

VALUE OF INTELLIGENT ADVERTISING

W. H. Black, in Delinquent.

Long before the era of large advertising, the greatest philosopher of the world said: "Be not penny-wise; riches have wings and sometimes they fly away of themselves, sometimes they must be set flying to bring in more."

This is distinctly the era of big advertising and it may be well for us to clearly understand what we mean by big advertising. Let us start with the knowledge that no advertising is wise or permanently profitable unless it has merit behind it. But having merit behind it the only advertising that wins big is big advertising. It is not as new as it might seem. Every far-sighted man who had something to sell and was sure of its quality realized that the quickest and surest way to sell it was to catch the public attention and drive home his intentions by bold words.

If we trace the history of publicity for years back we find that the big winners have invariably been the big advertisers who had meritorious goods for the general market.

The manufacturer came into the field a little later than he should, but now he is doing what he can to make up for lost time.

After the manufacturer had put riches in his quality products he found that something remained to be done. He knew that they were in his shop and believed he could supply the market of the world—but the world did not know. So in order to extend the benefit of his work and to receive profitable returns from his enterprise he had to give his riches wings and send them as messengers to mankind.

The average manufacturer did not like to advertise. His objections were natural and easily understood. When he came into the publicity situation he found two extremes.

One was the deadly dullness of the mere business card, a survival of the days when the important thing was to let people know the address of the advertiser and the cargo of the latest ship from Europe.

The other extreme was the wild extravagance of the foolish advertisers who fancied they could make a success of mere claim and statement full of vain boasting and double superlatives and irrespective of the question of merit in the goods which they had to offer. Even today we have persons otherwise sane who believe that big advertising can sell anything or make a success of any proposition, whether it have quality or not—which means with such that it has no real quality at all. The shores of publicity are strewn with the wrecks of this kind of folly.

Gradually the manufacturer came to see that his salvation was in the wise use of this tremendous means of reaching and stimulating the public interest. He saw because someone else might have misused a good thing there was no reason why he should not employ it well and thus make it his chief agency in his work. Thus he began and today we find that honest advertising of meritorious goods has not only been profitable in itself but has made the exaggerated advertising of doubtful articles ridiculous. The only advertising that pays is that which has a fact behind every assertion; that which can make good every pledge, every claim. Whether it fill many pages or a few lines, the rule holds to the very letter.

So the men of sense, enterprise and proportion realize that advertising was not a mere circus trick to attract the crowd but that rightly used, it was as much of an investment as their own manufacturing plants.

The big manufacturer does not keep running many little plants widely distributed. If he did he would be bank-

rupt in a year. He runs his plant in a big way—because that is the only economy. It should be the same with his advertising. The great loss in publicity today is in scattering. It is as foolish as the scattering of small plants instead of concentrating in the big factory. Thus perhaps one may see wherein lies the wisdom of big advertising done in a big way in the big advertising mediums that concentrate their energies along the profitable lines and that reach farther and better and cheaper than any combination or chain of little publications could possibly achieve.

Another good thing the manufacturer has done has been truth making in advertising. Advertising never could offer and it never can offer anything miraculous. The merit of the thing advertised must justify the public test.

Otherwise the extraordinary invitation must be detrimental. Not only would the article without merit fail, but the money spent in advertising would be a total loss.

The manufacturer got to know these things and he tried the public intelligence by appeals to reason, by frankness of statement, by direct and engaging address and by pleasing illustration.

In all advertising he did he kept steadily in view his own responsibility, so that he might stand ready to back to the limit every statement he made. Thus the manufacturer more than any other user of publicity created public confidence in advertising.

By judicious advertising the man who has created or produced a standard of excellence for public utility and general consumption reaches the whole people at less expense and in the shortest possible time. If he were to employ an army of special representatives he could not reach one-tenth the number and his expenses would be one hundred times as great, not counting the enormous loss of time. So when the manufacturer enters upon a big advertising campaign those people who see only surface indications and who think that he is spending money wastefully make a huge mistake. He is in fact practicing the wisest economy, for he is doing in the shortest time and at the smallest expense what might otherwise take years to accomplish.

Here indeed is the very gist of the whole question. The advertising forms practically no charge upon the business. By the increase in trade that it brings it pays for itself many times over, so that the advertised article reaches the customer as though it had not been advertised at all; that is to say, the advertising expense, by the extension of the sale, becomes so small as to be practically negligible.

First of all, everlasting credit must be given to the manufacturer for producing the articles of quality. He has put civilization on a higher plane, made living happier and added to the satisfaction and longevity of the race.

Second, the spread of his good work has been due to modern advertising. He made the quality and brought judicious publicity. He has raised and fixed for public confidence the standards. All this is for the good of the consumer, but it goes further than that, for it marks new advances in the honor and safety of modern merchandise.

School District Officials.

At Adams, G. M. Morrison was re-elected director and J. O. Hales, clerk.

At Echo, E. E. Elder was re-elected director and Louis Schell succeeds Elmer Spike as clerk.

At Weston, Frank E. King succeeds J. A. Hicks, as director and Paul Bullfinch was re-elected clerk.

At Helix, W. H. Albee succeeds John Timmerman as clerk and A. B. Montgomery succeeds S. T. Isaac as clerk.

SCIENTIFIC INHALER

Dr. Sponogle of This City, Inventor of Treatment For Diseases of the Nose, Throat and Lungs.

Dr. J. E. Sponogle, our well known dental Surgeon, formerly of New York City, is introducing for the first time his new Inhaler. It is not his intention to personally place orders through retail druggists, but his sales will be confined to selling directly to the wholesalers. Dr. Sponogle, the originator of this new method of treating affections of the Nose, Throat and Lungs, is strictly an Ethical practitioner. For several years the Doctor gave special study to the Nose, Throat and Lungs and after exhaustive experiments with new chemicals originated the present perfect formula for the Germ Destroying and Healing Inhaler Fluid, now used with the special Inhaler. The fluid has been tried, tested, and used in numerous cases with satisfaction and the most pleasing results. This new Inhaler Treatment is unlike any other on the market, inasmuch as the Inhaler itself is an original piece of work and especially constructed to use with the New Inhalent Fluid.

Indications For This New Treatment.

Catarrh, perhaps the most prevalent common affection of the air passages, usually starts from an acute attack of cold in the head, and if not aborted and left to continue from bad to worse, goes from a slight irritation to chronic irritation, then germ formation, with presence of pus and scabby condition of the linings of the nasal passages, it keeps getting worse and finally the bones comprising the inner structure of the nose are eaten out and the whole system is affected from the direct cause of the horrible condition of the catarrh. No doubt thousands of deaths can be traced directly due to catarrh.

La Grippe.

The most eminent authorities agree that this disease, is caused by a germ which first lodges in the mucous membrane of the nose.

Consumption.

This most dreaded and considered incurable disease affecting the human race is admitted to be due to germs, which attack and destroy the lungs, many cases of Tuberculosis can be traced from their commencement to a cold on the lungs, which allowed to continue results in a defined case of consumption. Death is the end in a short time.

Asthma, Bronchitis, etc.

Mostly come under the head of irritations and inflammations, and only in chronic cases, germs perhaps are to be found. At any rate in either case of irritation or where germs are present, a method of treatment whereby the medication goes directly to the affected parts, is what is absolutely necessary to effect a cure. Medicine internally will not cure these cases.

How to Use the Inhaler.

The best way to do when you get an Inhaler is just take it all apart and find out how it works. There are two separate ends to be used in treatments, one for nasal conditions to be used by placing in one nostril. The opposite nostril to be held closed. A separate end also is provided for treating Throat and Lung affections, this end is similar to a pipe stem mouth piece and when in use is placed between the teeth and lips. Always slightly unscrew the air inlet plug before using Inhaler. When parts of Inhaler are all in place the same is air tight and virtually a corked bottle, and can be carried in the pocket or elsewhere, and is always ready for use. When you first use Inhaler place 15 or 20 drops of the Inhalent Fluid in the medication chamber and thereafter a few drops each day when same is in use. In using the Inhaler always take long deep inhalations holding air in lungs a little time then slowly exhale. This is a splendid way to develop the lungs.

Duration of Treatment.

In acute cases a short time is only needed in which to abort an attack. But in cases of long standing the Inhaler should be used twice a day morning and evening or more frequently if desired, and should be continued to be used some little time after all symptoms have disappeared to completely rid passages of germs. As long as any germs are left they will multiply and increase again. No claim is held for this new Treatment that it will cure Consumption when the patient is at death's door. But in the first and second stages while there is yet vitality and not cystic condition of the lungs. Then the germs can be reached, destroyed and a cure effected.

This Scientific Inhaler

Sold on merit. This Inhaler treatment is not sold to the public by catchy fake advertisements. Neither by a lot of worthless testimonials. But they are sold strictly on their merits, knowing full well they will please and give satisfaction.

No Drug Forming Habit Drugs used. Absolutely no drug forming habit drugs of any kind are used in the Formula of the Inhalent Fluid. Dr. Sponogle's Inhalers are sold by all first class drug stores. Price each including one bottle Fluid \$2.50, extra bottle of Inhalent Fluid 50 cents.

A Happy Man

Is Amos F. King, of Port Byron, N. Y., (85 years of age); since a sore on his leg, which had troubled him the greater part of his life, has been entirely healed by Bucklen's Arnica Salve; the world's great healer of Sores, Burns, Cuts, Wounds and Piles. Guaranteed by Wm. McBride Druggist. Price 25c.

W. J. Clarke & Co.

Hardware, Tinware, Graniteware, Stoves, Ranges and Harvest Supplies

Now

is the Time to Prepare for Harvest. Our stock of

- | | | |
|-----------------|-----------------|------------------|
| Chain Belts | Machine Oils | Ranges |
| Leather Belting | Oil Cups | Tinware |
| Babbitt Metal | Pipe, all sizes | Graniteware |
| Halter Chains | Packing | Tank Pumps |
| Chain Snaps | Rope | Water Bags |
| Sheet Iron | Rivets | Valves |
| Bar Iron | Stoves | Lace Leather Etc |

is now complete, and we can furnish you all

Hardware

for Harvest at the lowest prices. It will pay you to bring your list of wants to

W. J. CLARKE & CO.

211 and 213 EAST COURT STREET, — — — PENDLETON, OREGON

Pineules A dose at bed time usually relieves the most severe case before morning.

30 days' treatment for \$1.00. Satisfaction guaranteed or money refunded. **BACK-ACHE**

SOLD IN ATHENA AT HAWK'S PIONEER DRUG STORE.

THE ST. NICHOLS HOTEL
J. E. FROOME, PROP.

Only First-class Hotel in the City.

THE ST. NICHOLS
is the only one that can accommodate commercial travelers.

Can be recommended for its clean and well ventilated rooms.

B. C. KIDDER
HOUSE CARRIAGE AND SIGN PAINTING

Skillful Workmen and first-class Material mean satisfaction in Painting and Decorating. I have both SHOP ON 3RD STREET, . . . ATHENA, OREGON

Schneller
OPTICAL SPECIALIST
WALLA WALLA WASH
18 EAST MAIN ST.
EYES TESTED GLASSES GROUND AND FITTED

When You Plan Your Trip

Join the Northern Pacific Agent and let him help arrange your journey. He will secure any information you want about his own and competing lines, and will explain why

Through Dining Cars
Pullman Standard Sleeping Cars
Pullman Tourist Sleeping Cars
High-back Seat Day Coaches

Take Northern Pacific trains so popular with travelers. He will quote rates, sell you tickets, and make your sleeping car reservations. His services are free.



Washington & Columbia River Railway

S. B. CALDERHEAD, G. P. A., Walla Walla, Wash.
A. H. Whitehead, Local Agent,
A. D. CHARLTON, A. G. P. A., Nor. Pac. Ry., Portland, Ore.

Our "Summer Goods" Catalog

If you did not get one of our new "Summer Goods" catalogs, kindly write us and we will send you one. It will be a great help to you in making your summer purchases as it is well illustrated and priced. Send for one whether you are intending to buy anything or not.

Use Our Rest Rooms
THE DAVIS-KASER CO.
Everything to Furnish the Home.
12-14-16-18-20 22 Alder Street, WALLA WALLA, — WASH
Make Your appointments Here

CITY MEAT MARKET

C. H. SHERMAN, Proprietor

Nothing too good for our patrons. We cut the best meat money can buy. Fish and oysters in season. Give us a trial.