### NEWSPAPERS THE STANDARD FORM OF ADVERTISING SAYS TOBACCONIST OF COUNTY SCHOOLS

R. J. Reynolds Says They Are the Right Mediums to Reach the People With a Good Article-Manufacturer of Prince Albert and Camels a Firm Believer in Power of Press

#### PITHY VIEWS OF A BIG NEWSPAPER ADVERTISER

Extracts from the interview with Mr. R. J. Reynolds:

"Newspapers are unquestionably the standard form of advertising."

"Newspapers are good advertising mediums or this company would have found it out before it began investing hundreds of thousands of dollars in their columns annually,"

"A manufacturer who has a good product and will tell the truth about it in the daily newspapers will make an unqualified

"It would be hard to depreciate the value of the newspaper as an advertising medium.

From boyhood days, as a tobacco factory laborer to president and active director of one of the world's largest tobacco industries, tells the snapshot life story of Richard J. Rey-nolds of Winston-Salem, N. C.

Mr. Reynolds believes in advertising. He reinvests between 2 and 3 per cent of his annual sales in advertising. When you know that in 1914 the R. J. Reynolds Tobacco company's output amounted to many milions of pounds of tobacco it isn't difficult to understand just what 2 or 3 per cent in advertising means in dollars and cents. The Reynolds advertising account is among the heavjest ever known.

In 1894 Mr. Reynolds first realized that, properly applied and backed by has a good product with which he to get ready for the demands that intricate mechanism known as the tobacco worth all he asked for it, ad- can make a popular appeal and will be made upon the teacher of the "time fuse." The steel cases for vertising was profitable. He invest- tell the truth about it in the daily future, ed \$4000 that year and saw his busi- newspapers, backed with a good sellness grow over 200,000 pounds. Next year he spent five times as much-and his business doubled.

#### Sincere Belief in Quality

From that period to the present the R. J. Reynolds Tobacco company has surged forward with sincere belief in confidence in marketing them with in-

its beginning, it proves what ambition and sincerity and a fine realization of square dealing can produce in suc cess. Principles that governed Mr. Reynolds' work from the very start are the foundation of the present enormous business.

Mr. Reynolds was one of the first men to see the possibilities of the culture and manufacture of tobacco in the world-renowned Piedmont region. and not lacking in courage and boldness, risked everything he had to try it out. The venture has not only tising mediums, or this company blessed personally the labor of his would have found it out before it be own hands, but likewise the labor of gan investing hundreds of thousands thousands and thousands who depend of dollars in their columns annually. entirely upon the culture or manu-

Development of the Industry

system when Mr. Reynolds entered chance, which means he was paid for the tobacco he grew any price speculators chose to fix. With the development of manufacturing came real competition for the leaf, which in turn developed splendid warehouses. for its proper handling. This produced a system of weighing and grading that completely approated practices of the speculator and gave all an equal chance.

Mr. Reynolds is a modest, masssurpling man of musual size, with indefatigable energy and independent wiit. Among all the many thousands, of employes in the great factories at Winston-Salem, there is no one more approachable, more democratic in character, than the founder and president, who watches with the closest serative and directs with extreme foresight every phase of his immense

as reads the story of his busies advertising is Prince Albert pipe and as he chatted to the writer in the hig word has made Priese Albert the executive building at Winston-Salem largest selling brand of smaling toa few weeks ago. "serving my time as bacco in the world. It is today sold laborer in a tabacea factory. At in every civilized country, ays toluren factories uply ran four troduced Camels to the public, and



R. J. REYNOLDS Founder and President of the R. J. Reynolds Tobacco Co.

eight months I was engaged as a tobacco salesman.

Only to Make a Fair Profit

"The principles that governed by work from the beginning are the foundation of this business. In the early days some of the boys on the road had an idea that the ones who could lie the biggest were the best salesmen Nearly all of these fellows were glib the best for a boy. My father, realizing this, told me the day that I started out to sell tobacco that a man who would like for a dollar would steal a dollar, advising me always, about the tobacco I was selling and more than a fair profit.

#### Newspapers the Standard

ing organization, will make an un- of the art work done in the Medford lathes. The capacity of the United qualified success. I have had ample schools. He conferred with County newspapers are unquestionably the is doing, standard form of advertising.

"This business is international in the quality of its brands—and firm the stage on several brands as far as HOLLAND BUYING telligently conceived and applied in connection with newspaper advertising.

The story of Richard J. Reynolds In establishing brands we cover the large transfer of the story untry section by section, relying or newspapers for our main advertising

> "When you consider the number of ions of homes and how dependent we all are upon them for the world's struction here of two great hydronews, it would be hard to depreciate aeroplanes to be finished not later their value as an advertising medium. After all, it's a simple matter of manufacturing a good orticle-and lefting the people know the truth about i.t.

No Retrenchment Owing to War

"Yes, newspapers are good adver-

"This company thought enough of facture of tobacco for their livelihood, advertising as a selling medium not to retrench on expenses in this divis-Tobacco, as an industry, lacked all ion of the business when the European war broke out. As a matter of the basiness years ago. The grower to advertising than we would have otherwise expended. As a result, we through advertising, backed by unare doing the largest business in

"We conduct our business conservatively, having no money to throw the largest sellers in their respective away in any direction. But this com- markets. pany never hesitates to back its business judgment, depression or no de pression. If we waited for good times to roll around to get business there would be mighty little incentive for work. The time to work is all the time. And the time to pull that extra sport that every man has stored away is in shelt times. We meet con-

ditions and overcome them. "As a matter of fact, business throughout the entire land is improving, very much faster than the pes-

simusts dare to admit." Notable Examples of Success

Returning to the subject of advertising, Mr. Reynolds said; "Probably Mr. Roynolds talks as into actinate the best example in this history of enocios. "I started my career in cienrette tobacco. Six years ago it growing and manufacturing tobacco was a new brand. Real and true toshen I was a hov," said the founder, bacco quality behind every printed

the new of 18 I was promoted to su- "Camel eightettes is another exdistinction of this factory in those ample. Less than a year ago we in-

## BOYS AND GIRLS TURN FARMERS

Several hundred boys and girls of Jackson county are enrolled in the Boys' and Girls' Industria! clubs and are engaged in various projects, among which are corn growing, potato growing, seed selection, poultry raising, gardening, pig raising, canning, baking, dairy record keeping and various handierafts.

School Superintendent J. A. Church-III, by the United States department of agriculture, and by the various school officers and the teachers. The state school department has two men the United States -public and private which has very greatly enlarged its in teh field all the time directing club work and assisting in industrial exhibits at the county fairs-the county superintendent of schools now Man's work under the direction of the state superintendent.

At Corvallis the U. S. department of agriculture works through the extension department at the Oregon Agricultural college and Prof. F. L. months in the year, and the other Griffin is the state agent of club work. His department has enrolled about ten thousand boys and girls, Mr. Griffin's assistants are Miss Helen Cowgill of Corvallis and Prof. iting club members, teachers, parents and school officials,

Because of the manual training talkers and their influence was not but the agent visited the various schools and talked to the children of the Washington and Lincoln schools on Tuesday. On Wednesday bly and indicated various ways in factories at Washington, D. C., and under all conditions, to tell the truth which the students will be, if they Waterviet, N. Y. The private conchoose to be, leaders in many lines never ask a price that would yield of agriculture, manufacturing and Bethlehem Steel company and the transportation in their respective Midvale Steel company, in Pennsylcommunities a few years hence. He "Newspapers and magazines have dwelt particularly on the purposes constituted the backbone of all our of agricultural and other industries advertising," continued Mr. Reynolds, training. His talk was an appeal es-"I believe that a manufacturer who pecially to those who expect to teach

LOS ANGELES, Cal., May 20,-With the arrival here of H. Ter Poorten, aviator lieutenant of the Dutch newspapers that daily go into the mil- army, It became known today that Holland had contracted for the concarrying capacity of 1,000 pounds. Lieutenant Poorten who is attach-

ed to the Dutch East Indian service. was quoted today to the effect that Holland was developing an army of 45,000 men in her colonial possessions, and planning for the organization of a militia of 450,000 men.

"It is no secret," said the lieutenant, "that officers of our Indian forces have been in this country several months buying shells, cartridges, machine guns, copper and other munitions of war."

our questioned quality, are now selling in a national way. This company has several other brands that are by far

### Sewing Circle With Much Whispering



Before the stork arrives there is much to talk about. The comfort of the espectant mather is the chief topic. And there is sore to be someone who has used or knows of that spiendid external help, "Mother's teffect as a lubricant. It souther the of nerves, enables the muscles to naturally, relieves strain on the ligand thus sets at case any undue strain

## NATION PREPARED FOR MANUFACTURE

(By Frederick M. Kerby.)

big guns since the beginning of the under the impetus of war orders. This work is promoted by State European war has made the output of such articles the greatest in the history of the country.

munition, did not exceed 5,000,000 It is certain that should this goved proportionately.

#### Rifle Manufacture

The present model Springfield infantry rifle, for example, is made in two government arsenals one at Rock Island, Ill., the other at Springfield, Mass. These two plants, work-W. A. Beer of Eugene. Mr. Beer has ing at full capacity, twenty-four been in Jackson county all week vis. hours a day, can probably turn out about 1500 such rifles per day, or something more than half a million a year. In addition, since the outbreak and other industrial courses there are of the war, private plants have been manufacturing infantry rifles for the various foreign governments.

As to heavy artillery, both for army and navy use, the government has two large plants in operation. he spoke at the high school assem- These are located at the naval gun cerns turning out heavy gons are the

#### Making Shrapnet

The production of shrapnel-the most terrible shells in artillery fighting-is somewhat complicated by the shrapnel can be turned out by prac-Mr. Beer spoke most encouragingly | tically any machine shop asing metal States in this respect is practically experience with this form of advertis- Superintendent Wells yesterday and unlimited. But the production of ing to prove beyond any doubt that was much pleased with the work he "time fuses," which cause the shell to explode when it reaches its destination, scattering the small balls contained in the easing with great force in every direction, is confined to one government and two private plants. The Seaville Manufacturing company AMERICAN AIRSHIPS and the Bethlehem company are the private concerns, while the government has an extensive plant at the and the Bethlehem company are the ment has an extensive plant at the rankfort arsenal, Philadelphia

Field artillery earriages, horse equipment and other miscellaneou items of army equipment are all turn ed out at the Rock Island, Ill., ar senal, and there is another government plant at Watertown, Mass., for sert. Nothing more palatthe manufacture of gun carriages for than July 15. Each machine will heavy artillery. Artillery ammonition have a 42 foot wind spread and a as well as small arms ammunition is manufactured at the government molds, Sherbets and Ices plants at Frankford arsenal. There made to order. re also two other small government arsenals at Augusta, Ga., and Benicis, Cal.

#### Small Arms Manufacture

The principal arm of any army is the infantry. It is the infantry which 32 S. Central. must deliver the "punch." Artillary may clear the way, eavalry is use for scouting, protecting convoys and special purposes; the airmen may frop bombs and gather information



### SUMMER REQUISITES

WINDOW SCREENS DOOR SCREENS PORCH SWINGS LAWN SEATS CEDAR CHESTS Have them made at the

### Pacific Furniture & **Fixture Factory**

Home of the Pacific Cedar 113 S. Holly

the special troops, like engineers hospital and sanitary units, may all do their part, but it is the infantry that wins or loses the fight. Small arms ammunition for infantry, therefore, is the most important single item of equipment which must be kept up. The five plants which we have in this country to turn out this class of amnunition consist of the government establishment at Frankford arsenal, Philadelphia, and the private plants of the United States Cartridge com-WASHINGTON, May 20. So far pany, Lowell, Mass.; the Union Metas munitions of war are concerned, allie Cartridge Co., Bridgeport, the United States is probably in het. Conn.; the Winchester Arms Co., New ter position to face a possible emerg. Haven, Conn., and the Peters Cartency than ever before. The enormous ridge Co., Cincinnati, O. There are increase in capacity of plants turning in addition several smaller concerns out rifles, powder, ammunition and which are constantly expanding now

#### Military Powder

All the military powder used in this country is manufactured either at the Before the onthreak of the war government plant at Indian Head, abroad, the capacity of all plants in Md., or by the DuPont company, for manufacturing small arms am- plant since the beginning of the war.

rounds per week. Today, according ernment be forced into armed defense to the best obtainable information, of its rights, the government would being a member of the county fair the five big plants turning out this not hesitate to commandeer the imboard. Prof. Harrington and Prof. class of ammunition are producing mense supplies of all war munition 30,000,000 rounds per week. The being turned out on foreign order, manufacturer of other classes of am- and it would have a larger supply to munition and armaments has increas- draw from than has ever been the ease before.

## Touring-

-a change from the oil you have been using means bother in adjusting the feed. Otherwise too much or too little is fed into the cylinders. No trouble if you use

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It is obtainable everywhere, from Seattle to San Diego, from Spokane to Phoenix-at city garage or madside hamlet.

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