAPER FOR THE CITY

Construction of a Great Office Building is Discussed by the Leading Business Men.

MANY ARGUMENTS MADE FOR SUCH AN ENTERPRISE

It Would Be a Monument to Greater Portland, an Investment of Reasonable Certainty and an Invaluable Advertisement for Community.

Among Portland's progressively energetic business men there has been much discussion of late regarding a mammoth office building in this city, a skyscraping monument to a greater Portland.

There seems to be unanimity on two points in the discussion: It ought to pay a fair return on the investment, and it would be the greatest advertisement the city could invest in just now.

Who should undertake the work, and how the burden should be distributed, are clauses for debate.

In arriving at conclusions on the latter score, there are a multitude of considerations. A great office building, with all modern conveniences and the usual club facilities, certainly would be an immense number of persons will make it their business home, thus enhancing the value of all adjacent property.

The effect must be to bestow upon many blocks near immediate benefit, and the streets crossing that district will become the scene of a traffic impossible when low buildings are in vogue.

With these considerations before them, many argue that the work of erecting a skyscraper should be undertaken by a syndicate of men owning adjacent property.

All World Share in Benefits. But when it comes to debating the advertisement for city and state, broader arguments prevail.

In this benefit every property owner of Portland would have part. The general effect of such work would be an element of confidence in Portland's future that could not be produced by any other single local effort.

Men who are ready to build, but are gauging their lines by apparent public confidence in the future, would here find a precedent to increase practically every succeeding business investment.

Inspirited by the reasonable success to be expected from this enterprise, there would certainly spring up others, on possibly a less scale, yet of much greater proportions than if a skyscraping standard had not been fixed.

In reviewing similar work elsewhere, there is every assurance to encourage the Portland enterprise. Seattle's Alaska building is one of the first arguments selected on San Francisco's great Claus Spreckels building is often cited.

Portland there are minor examples which give life to the argument. It has been noted frequently of late that James B. Hyde's great Equitable building in New York, which cost several millions, was one of the best investments of the company ever made.

Both from direct returns and the general influence it exercised. When the Chamber of Commerce in this city erected the eight-story stone edifice there was serious apprehension for publication.

Money Would Come Gladly. The abundant money available anywhere in the country for building enterprises, especially those on a large scale in cities of a recognized future. No one doubts that, if Portland capitalists did not want to finance the enterprise fully, a number of them would be able to secure ample assistance on reasonable terms.

By inaugurating the work, with three-quarters of the money drawn from the east on a long-time loan at low interest rate, the city would get the benefit of a large amount of outside capital which probably could not be drawn here otherwise, leaving local funds open to other lines of industrial development.

"The time is especially opportune for this work," said a local man this morning, whose name is withheld at request. "Our fair has brought us before the world as a city and country of importance."

The Oregonian is a good paper. There is none better anywhere and I am not discriminating against it when I say what I do of The Journal.

"I like the spirit of fairness in the Journal. It does not seem to wish to knock any other paper in this advertising discussion and I like that."

A TRIO OF SPECIALS IN WOMEN'S OXFORDS



- Roman cross strap kid slippers, LKV heels, cheap at \$2—special \$1.50
Patent leather one strap—bow sandals, LKV heels, regularly \$2—special \$1.50
Kid Oxford ties, low heel, patent tip toe, medium sole—sizes 2 1/2 to 8, widths A to EE. Good value at \$2—special \$1.50

[Every shoe that Fullam sells has Fullam's name to back it.]

FULLAM 283-85 MORRISON ST.

exhaustible resources. We have told every visitor that this is the city of destiny in the northwest, the metropolis of an empire which is just awakening.

It would be timely if we had a guaranty of our faith by erecting a building on the same scale as our claims for the future. It would be an investment, a crowning climax for our work of this year, and would start a building campaign of greater significance than the people realize.

It is not business to make houses faster than the people come, nor to get people here faster than they can find employment or business openings, but we must remember that the northwest has the resources, and when we get the people here they will find means of making money for themselves and helping us who have already settled."

Low Excursion Rates to the East.

On sale August 24 and 25; also September 7, 8, 9, 10, 16 and 17. The Rock Island railway will sell round trip tickets at eastern points at greatly reduced rates.

For full particulars call on or address A. H. McDonald, general agent, 140 Third Street, Portland, Oregon.

AT THE THEATRES.

"Audrey" a Success. Not a single seat was unoccupied at the Baker theatre last night and many patrons stood throughout the six beautiful acts of "Audrey." The production has made a distinct hit.

Decidedly Funny. The merry musical comedy-burlesque, "The Skinkadee" and "The Kindergarten," presented by the German comedians, Kohn and Hill, and their excellent company of 40 people, will be the attraction at the Marquam Grand theatre tonight at 8:30 o'clock and every night this week.

At the Baker. The bill at the Baker is exceptionally good. It opens with Barney's trained animals, inside captain and deals with the trials and tribulations of a beautiful girl who falls into the hands of enemies.

"The Love That Wins." The romantic drama, "The Love That Wins," is the attraction at the Lyric this week and is proving a success. The story is interesting from start to finish and deals with the trials and tribulations of a beautiful girl who falls into the hands of enemies.

Good Show at the Star. The Star is giving one of the best shows it has ever staged. Eunice Drake & Co. present one of the best little bits of acting that Portland has ever seen.

At the Grand. Angela May gives a clever imitation of Anna Held and shows several selections in a charming and artistic manner.

The Great McEwen. Seats are now selling for the world's greatest hypnotist, mindreader and entertainer, McEwen, who begins his engagement of one week at the Marquam Grand theatre next Monday night, August 21.

TORTURED BY ECZEMA

Body Mass of Sores. Could not Sleep Spent Hundreds of Dollars on Doctors, but Grew Worse.

CURED BY CUTICURA FOR \$8 "Cuticura saved the life of my mother, Mrs. Wm. F. Davis, of Stony Creek, Conn. Hers was the worst eczema I ever saw. She was hardly able to eat or sleep. Her head and body was a mass of sores, and she despaired of recovery. Finally, after spending hundreds of dollars on doctors, growing worse all the time, living in misery for years, with hair whitened from suffering and body terribly disfigured, she was completely cured by two cakes of Cuticura Soap, five boxes of Cuticura, and three bottles of Cuticura Resolvent."

Greatest of All Side Trips WHY NOT SEE HAWAII?

At the Expense of The Journal

Do you realize that you are only two thousand miles or five days' journey from the Hawaiian Islands, the farthest habitable west of the United States, and that a better opportunity to see this MID-SEAS WONDERLAND never will be presented.

THE JOURNAL PAYS ALL EXPENSES

The trip is a summer voyage. STODDARD called it "floating to Paradise on an even keel," and not once in twenty times is the sea so rough that table racks are necessary. In fact, ordinarily, an orange placed on a table would not change position from the GOLDEN GATE to DIAMOND HEAD. The vessels are of the newest type, largest size, the most improved accommodations. And at the end of your journey is a climate the most equable in the world, and a series of sights which rival the wonders of Europe and America.

WILL YOU BE ONE OF THEM?

Certainly no other side trip promises such a variety of views, such health-giving and refreshing change of scene, and will repay you so many-fold for your visit. The time is at hand to enter The Journal's Contest. YOU MAY BE ONE of the party of eight to make this trip.

Conditions of The Journal's Honolulu Tour Contest:

FIRST—Any young lady over 18 years of age may be nominated at any time on blanks provided by The Journal, with the endorsement of two well-known citizens of the district in which she resides. SECOND—Three judges agreeable to the different candidates shall be selected to officially announce the winner in each district, one young lady to be chosen from each district. THIRD—At its other elections, each district shall vote separately. The vote in one cannot affect the other. Matters properly concerning the district will be settled by the wishes of the majority. The winner shall have the right to name a proxy if unable to attend herself. FOURTH—Voting will commence Thursday, August 16, 1926, and close Saturday, December 20, at 8 o'clock p. m., 1926. Coupons must be voted within seven days after issue. Coupon cut from the Daily Journal must be neatly trimmed. All coupons, whether single or special, must bear the name of the candidate to be voted for. COUPONS ARE GIVEN AS FOLLOWS: FIFTH—Single coupons, cut from the daily paper, are good for one vote. Subscriptions to the Evening Journal and Sunday Morning Journal, three months, \$1.00, a special coupon of 150 votes (paid in advance). Subscription to Evening and Sunday Morning Journal six months, \$2.75, a special coupon of 350 votes (paid in advance). Subscription to the Evening and Sunday Morning Journal 12 months, \$5.00, a special coupon of 700 votes (paid in advance). SIXTH—Coupons should be voted at the headquarters nearest you or mailed to the coupon department of The Journal, or at any point named below. Votes will be counted Tuesdays, Thursdays and Saturdays and the totals announced in that day's paper. Any candidate withdrawing from the contest cannot have her votes counted for other.

Coupon—Free Hawaiian Trip Honolulu, Hawaiian Islands. I vote for..... This coupon must be voted on or before August 24, 1926.

Any information regarding conditions of the Honolulu tour should be addressed to the manager of the Contest Department of The Journal.

HERE IS THE WAY THEY STAND VOTES RECEIVED UP TO WEDNESDAY EVENING IN THE JOURNAL'S HONOLULU TRIP

Table with 2 columns: Name and Total Vote. Includes MISS LURA BATY, MISS MINNIE S. PHILLIPS, MISS GRETCHEN KURTH, MISS SADIE WINTERMANTLE, MISS EDITH BERN, MISS LUCY GOULD, MISS SALLIE MADIGAN, MISS RUTH LEE, MISS CORA JOLLY, MISS GENEVIEVE HOLMES, MISS MARION LEAHY, MISS MARGARET SMITH, MISS HENRIETTA WINKLEMAN, MISS BESS SHARON, MISS ALICE NEWELL, MISS NELLIE MUNGER, MISS BURSE REDDICK, MISS IRENE HIGGINS, MISS ELSA GRIESEL, MISS LOUIE WEISENBACHER, MISS SOPHIE OLSON.

SECOND DISTRICT

Table with 2 columns: Name and Total Vote. Includes MISS MOLLY PROEBSTEL, MISS RUBY WHITTEMORE, MISS AGNES FLETCHER.

FIFTH DISTRICT

Table with 2 columns: Name and Total Vote. Includes MISS AMELIA WILLIAMS, MISS KATHERINE GORE.

SIXTH DISTRICT

Table with 2 columns: Name and Total Vote. Includes MISS LIZZIE VEATCH, MISS MARY DAVIDSON.

SEVENTH DISTRICT

Table with 2 columns: Name and Total Vote. Includes MISS BERTHA COURTEMANCHE, MISS MARIE HOSTETLER, MISS MINNIE ROY, MISS ROSALE C. HOLSHEIMER, MISS LILLIAN WEBSTER.

EIGHTH DISTRICT MISS DALE HARMON, MISS LOUISE T. JONES.



President David R. Francis and party in front of the Missouri building at the exposition. In the foreground, reading from left to right, are: Commissioner Garber, Commissioner McJimsey, and President Kern of the Missouri commission; Mrs. Goods, President Francis, Mrs. Francis and President Goode. Standing behind Mr. Kern is General Noble of St. Louis, a former secretary of the Interior.