

# SAYS ADVERTISING IS NOT MYSTERIOUS

Expert in Sales by Printer's Ink Asserts Results Are Sure When Causes Are Right

Depression in Sales Averted When Buyer Is Spurred to Act Through Conviction

By JAMES O'SHAUGHNESSY.

EDITOR'S NOTE—James O'Shaughnessy is executive secretary of the American Association of Advertising Agencies, the greatest organization in the world of professional advertising experts. He has lived advertising for many years and is confident of his facts. In view of the fact that every American citizen is directly influenced by some form of advertising the following should be read with interest.

Advertising is a force for business much the same as many other effective forms of human effort. Effort of itself is not always sufficient as we all know. Effort in business should be marked by intelligence, diligence, and continuity.

Advertising is as simple as it is also complex. It may therefore be easily dabbled in by anyone with money to spend. As a result it is often employed without proper knowledge or necessary study.

To make the statement without explanation that advertising is a cure for business depression would invite the hasty resistance of many other-wise well informed.

It is true, none the less, that advertising properly used, can prevent business depression and when a business depression occurs it can bring business out of its depression.

Business gets into a depression because of a lessening of active desire for commodities. Many other things are talked of and the governing fact becomes observed.

Business is buying and selling. It is an effect not a cause in this consideration.

### DEPRESSION IGNORED.

Some business is always going on regardless of depression, because people continue to supply some of their wants and they have continual wants.

If people buy less clothes in the course of a business season than they did the same season last year, the clothing business is depressed, and that condition passes along to the other lines of trade.

All lines of trade articulate to the body of business.

Every line of industry is therefore affected by a depression in any line of industry.

Everybody meets everybody else on some nerve of the market.

The difference between what is called a business depression on one hand, and what is called business prosperity on the other, need not be very large in figures and yet very large in results.

It is estimated that a 12 per cent shrinkage of sales volume is sufficient to make the difference between prosperity and panic. This figure may not be exact, perhaps 10 per cent is nearer the exact figure.

A small falling off in buying therefore, may be fairly interpreted as a depressed condition of business. The effort put into selling may be slowed up as much as 10 per cent without being noticed until the sales figures reveal the result.

If the sales are good today, it is easy to think the sales will be good tomorrow, irrespective. Nearly every business man thinks in that comfortable way.

### NORMAL IN HIGH GEAR.

As a matter of fact business, as we know it, is normal when in high gear. That is, when people are buying more than they have to have.

People want many kinds of goods packaged to suit their present taste. If the people receded from that high degree of taste, in the matter of packages for merchandise alone, it would pull business down toward depression. The cost of modern or fancy package is part of the quantity that makes up the volume of business necessary for today's prosperity. Business operates always on the plane of present time.

The wants of the people or their desire to buy cannot lessen without lessening business volume.

A return to the simple tastes of our fathers would pull the peak of later prosperity into a slump.

Advertising creates or subdivides and multiplies the number of people's wants and thus produces business growth. The elements in business growth are the same whether from a low level to normal or from normal to a higher level.

### POWER OF INK.

Advertising has made people in the East, for instance, want the Pacific Coast fruits. The people in the East could have continued to be well fed, and healthy, and content without Pacific Coast fruits. If the advertising of these fruits were withdrawn and the people of the East were no longer urged to buy them, desire for them would pass and several hundred million dollars annually would slip

over the depression side of the ledger.

If we think of business as being merchandise in motion, it is clear to see how advertising has the potential of a remedy for depression.

If nobody buys anything there isn't any business. The merchant who tries hardest intelligently to sell, usually sells more than the merchant who doesn't try so hard or so intelligently.

Advertising is a method for multiplying the sales effort of the merchant and the manufacturer and also of the producer from the soil.

When business is dull, additional desires to make sales prompts itself to the mind of even the dullest seller. By using advertising properly the merchant multiplies his sales effort.

Advertising means that the merchant can talk to thousands of people every day. To more thousands to whom he offers his goods, the more sales he makes, and the more business is done.

### NO MYSTERY HERE.

There is therefore no mystery about a business depression. It is just a time when fewer dollars worth of goods are sold each day in the average store.

If more people went into the store, more goods would be sold. The law of averages insures that. A simple remedy for getting more people into the store is to invite and urge more people to come into the store.

To stop advertising or to reduce the amount of advertising is to stop asking people to come and buy or to ask less people to buy or to ask people less persistently to buy. Everybody needs to be urged to do anything.

When people are urged to buy more than formerly, that in turn is an urge to increase their buying power.

Advertising is never an expense. It is either a form of waste or an economy. If intelligently done it is the safest investment known to business. It is a waste only at the hands of the utterly incompetent.

When business is dull advertising should begin or if advertising is going on, it should be increased. There is no surer remedy for business depression than advertising because it is properly within the economies of business and it is a remedy available to every business man.

When business men will give less brooding thought to cryptic phrases of financial leaders and use their common sense more aggressively, business depressions will be short lived.

L. Monterestelli, monument and tombstone man of Pendleton, is in the city today, looking after business interests.

### HEPPNER HI LIFE

(Continued from Page Five.)

on account of small pox, has again returned. Since the rest of her class is quite a distance ahead it means Ellen will have to do some extra hard work.

"Let me see your pictures, kid."

"Oh no, I wouldn't show them to you on a bet, they're awful."

"Dear me, I didn't know I was so ugly."

"Look at all my freckles show up."

### Hillinery Opening

The season's best values in trimmed hats, and all the late novelties will be on display

March 11th, 1922

Style and quality unequalled in price.

Also latest styles in LADIES' COATS AND DRESSES.

Mrs. F. Luper

### GILLIAM & BISBEE'S COLUMN

When the winter breaks and the ground thaws out don't forget that we have all kinds of tools for working the ground.

Your hens are cackling for more poultry supplies and we have got some left.

Who wants an incubator? We have them.

Some of you ladies look awfully pretty but there is nothing that would look so pretty to us as a check for your account or a part of it.

Hereafter our terms will be 60 days net, or 5 per cent discount for cash within 30 days. After 60 days 8 per cent per annum will be charged to the account at the end of every month. No deduction from these rates.

The old saying: "Money makes the mare go." Money buys quality from us cheap.

Gilliam & Bisbee

"Well, look at me. I look like I had the smallpox."

"And I got a grin on like a Cheslie cat."

"These are some of the remarks passed among the Juniors and seniors last week when they got the first glimpses of their individual pictures, which are to go in the annual. But they finally decided that "guess they look just like us, so the camera can't change them."

The March meeting of the Patron-Teachers association was held last Thursday evening, March 2. Lawrence Shutt sang a solo, which was thoroughly enjoyed by everyone present. Chester A. Lyons of the Big Brother farm at Lebanon gave an interesting talk on boys and also told some of his experiences with the boys at the farm. Following his talk a collection was taken to be used in buying sugar for the boys at the farm.

As not enough members of the association were present to make a quorum all business was postponed until the April meeting.

Mrs. Clark, second grade teacher, was called to Portland the first of the week because of the serious illness of her mother.

Last Friday noon a birthday luncheon was given in honor of Miss Turner, Miss Fahy and Miss Palmateer. Cafeteria served as a centerpiece for the table and green candles and candle holders were used on the large birthday cake. The menu was salmon loaf, scalloped potatoes, pineapple salad, pineapple sherbet, Spanish chocolate

### Homemakers Conference

Oregon Agricultural College  
Corvallis, March 20-25

"Better Homes For Oregon"  
Pictured in Lecture, Exhibit, Demonstration

THE HOME—Management, Sanitation, Furnishings, Labor Saving Devices and Emergencies.

THE CHILD—Nutrition, Clothing, Books.

THE FOOD—Selection, Preparation and Serving.

THE CLOTHING—Selection, Making Dress Form, Decorative Touches for Garments, Short Cuts in Sewing.

### Evening Entertainment

Community Play, Music, Noted Speakers.

Full Information on Any Subject by Writing Registrar, O. A. C., Corvallis

shades of organdis were chosen by the girls for their graduation dresses, instead of the customary white. The form of announcements was also decided on and the order sent to the company.

Mr. Reeves finished taking the pictures for the annual Monday and the newspaper editor is busy trying to collect the money for them.

The teachers' reports for the month of February showed a total enrollment of four hundred pupils, which is about fifty more than at any time in previous history of the school. The percent of attendance was 92.5, with 11 tardy marks. One hundred and sixty-two students were neither absent nor tardy. Of the 112 who were enrolled in high school at the beginning of the term, ninety-nine are still continuing their work.

At a recent senior class meeting it was voted to change the class flower from red to white carnation and pastel cake.

E. M. SHUTT.

### Wheat Ranch Bargain.

If you can raise \$7,500 cash as first payment I can let you have one-third crop payments a 1040-acre pure wheat ranch, near in, only 10 acres wheat land, good improvements and well watered, for \$27.50 per acre, including 530 acres seeded. Like finding it. See me at once.

E. M. SHUTT.

# Thomson Bros.

Now is the time to see our complete line of

## Wash Goods

in voils, crepes, gingham and all the most up-to-date wash goods on the market.

## We Have Shoes For Everybody

Ladies' Low Shoes \$4.00 to \$7.00 Infants' Shoes 50c to \$2.00. Children's and Girls' Shoes \$2.50 to \$5.00 Boys' Shoes \$2.50 to \$5.00. Men's \$4.00 to \$8.50.

Boys' Suits \$7 to \$12.50; Men's Suits \$20 to \$35

Those Leather Vests Reduced—\$8.50 to \$12.50

## Odd Wool Pants at a Great Saving

Khaki Pants \$2.00, \$2.50, \$3.00. Button and Lace Bottom Pants \$3.00 to \$5.00.

YOUR MEASURE TAKEN FOR A SUIT OF CLOTHES THAT WILL FIT.

NO TROUBLE TO SHOW YOU GOODS

THE GAZETTE-TIMES, Your Home Paper. \$2.00 Per Year.

# STAR THEATER

PROGRAMME MARCH 10th to 16th, INCLUSIVE

FRIDAY, Grace Darmond in

## "The Beautiful Gambler"

Also WINNERS OF THE WEST

SATURDAY, Carmel Meyers in

## "The Mad Marriage"

Also News Weekly and Comedy.

Show starts promptly at 7:30 on this night in order to be through for the speaking which is to follow. Rev. Jas. Molloy, ex-chaplain of the famous Anzac army corps will give a free address on his experience

SUNDAY, Jack London's

## "The Sea Wolf"

Also Screen Magazine.

MONDAY and TUESDAY, David Butler in

## "Smiling All the Way"

Also TWO-REEL COMEDY

WEDNESDAY and THURSDAY, Wallace Reid in

## "Excuse My Dust"

ALSO COMEDY

GET A COPY OF OUR DESCRIPTIVE PROGRAM



What kind of beans do you like? will be best for canning for use during the coming winter. Whatever your preferences are you can plan to satisfy them in your own garden next spring if you follow the guidance of an excellent book that has just been published.

This new book—Lilly's 1922 Seed Annual—gives you full information concerning a wide variety of beans each of which has been thoroughly adapted to this climate. With this book before you you can select just exactly the beans you want with the knowledge that the seed you will plant has been obtained from plants well suited to this part of the country.

Whether you want wax beans, green beans, bunch beans or pole beans, early beans or late beans, this book will give you just the information you need in their selection. By a study of it you will be able to plan your bean patch so as to have these, fresh and snappy, from your own garden on your table any time you wish during the summer, and can also grow those varieties which

## St. Patrick's Day

# Celebration

Ancient order of Hibernians will celebrate St. Patrick's Day

## Friday, March 17

### PROGRAM

Mass at St. Patrick's Church.....8:30 A. M.  
Work Meeting of A. O. H. at I. O. O. F. Hall.....10:30 A. M.  
Football Game at Gentry Field.....1:30 P. M.  
Banquet at Hotel Patrick, Saturday, March 18.....6:30 P. M.  
Dance in Hotel Dining Room.....9:00 P. M.

In charge of committee of which J. B. Kenny is chairman

The football game will be worth coming miles to see. Real Irish players in a real Irish game.

## Splendid Four-Piece Orchestra

will furnish music for the dance, which will be one of the very best of the season.

A cordial invitation is extended to the public to attend the football game and dance