

MALTHOID ROOFING

Made in California where materials are produced. The lowest priced roofing made. Lasts longer than all others. It is weather and water-proof and fire resisting. The Paraffine Paint Co. San Francisco, Seattle, Portland, Los Angeles and Denver, Colorado.

LET US FILL YOUR BILL FOR LUMBER

We can supply you with Building Material of all descriptions and save you money

DOORS • WINDOWS

Building paper lime cement brick and sand. Wood gutters for barns and dwellings a specialty.

Oregon Lumber Yard

Alta St., Opp. Court House

Bargains in

Real Estate

I have a larger and better list of Farms, Stock Ranches and City Property to sell than ever before. Also a big lot of land in the coming wheat section of Eastern Washington.

N. Berkeley

THE COE COMMISSION CO.

Holds no customer responsible for more than the margin he places on a trade.

A margin of one cent a bushel is required on grain, and \$2 a share on stocks. An eighth cent a bushel commission is charged on grain and 1/4 of one per cent on stocks.

R. L. BOULTER

Manager Pendleton Office 120 COURT STREET

FOR SALE

100 head of heavy horses. I wish to sell the entire bunch and offer them for \$40 a head, spring colts thrown in, without charge. About 13 of these horses are broke to work and about 25 of them have been handled and are halter broke. All of the young stock have been sired by an imported Percheron, which weighs upward of 2000 pounds. The Clyde mares are heavy, low, blocky, solid animals. There are a number of splendid 5-year-old geldings in this bunch. This is a bargain for some one. Call on or address for further information

CHARLES E. HOOVER, Alba, Oregon.

OLD NEWSPAPERS TO PUT UNDER carpets, on shelves, walls, or for wrapping purposes. Old newspapers in large bundles of 100 each at 25 cents a bundle at the EAST OREGONIAN office, Pendleton, Oregon.

THEY MADE IT PAY

HOW STEWART AND BONNER MADE FORTUNES.

Believed in Using Printers' Ink Continuously—Creating a Demand Was the Main Thing—An Illustration of Soap Advertising.

Mr. Stewart was a dry goods clerk in Tiffin, O. On the summer day when his real life story started he had gone to work as usual, put his stock in order as usual, and waited on his customers as usual, without dreaming that he was at the turning point in his career. In the course of the afternoon there entered a woman who asked for two yards of black velveteen. After he had cut it off and wrapped it up for her and she had left the counter, Stewart turned to one of his fellow clerks, John U. May.

"John," he said, "did you see what that woman bought?" "No." "Two yards of velveteen for skirt binding." "Well, that's nothing remarkable," replied John. "No," admitted Stewart. "It isn't. But it gave me an idea. Women are coming in here constantly for the same thing. After they get the velveteen they cut it into strips, sew it together and finally turn out a very inferior material with which to bind skirts. Now, why wouldn't it be a good thing to save them all that trouble?"

"And how would you do that?" inquired May. "Why, get a machine that will cut the velveteen and sew the strips together. Then put it up in rolls and sell it ready for use."

May instantly saw the value of the idea. When business closed that evening and for many evenings after they talked the matter over, and finally concluded they would go into the business, then unknown, of manufacturing velveteen skirt binding. They interested one of their friends named Potter, and organized the firm of Stewart, Potter & May. Stewart and May resigned their positions and moved to Cleveland, where they secured the services of a mechanic to work out Stewart's idea for a machine.

In Business for Themselves.

With their machine finished they started into business and found a limited market for their wares. The dry goods merchants were quite alive to the merits of the ready-made skirt binding, but the processes of introducing it to the customer was necessarily very slow. About this time there appeared in Cleveland a salesman for a Boston jobbing house, named L. F. Howe. Stewart and May made it their business to interest him in the new invention and succeeded so well that Howe bought Potter's interest, the firm being organized as Stewart, Howe & May, as it stands today. These three young men worked along until 1892, when, feeling the need of advanced methods, the firm was incorporated and moved to New York. Mr. May retired and George S. Curtis, of New York, an expert in financial matters, took his place.

Creating a Demand.

Mr. Curtis, even more than his associates, appreciated the field open to the new company if only the women of America could be educated to the use of the ready-made velveteen skirt binding. This seemed a difficult proposition, for at this time—only 10 years ago—probably less than one per cent of the dresses worn were bound with this material. Mr. Curtis had had no more experience in educational work of this kind than had his associates, but thinking the matter over he made up his mind that there was one certain way to achieve the end he was after.

"What we want to do," he said to the other members of the concern, "is to advertise. If we continue in the way we are it will take us forever to get the business on the basis it ought to be. We must continue to depend on the good will of the retailer to push our goods. As he's got other things to do, and skirt binding is a small item with him, our progress will be slow. If we go directly to the women of the country telling them of the great saving of time and money and labor that may be affected by buying skirt binding ready made, we shall create a natural demand and our goods will sell themselves."

A Daring Venture.

At first this proposition was received coldly, especially when Mr. Curtis announced that they ought to appropriate at least \$5000 as a starter. Five thousand dollars was a very large sum of money to the firm at that time and to invest this in an unknown field was considered foolhardy.

Mr. Curtis is a man who rarely lets go, and before finished he had his \$5000 appropriation. This was in the spring of 1894. Within five months the business had jumped 20 per cent. Even Mr. Curtis was amazed. As for the other members of the company they were fairly carried off their feet, and when Mr. Curtis asked for additional funds for advertising they told him he could have any amount he thought necessary. At his suggestion \$100,000 was voted in a lump sum. In less than a year the business had doubled, and orders were coming in faster than they could be filled.

From one floor the business spread to two, then to three, then to four, and then to five. Finally the company bought the present site on Mercer street, and erected there the building that stands a monument to the genius

of advertising. The yearly output of the company is today sufficient to encircle the earth several times. Its wares are found in every hamlet in the land, and it is doubtful if there is a woman, even in the backwoods, who does not know their trade mark.

The Necessity for "Sticking to It"

It is a characteristic of most conspicuous advertising campaigns that their success is generally to be traced as in the case of Mr. Stewart's ready-made skirt binding to an underlying idea, but the failure to understand the necessity of perseverance has caused the ruin of some of the most promising properties that have ever been advertised into great success. An instructive example is that of a Philadelphia concern whose founder made millions out of the exploitation of an excellent laundry soap. For 10 years his advertisements were the talk of the country.

At the outset of his career he called on the publisher of one of the great daily New York newspapers one day and asked the rate for a whole page. The price given him was satisfactory and then he said:

"Suppose I split my advertisement up and make two half pages of it in different parts of the paper would the price still be the same?"

The publisher told him it would.

"Well then, suppose I split it up into quarter pages?"

"As long as you use the space of a page in one issue the price will be the same."

"Don't Be a Clam."

Before the soap maker had finished he had an agreement from the unsuspecting publisher under the terms of which he was permitted to use the space of a page split up into inch advertisements to be scattered throughout the paper. Next morning the New York public was startled by the injunction: "Don't be a Clam," which appeared in big letters in 140 places throughout the paper. This was followed up in a few days with: "Don't be a Clam; a Clam Never Moves." Then: "A Clam is Not Progressive; a Clam Never Uses So-and-So's Soap; Don't be a Clam."

A Paying Investment.

This man spent enormous sums in advertising along this line. Nothing like it had ever been seen in the country. It was freely prophesied that no concern could stand the strain of such an expenditure; but a business was built up that was among the largest of its kind in America. Unfortunately this policy was not continued. The company concluded that printer's ink was no longer necessary to them—that the soap had been so enormously advertised that it would carry itself for the future. The sales began to drop off so slowly that they did not seem to realize their mistake for a long while. Then the mischief had been done, and done irreparably. Even the most extravagant use of the art of publicity failed to bring back the lost sales.

Robert Bonner's Idea of a Small "Ad."

It may be argued that what would apply to such an article as soap would not apply to a more important and serious institution. But that this is not true may be readily shown by any number of instances. One of the most instructive is that furnished by the career of Robert Bonner, in his day probably the most famous publisher in America. Mr. Bonner built up a paper that was known and read everywhere. It made him a millionaire many times over. His success was founded primarily on his bold advertising, and never before nor since has there been such a lavish outlay of money by any publisher. On one occasion he called on James Gordon Bennett, the elder, saying that he wanted a contract for a big advertisement the following day in the New York Herald.

"How much space do you want Mr. Bonner?"

"As much as you'll sell."

"Oh, I guess not," replied Mr. Bennett with a smile. "We've got lots of space, you know, for our advertisers."

"That's good," replied the other cheerfully. "Here's copy for one page, and here's copy for another, and here's copy for a third, and here's—"

"Hold on, there, hold on!" cried the astonished publisher of the Herald. "Bless my heart, man, we can't give you the whole paper."

"Why," declared Bonner with an injured air, "you told me I could have all I wanted."

"Well, in heaven's name, how much do you want?"

"Why, I figured on about six pages."

"I'm sorry, but there's a limit, you know, beyond which we can't go and get our paper out; and three pages about marks the limit."

"I'm sorry to hear that. Still if you can't, you can't, and I'll have to be satisfied with a little advertising. But I must say I'm very much disappointed."

Henry Ward Beecher Remonstrates.

A few days after this "little advertising" appeared Mr. Bonner received a call from Henry Ward Beecher, who was then writing for him the novel Norwood, which was appearing in serial form.

"I've come," said Mr. Beecher, "to remonstrate with you against the dreadful way in which you are throwing away your money."

"I? How?"

"Why, through your foolish extravagance in advertising. A dozen men of prominence, friends of yours and friends of mine, have come to me within the last few days, asking me to see you and stop you in your course. Your recklessness is the talk of the town. Everybody is prophesying that you'll be a bankrupt unless you stop."

"Good, Good," chuckled Bonner. "That's the very thing. Don't you see that my advertising is a distinct



One of the essentials of the happy homes of to-day is a fund of information as to right living and the best methods of promoting health and happiness. With proper knowledge, each hour of recreation, of enjoyment and of effort may be made to contribute to that end and are of not less value than the using of the most wholesome foods and the selecting of the best medicinal agents when needed. With the well-informed, medicinal agents are used only when nature needs assistance and while the importance of cleansing the system effectually, when bilious or constipated, has long been known, yet until within recent years it was necessary to resort to oils, salts, extracts of roots, barks and other cathartics which were found to be objectionable and to call for constantly increased quantities. Then physicians having learned that the most excellent laxative and carminative principles were to be found in certain plants, principally in the leaves, the California Fig Syrup Co. discovered a method of obtaining such principles in their purest condition and of presenting them with pleasant and refreshing liquids in the form most acceptable to the system and the remedy became known as—Syrup of Figs—as figs were used, with the plants, in making it, because of their agreeable taste. This excellent remedy is now rapidly coming into universal use as the best of family laxatives, because it is simple and wholesome and cleanses and sweetens the system effectually without disturbing the natural functions and without unpleasant after effects and its use may be discontinued when it is no longer required. All who would enjoy good health and its blessings should remember that it is the one remedy which physicians and parents well-informed approve and recommend and use and which they and their little ones alike enjoy, because of its pleasant flavor, its gentle action and its beneficial effects. Syrup of Figs is for sale by all reliable druggists, at the regular price of fifty cents per bottle, in original packages only, having the name of the remedy—Syrup of Figs—and the full name of the Company—California Fig Syrup Co.—printed on the front of every package.

CALIFORNIA FIG SYRUP CO.

Louisville, Ky. San Francisco, Cal. New York, N. Y.

success if it has the effect of making the whole town talk about me? The result will be that the whole town will buy my paper."

And it did. Mr. Beecher went away only half convinced. But it wasn't long before he admitted the wisdom of Mr. Bonner's course, convinced by circulation figures that were stupendous for those days. Mr. Bonner retired some years before his death to devote himself to the enjoyment of the large fortune he had accumulated. His successors believed themselves in possession of a property that need no longer be advertised. They felt that, as it was known almost as well as New York itself, it would be "folly to waste money." Something like six or seven years ago the circulation of this great property had dwindled to such an extent that it was no longer deemed wise to continue it as a weekly publication. There were several bursts of tardy advertising, but they failed utterly to revivify this property that had made its founder one of the richest men in America. The publishers learned by costly experience what is today impressed on all advertisers by experts—that you must "keep everlastingly at it" to win and hold success with printer's ink, and that it is a practical impossibility to revivify any property that has been once advertised into great success and then allowed to die down for want of persistent effort.—Paul Latyke in Saturday Evening Post.



"Did you get a late supper after the theatre last night?" "Hardly. It was so long coming that I considered it an early breakfast." Duffy—What I say to my wife goes. Meeker—Is it possible? Duffy—Yes. As soon as I leave the house she goes over and repeats it to her mother.—Chicago News.

GOOD SOUND WOOD

Is always received when you place your order with us.

Fir, Tamarack and Pine.

Why buy poor coal when you can get the best for the same price?

Laatz Bros.

Telephone Main 51

Big Ben

Raised by Cas Rogers on Butter Creek. Sired by a thoroughbred Kentucky Jack. His dam was a large Maltese Jenny. He will make the present season at my place three miles Northeast of Pendleton on Wild Horse Creek.

Terms: \$10 to insure live colt.

W. W. HARRAH

OWNER

UNDER NEW MANAGEMENT

THE OLD DUTCH HENRY FEED YARD

Cor W. Alta and Lillith Sts.

L. Neff, formerly of the Hotel Alta, has charge of the Old Dutch Henry Feed Yard, and would be pleased to care for your horses. Plenty of stalls, large corrals for loose horses and cattle. Hay and grain for sale. Chop mill in connection.

The Oregon Daily Journal can be found on sale at Frazier's book store.

A Merciful Man is Merciful to Beasts

Patent Humane Harness are the greatest blessing ever bestowed on horses. This new idea protects the horses, prevents rubbing and blistering of the skin and lightens the burdens. Call and see the great improvements.

HUMANE HARNESS

are patented and we have the exclusive right to manufacture and sell these harness in Unadilla county and all infringements will be prosecuted.

J. A. SMITH, HARNESS AND SADDLERY

218 Court Street.

Through Picturesque Wisconsin

By daylight is a memorable trip when made on the Famous Badger State Express

Minneapolis and St. Paul to Chicago daily, via



A Luxurious Observation Parlor Cafe car is attached to the rear of this train. Meals are served at all hours a la carte. You pay only for what you order.

For full information and lowest rates N. L. SISLER, Gen'l Agt 205 Alder Street, Portland, Ore.

T. W. TEASDALE, General Passenger Agent, St. Paul, Minn.

WANTED—YOUR ORDERS FOR engraved cards, wedding invitations, etc. 100 engraved visiting cards with gold \$1.50; additional cards in future, \$1 per hundred. The East Oregonian.