

Making Things Known By August Wolf

Publicity, or the art of making things known, is new among the business methods of modern times—new, at least, in its present application. In a limited sense the ancients knew something of the science. Dromedaries and caravans were at once used to make public the news of business opportunity and to carry both salesmen and goods—and we read of these methods in times far removed from the invention of movable types.

In early American history, William Penn was a prime master of the art of publicity. Knowing the wants or fancied wants of the aboriginal tribes with whom he came in contact, he provided himself with beads and gaudy calicoes and, when a chieftain came to the illustrious founder of Pennsylvania and said he had had a wonderful dream, Penn forthwith asked what had been dreamed.

"I dreamed," said the Indian, "that you had given me two bolts of calico and six strings of colored beads."

Soon thereafter Penn, who had learned that it was not polite to refuse to make an Indian's dream come true, sent the calico and beads to the painted and feathered chieftain. Thinking over the advantages of such dreams, and with a view to advantageous publicity, he told the Indians he was always glad to hear of their dreams, at the same time exhibiting more of his wares.

It was not long before the chiefs were blessed with such dreams as led to fortune, and news of Penn's generosity spread from forest to forest until the regions of the Susquehanna was a spectacle of happy savages, rigged in calicoes and beads.

Not long after this time Penn began to dream that this and that tribe had given him 10,000 acres of hill and valley here and there—and Pennsylvania for Penn and his people was the result of the greatest publicity feat in early America.

We must not forget, however, that there followed a long era of inactivity in publicity. Means of communication were so poor, roads were so bad and postage was so expensive that our forefathers lived in isolation. The man who had gone beyond his own county was the exception, and he who had seen another state, or even very much of his own, was a wonderful citizen.

With ox teams and homespun the pioneers were content. There were few newspapers, and these were of infrequent publication and curtailed circulation. So we may say that modern publicity was almost out of question until the railroad made possible the circulation of newspapers, pamphlets and like matter—until the goods, wares and merchandise of the sellers could be transported to the uttermost ends of the earth.

Within the last generation modern printing methods, swift mail and express trains running over iron highways that gird the globe, attractive advertisements in countless forms—all these have given birth to intelligent advertising, which is the beginning and the end of publicity. Now, this does not mean that printing this or that is publicity, nor yet does it mean that printing and circulating what somebody says or writes is publicity. The greatest achievement of publicity is to print the right thing and circulate it in the right place at the right time. Time, place and utterance must be skillfully considered in connection with cost. Publicity that costs more than its worth is worse than selling honest goods below cost.

Every modern business enterprise, be it a foundry or a school, a city or an inland empire, has been drawn into the field of human competition. That which depends upon the patronage of others for success must needs tell its story to possible patrons. Every desirable citizen is an acquisition to a community. The man who is not satisfied with the east, Minnesota, Iowa or Indiana is a customer for Washington or Oregon, for Texas or California. Other things being equal, this potential customer becomes a resident of that state which applies the "show me" principle to him and follows up with intelligence its campaign of publicity.

The modern young man and the modern young woman looking for the main chance in life soon realize that a special training is a prime requirement in this age of specialities. That university, college or institution which puts forth the strongest arguments in favor of its advantages is the most likely to enroll the ambitious seeker for knowledge in its classes.

He who masters the art of publicity must know human nature, the world's needs and the delicate art

of strong, simple writing. By special pleading, over-emphasis, extravagant claims and like indiscretions many a good cause has been ruined. There is no department of human effort where more serious mistakes are made than here. The old rule that advises us to talk to the point, and stop when it is reached, should never be lost sight of by the person whose task is to convince somebody that what is written is true. But truth unadorned is often cold and repellent. The average man shuns close reasoning, columns of figures, weary details and a multiplication of whereases and wherefores. Publicity writing must be warm, human, interesting. It must hold attention, grasp picturesque incidents, lay hold on that which excites natural wonder.

To tell a man that a forest contains so many million feet of lumber, so many thousand large trees and all that is to talk like a mathematician or a statistician, whereas you are not talking to a statistical society of mathematicians. You may be addressing plain Missourians. But if you say that a certain district contains trees that were thousands of years old when Daniel went into the lion's den, or that the center of Old Giant was burnt out by Indians about the time of the crucifixion of the Man of Nazareth—well, you hold his attention. If you follow this with a statement that this same forest, a mere segment of what the country contains, holds enough lumber to rebuild every city on the Pacific slope, you are probably inducing some honest lumberman to buy a ticket for the northwest.

The same law holds throughout the field of advertising. The story that brings the lumberman to Washington would cause a dry goods clerk to yawn. He might think his neighbor's orchard contained more lumber. If you are appealing to poultrymen, do not send your publicity matter to men who think that the eggs of commerce are grown on the egg plant tree. Put your matter in the right place. Be sure that you are aiming for the right target. Then, with clear head, sharp eye and steady nerve, you will be likely to hit the bullseye, like any other marksman.

Exaggeration and misstatement is the vice of many speakers as well as of many writers. In publicity work this habit is the unpardonable

sin. You cannot deceive the people; you cannot pound on the wrong string without detection. Avoid the false note. Reference is not had to conscious misrepresentation, but to that exaggeration which comes from loose thinking, or from carelessness, or perhaps from an uncontrollable desire to amaze the reader with wonderful fish stories. Remember that the truth is ever wonderful, more wonderful and fascinating than the fabrications of the cleverest fictionist.

If the world were not looking for opportunities there would be no need of publicity. But from the earliest times men have been struggling to better themselves, to explore new regions, to sail beyond the sunset seas. It was the dream of cities tempted with palaces and peopled with gods that led Columbus to sail beyond the confines of the ancient world, to search for a new world which he believed existed in the horizons of far Cathay. It is that same desire that whets men's appetites for adventure today. Whether it is a chicken ranch or an apple orchard, a new razor or a flying machine, rest assured that every man has a weak spot somewhere. The right man and the right talk will create interest in anything.

Intelligent publicity brings into play the highest faculties of the human mind—keen analysis of human nature, careful study of men and things, and the correct and forceful use of language. High-sounding phrases destroy good writing in literary effort, but they are infinitely more destructive in publicity work. The average person possesses a small vocabulary. He must be addressed in simple, plain language, which is good enough, after all, for anybody. The Bible, Bunyan's "Pilgrim's Progress," De Foe's immortal "Robinson Crusoe"—all these wonderful books employ simple language and plain phrases.

Be sure that you have something worth making public, that you understand it, and that you are addressing yourself to people who will be interested. Don't run after the wrong people. Remember the awful example of poor Pat who ran himself out of breath to catch a wildcat just because it passed his way, then couldn't let loose of it until it had deformed his face. In the language of the street, give the right people the right "dope" and victory will be yours.

Percolated Coffee is always good coffee

The secret of making good coffee is simple--

don't let it boil. Boiled coffee contains tannic acid, which spoils the natural flavor and aroma of the berry. The only way to make coffee that will have all the original flavor and zest is by percolation.

The G.E. Percolator

will make delicious coffee in a few minutes, using electricity for heat.

The action is very simple. The ground coffee is placed in the perforated receptacle at the top and cold water in the reservoir below.

When the electric current is turned on a small amount of water is heated and forced up through the tube, where it sprays over the coffee and percolates back into the reservoir.

This process is practically continuous, and produces a delicious beverage, containing all the stimulating and wholesome properties of coffee, without the harmful element—tannic acid.



Convenience of the G.E. Percolator.

Coffee may be made on the dining room table, or in any room in the house where there is an electric light socket.

As no fire is necessary, there can be no danger, and there is no smoke, soot or gas to be guarded against in using the percolator.

Think of the convenience of being able to make coffee in a few minutes, without going to the kitchen, or leaving the presence of your friends, who perhaps are waiting to enjoy it with you.

Rogue River Electric Company

NOTICE.

Notice is hereby given that the undersigned will apply to the city council of the city of Medford, Oregon, at the meeting thereof on March 2, 1910, for a license to sell spirituous, vinous and malt liquors in quantities less than a gallon, for the period of six months, at his place of business at No. 21 Front street South, in said city.

B. S. RADCLIFF & CO.
Dated February 17, 1910.

HUNTLY-KRAMER Co.

REAL ESTATE INSURANCE

214 Fruit Growers Bank Building



EAGLE POINT

Home of the World's Most Famous Orchard

- 1—OUR ORCHARD TRACTS ARE LOCATED RIGHT AT THE TOWN OF EAGLE POINT.
- 2—THE PACIFIC & EASTERN RAILROAD RUNS DIRECTLY THROUGH OUR TRACT.
- 3—THE SAME CREEK THAT WATERS THE FAMOUS TRONSON & GUTHRIE ORCHARD (WINNERS OF THE GRAND SWEEPSTAKES PRIZE AT THE NATIONAL APPLE SHOW) WATERS OUR LAND.

- 4—OUR TRACTS ARE PLANTED TO THE FINEST VARIETIES OF APPLES AND PEARS, THE TREES BEING 1, 2 AND 3 YEARS OLD.
- 5—OUR LAND HAS BEEN EXAMINED BY SOME OF THE BEST AUTHORITIES IN THE ROGUE RIVER VALLEY. WE WANT TO SHOW YOU THEIR STATEMENTS.
- 6—WE OFFER TO DEVELOP ONE OF THESE YOUNG ORCHARDS FOR YOU. MEANWHILE YOU MAKE SMALL MONTHLY PAYMENTS. THERE CAN ONLY BE ONE BEST, AND WE ARE PREPARED TO PROVE IT IS EAGLE POINT.

Fill Out The Coupon Below and Mail it to Us

ROGUE RIVER ORCHARD LAND CO., INC.,
MEDFORD, OR.

Gentlemen: Please send me full description and particulars of your Eagle Point Orchard Tracts.

Rogue River Orchard Land Co. Inc.

10 North Front St. Post Office Box 598 Medford, Ore.