

ABOUT ADVERTISING COMMISSIONERS COURT

A Wellknown Authority Discusses the Value of Small Vs. Large Space in Searching For Business

Business men have ceased asking themselves the question, "Does advertising pay?" They now ask "how small a space will be found profitable" in any line of business.

The question as to the relative value of the large and small advertising space has been well considered in the following article by Walter Hill Scott, in "Agricultural Advertising" for the current month, and the Statesman offers it to its business readers for their consideration:

"The sort of proof that the advertiser wants is something more tangible and direct than any possible proof derived from any source other than advertisements as they actually appear in American magazines of the present time. This theory has, however, stood all the tests which have been made and it has been shown by many investigations to apply to magazine advertising in a number of our best American magazines. No tests have been made with any but the best magazines, but with these the results have been most conclusive.

"Among some of the first tests, was the following: A young man had 'looked through' a copy of the Century Magazine he was asked to tell all the advertisements which he had seen in the magazine and to tell all he could about each advertisement which he remembered. His answers were recorded with care. A similar way answers were secured from over five hundred persons on the Century, and their answers tabulated. Record was made as to the total number of full-page advertisements in the magazines 'looked through' and of the total number of times a full-page advertisement was mentioned by all the subjects.

"Similar data was then tabulated for half-page advertisements, quarter-page advertisements, and for small advertisements.

"It was found that the chance of being noticed sufficiently to be mentioned was more than twice as great for a full-page advertisement as for a half-page one.

"The chances of the half-page were more than twice as great as for the quarter-page and the chances of a quarter-page advertisement were greater than the chances of a quarter page of small advertisements.

"These conclusions were very suggestive and lead to further and even more elaborate tests. If small advertisements are noticed sufficiently to be remembered by most readers of magazines we would naturally conclude that the users of the smaller spaces would be forced to quit advertising and drop out of the publications in which they had used small spaces.

"It would, of course, be assumed that certain of the smaller advertisements would be profitable and would continue to appear and that certain users of large spaces would be unsuccessful and drop out, but it is a matter of importance to know which class of advertisements lived longest on the average. If the users of large spaces find their advertising profitable we shall expect to find them continuing to use the same publications and the same sizes of advertisements. If only those firms which pay we shall expect to find them dropping out of the publications. In other words, the mortality rate should be high among users of spaces which are the least profitable, and the mortality rate would be expected to be the lowest among the users of the most profitable spaces.

"An investigation was made upon advertisements which appeared in the Ladies' Home Journal for a period of eight years. The investigation did not include all the firms advertising in that publication, but only those firms which were situated west of Buffalo. It seems that the results would not have been different if we had included all the firms both east and west.

"A list was made of all firms which had appeared but for one of the eight years and then dropped out. It was found that on the average these firms used only 56 lines annually. That is to say, they were users of small spaces and their advertising was so unsuccessful that they refused to renew their contracts.

"A list was made of all firms which had appeared for two of the eight years and then dropped out. These firms used on an average of 116 lines annually, or 232 lines for the two years. After appearing for two years these advertisers decided that their money could be more profitably spent some place else and they refused to renew their contracts.

"A list was then made of all firms which had appeared three of the eight years and then dropped out. It was found that these firms had used on the average 165 lines annually or 494 for the three years. It is to be assumed that at the end of three years these firms decided that their advertising was not sufficiently profitable to continue the contract longer.

"A list was made of all firms that had appeared for four of the eight years and then dropped out. These firms used on an average 194 lines annually, or 776 lines in the four years. At the end of this time they dropped out.

"Similar lists were made for firms which remained in for five, for six, for seven, and for eight years. The firms which remained in the entire eight years were in a class all by themselves as users of space. They were decidedly the users of large space and used on an average of 600 lines annually, or 4800 lines during the eight years. Furthermore, many of these firms which remained in the magazines for all of the eight years continued to use space indefinitely. They found their advertisements so profitable that they were unwilling to drop out of the publication.

"Many advertisers suppose that they are taking fewer risks and are being more conservative when they use small spaces. Their advertising expenses are less and they assume that by taking this 'safe' policy they will increase the chances of continued prosperity. The experience of the advertisers in the Ladies' Home Journal seem to contradict this assumption absolutely.

"Basing our conclusions on these figures secured from the Ladies' Home Journal we would assume that an advertiser could reason as follows: 'If I contract for 56 lines in this publication, I will not be able to survive the first winter. If I contract for 116 lines this year I will still be able to pay for 116 lines during the following year. If I contract for 165 lines this year I will be able to continue the contract for two years more. If I want to continue in business for eight years and more—if I want to find my advertisements in this publication satisfactory, I must contract for 600 lines annually.'

"It is, of course, impossible to draw trustworthy conclusions from a single publication, and that which holds for the great majority of firms may not hold for some particular line of business. To secure additional data the investigation was continued with other publications and with the Ladies' Home Journal at other periods and all its advertisers. A most astounding uniformity was discovered at this point.

"Certain investigations were made as to the 'mortality rate' of firms advertising in the Century Magazine. Without giving the details of the investigation we will merely state that of all firms using one page or more (in a single issue), 94 per cent survived the ten years under consideration; of all firms using a half page, 83 per cent survived; of all firms using a quarter page, 82 per cent survived; of all firms using less than a quarter page only 60 per cent survived. These figures again strengthen the contention that the conservative advertiser is the one who uses the larger spaces. Only six per cent of the users of the largest spaces failed to survive the ten years, while forty per cent of the users of the smallest spaces went out of business entirely within the ten years. The chance of failure for the user of small spaces is six times as great as it is for the user of large spaces. The man who is willing to run great risks may find satisfaction in using small spaces in the Century, but the conservative man should be unwilling to take such chances.

"The success or failure of an advertising campaign is dependent upon many uncontrollable circumstances and conditions, and upon many other conditions that are not fully understood. One of the conditions which determines whether a given advertising campaign will succeed or not is the size of the advertisements used. This is clearly shown by the data given above.

"In the case of the firms advertising in the Century at the time investigated, as stated immediately above, the chances of continued existence was six times as great for the users of large spaces as for the users of small spaces. In the case of advertisers located west of Buffalo and advertising in the Ladies' Home Journal the users of small spaces died 'in the burning.' Users of large spaces seemed to have discovered the elixir of life. Many exceptions occur, of course, but in general the advertising manager of this journal might have told all users of small space that unless they used 56 lines annually the results would be so unsatisfactory that they would not care to use the journal a second time. He might have told users of 600 lines that the results would be guaranteed to be so satisfactory that they would stay in the journal year after year for at least eight years.

"A carload of men left Albany yesterday for Mill City, where they will begin operations at once on the construction of the new logging road into the Cascade mountains. The road is being built by the Curtis Lumber Company and will be a mile long, running in a southeasterly direction from Mill City into one of the richest timber belts in the Cascades. It is to be of standard gauge thus making it possible to run cars of all lines right through from camp to consignee place.

"T. W. Root of Astoria is in charge of the construction of the road.

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CONTINUATION OF JANUARY TERM, 1926.

In the matter of selecting jurors to serve during the year 1926.—Following is the list of jurors to serve for the year 1926:

- Amesville.**
 - L. W. Condit, farmer.
 - H. A. Keene, farmer.
 - B. F. Tucker, farmer.
 - C. F. Heis, merchant.
 - John A. Smith, farmer.
 - J. M. Reed, farmer.
- Aurora.**
 - Henry Becke, farmer.
 - Adam Mishler, hop grower.
 - Wm. Kraus, farmer.
 - A. H. Fry, laborer.
 - Anton Will, merchant.
 - Frank Yergee, hop grower.
- Breitenbush.**
 - R. N. Hoover, lumberman.
- Brooks.**
 - C. W. Pugh, farmer.
 - E. W. Chapman, farmer.
 - Adam Snyder, farmer.
 - A. M. LaFollette, farmer.
 - S. A. Jones, farmer.
 - W. H. Egan, farmer.
 - W. P. Collard, farmer.
- Butteville.**
 - John Murray, farmer.
 - Wm. Bents, farmer.
 - Frank Feller, farmer.
 - Geo. Gooding, farmer.
 - J. S. Vandeleur, merchant.
- Champoeg.**
 - W. T. Coleman, farmer.
 - Hugh Gearing, farmer.
 - G. A. Eberhard, farmer.
- Chemawa.**
 - J. P. O'Mara, farmer.
 - Thos. F. Walker, farmer.
 - L. J. Martin, farmer.
 - G. W. Pearmain, fruit grower.
 - August Kehlberger, farmer.
 - E. A. Kurtz, farmer.
 - Dexter Field, gardener.
 - C. F. Lansing, nurseryman.
 - A. G. Kufner, farmer.
 - Geo. W. Weeks, dairyman.
- Elkhorn.**
 - P. L. Darling, stockman.
- Fairfield.**
 - F. B. Durette, farmer.
 - James Imbab, farmer.
- Gervais.**
 - H. L. Koester, hotel keeper.
 - P. A. Mangold, merchant.
 - Wm. B. Brown, farmer.
 - Francis Wattler, lumberman.
 - J. E. Cutsforth, lumberman.
 - John Miller, farmer.
 - Basil DeJardin, farmer.
 - David Boyes, farmer.
- Horb.**
 - Andrew Taylor, farmer.
 - Gustav Faber, farmer.
- Howell.**
 - J. E. Walman, farmer.
 - Willard Jefferson, farmer.
 - Elvin Arnold, farmer.
 - Ellis Stevens, farmer.
 - Albert Janz, farmer.
- Hubbard.**
 - James Renner, farmer.
 - Geo. A. Ehlen, farmer.
 - Marcus Smith, farmer.
 - Albert Jordan, farmer.
 - Jos. L. Calvert, druggist.
 - Laurence M. Scholl, merchant.
 - Alex Coyte, farmer.
- Jefferson.**
 - Frank Fletcher, farmer.
 - J. E. Steiwer, farmer.
 - A. C. Libby, farmer.
 - J. T. Jones, merchant.
 - F. J. Weid, farmer.
 - W. H. Moon, hotel keeper.
 - G. M. Dugan, painter.
- Liberty.**
 - T. C. Davidson, farmer.
 - Wm. McGilchrist, farmer.
 - Albert W. Mizt, fruit grower.
 - T. G. Chestnut, farmer.
 - R. D. Teter, farmer.
 - T. A. Batcliff, farmer.
 - S. Newby, fruit grower.
 - W. H. Grabenhorst, farmer.
 - J. A. Bisnop, blacksmith.
 - Jas. R. Coleman, farmer.
 - J. P. Mineh, farmer.
- Macey.**
 - Andrew Cone, hop grower.
 - Harvey Taylor, farmer.
 - C. J. Ramsden, farmer.
 - E. T. Bradley, farmer.
- Marion.**
 - Geo. W. Hinshaw, farmer.
 - H. E. Roberts, farmer.
- Mehama.**
 - A. Lambrecht, farmer.
 - Jos. Etzel, farmer.
 - Z. G. Siegmund, farmer.
 - Albert Seilinger, farmer.
- Monitor.**
 - J. B. Seelye, farmer.
 - W. E. McKee, farmer.
 - H. T. Baughman, farmer.
 - H. E. Klein, farmer.
- Mt. Angel.**
 - Joe Ruehelt, laborer.
 - Harvey Smith, farmer.
 - N. Mickel, farmer.
 - Jos. Stoppel, farmer.
 - Coracius Coley, hop grower.
 - Geo. Van Hatten, farmer.
- Salem No. 1.**
 - W. D. Pugh, architect.
 - Lot. L. Pierce, marble cutter.
 - A. T. Moffit, house painter.
 - D. D. Olmstead, laundryman.
 - John Carmichael, hop buyer.
 - D. M. C. Ganit, printer.
- Salem No. 2.**
 - H. B. Thielens, insurance agent.
 - A. D. Gardner, jeweler.
 - L. M. Kirk, insurance agent.
 - Thos. B. Kay, manufacturer.
 - E. A. Biggs, capitalist.
 - Wm. H. Osborn, merchant.
 - Robert Wiggins, farmer.
 - M. Broedemer, merchant.
 - G. G. Brown, clerk.
 - A. McGill, nurseryman.
 - W. C. Tibbon, merchant.
 - J. W. Wilson, real estate.
 - R. D. Allen, clerk.
 - F. W. Spencer, merchant.
 - J. E. Allison, clerk.
- Salem No. 3.**
 - H. W. Barry, merchant.
 - C. A. Gray, contractor.
- Salem No. 4.**
 - Romeo Hunter, butcher.
 - Geo. F. Rodgers, merchant.
 - F. N. Derby, real estate.
 - G. W. Neumann, butcher.
 - W. T. Biggs, undertaker.
 - E. J. Swatford, clerk.
 - J. W. Gamba, carpenter.
 - O. J. Wilson, hop grower.
 - J. G. Voget, lumberman.
 - T. O. Albert, clerk.
 - R. H. Coshov, bookkeeper.
- Salem No. 5.**
 - Enos Prouhall, gardener.
 - H. C. Fletcher, farmer.
 - H. O. White, merchant.
 - Aug. Huestein, cigarmaker.
 - M. R. DeSart, laborer.
 - J. W. Young, contractor.
 - L. R. Stinson, printer.
- Salem No. 6.**
 - A. A. Barton, brickmaker.
 - C. L. Parmenter, carpenter.
 - D. G. Drager, laborer.
 - Paul Kleppin, farmer.
 - W. N. Seavoy, dairyman.
 - B. A. Hingham, bricklayer.
 - T. Maplehorpe, shoemaker.
- Salem No. 7.**
 - A. Dase, merchant.
 - C. F. Mason, carpenter.
 - Chas. T. McKinstry, carpenter.
 - Jesse Macey, farmer.
 - Chas. L. David, teamster.
 - Allen Nye, janitor.
 - W. P. Miller, bookkeeper.
 - Harrison Snook, contractor.
 - W. P. Babcock, bookkeeper.
- Salem East.**
 - Boyd Ashby, farmer.
 - A. Aufrahn, fruit grower.
 - D. Bowerman, farmer.
 - J. D. Horner, farmer.
 - Thos. H. Humphreys, farmer.
- Scott's Mills.**
 - John S. Eiche, farmer.
 - W. F. Drager, fruit grower.
 - F. P. Whitlock, farmer.
 - H. C. Whitlock, farmer.
 - Harvey Hartman, farmer.
 - C. A. Dunagan, farmer.
- Sidney.**
 - Thos. Noot, fruit grower.
 - Geo. Palmer, farmer.
 - W. H. Scott, farmer.
 - G. H. Tharp, farmer.
- Silver Falls.**
 - J. I. Combs, farmer.
- South Silverton.**
 - H. S. Bowen, farmer.
 - Albert Olson, farmer.
 - A. J. King, farmer.
 - Robt. Wsager, farmer.
 - P. Bowers, farmer.
- Silverton.**
 - G. M. Opound, farmer.
 - Basil DeJardin, dentist.
 - R. Ames, merchant.
 - C. W. Drake, carpenter.
 - W. B. Jack, clerk.
 - P. L. Blackberry, tinner.
 - E. E. Taylor, barber.
- North Silverton.**
 - Geo. W. Moyer, farmer.
 - J. H. Porey, farmer.
 - C. Y. Young, farmer.
 - A. G. Steinhauer, blacksmith.
 - P. J. Cor, farmer.
- St. Paul.**
 - P. N. Coleman, farmer.
 - Laurence Gooding, farmer.
 - Jas. F. Davidson, farmer.
 - Chas. D. Bay, druggist.
- Stayton.**
 - A. L. Mack, farmer.
 - F. M. Heallie, hotel keeper.
 - E. Wedde, mechanic.
 - J. B. Jeter, farmer.
 - R. S. Montgomery, farmer.
 - Jos. Kearns, farmer.
 - S. H. Burton, laborer.
 - J. P. Davis, carpenter.
- Sublimity.**
 - A. C. Stowell, farmer.
 - Wm. H. Humphreys, farmer.
 - Byron Denny, farmer.
 - H. B. Scott, farmer.
 - H. Benson, farmer.
- Turner.**
 - O. J. Morris, farmer.
 - Wenwood Robbins, engineer.
 - Arthur Edwards, farmer.
 - Ed. Martin, farmer.
 - Harold Wagoner, farmer.
 - M. A. Neely, farmer.
 - U. G. Longworth, farmer.
- Woodburn.**
 - Jos. Aiker, farmer.
 - J. N. Voorhes, farmer.
 - Geo. Whitney, farmer.
 - O. S. Pomeroy, farmer.
 - Rodney McKee, farmer.
 - A. Dawson, brickmaker.
 - F. L. Kenady, farmer.
 - Pred Neadell, merchant.
 - John McCormick, farmer.
 - Geo. H. Beebe, merchant.
 - Wm. Seelard, farmer.
 - N. Miller, laborer.
 - Walter Scott, laborer.

John Schwab	5.00	5.00
D. A. Siewert	5.00	5.00
G. Simmons	5.00	5.00
L. R. Smith	5.00	5.00
H. E. Robertson	2.50	2.50
S. H. Russell	5.00	5.00
T. W. Rutherford	5.00	5.00
W. A. Taylor	5.00	5.00
B. J. Teel	5.00	5.00
J. R. Vandale	2.50	2.50
G. Volz	5.00	5.00
John Whitney	5.00	5.00
O. C. Whitney	5.00	5.00
H. Bys	.75	.75
Capital Stables	5.50	5.75
Capital Lumber Co.	12.87	12.87
John Ditter	2.54	2.54
Gault Print. Co.	23.50	23.50
Heaness H. C.	7.50	7.50
H. B. Herrick Jr.	12.50	12.50
John Hunt	1.47	1.47
T. B. Jones	8.05	8.05
W. A. Jones	4.50	4.50
S. H. Kaufman	6.98	6.98
Arthur Lander	3.75	3.75
Ralph Lander	7.50	7.50
W. W. Lander	5.00	5.00
M. McCole	5.00	5.00
Phillip Mader	2.90	2.90
John H. Scott	3.05	3.05
Allen Shaw	3.00	3.00
D. A. Siewert	5.00	5.00
Ed. Smead	5.25	5.25
G. Volz	9.75	9.75

Court House Expense.	
Buren & Hamilton	\$.60
Citizens L. & T. Co.	65.15
John Hughes Co.	5.95
W. E. Johnson	3.40
Jesse Macy	7.50
Oregon Fire Relief	13.00
Salem Water Co.	12.75
Underwood T. Co.	100.45
Sim H. White Co.	1.15
Current Expense.	
Geo. H. Barnett	\$ 10.60
W. J. Culver	5.00
Gault Print Co.	24.00
Huxley Ryan Co.	7.75
M. A. McCurkie	6.00
E. T. Moore	9.25
W. Y. Richardson	1.16
J. R. Rice	1.00
John W. Roland	8.25
Geo. F. Rodgers	124.20
J. H. Scott	5.00
J. C. Siegmund	10.00
Poor Account.	
Cap. Imp. Co.	\$ 6.50
M. M. High	10.85
Atwood & Fisher	5.00
Irvin & Pettys	2.00
McBryden Bros.	4.00
Salem Hospital	31.00
F. Staton Tel. Co.	1.50
Mrs. Joe Schmidt	2.00
Harriet & Lawrence	5.00
J. A. Simpson	5.00
Circuit Court.	
W. J. Culver	\$ 1.00
Paul Fuchs	6.00
D. M. Moyer	2.00
J. F. Holden	2.20
Jos. Baumgartner	2.20
J. F. Roth	12.80
W. J. Culver	2.20
W. Sutton	2.20
F. Staton	5.20
L. R. Murphy	2.20
C. E. Stahl	9.00
J. Baumgartner	2.20
H. P. Minton	2.20
W. J. Culver	2.20
D. W. Gibson	4.20
Wm. Nash	8.20
W. W. Watson	5.60
E. S. Coe	5.60
G. W. McQuire	5.60
Geo. Giesey	7.00
H. D. Brown	5.60
J. B. Fisher	5.60
A. La Roque	12.40
John Fields	7.40
W. Saunders	7.40
Matthews Holland	7.40
Henry Hall	2.20
C. E. Smith	4.20
W. J. Culver	2.20
Douglas Savage	25.00
Frank Bess	3.60
A. Bakay	5.40
Chasce Reeves	5.60
Oscar Cole	6.60
H. H. Turner	2.20
J. A. Cooper	2.20
J. A. Cooper	2.20
Webb Holmes	2.20

Justice Court.	
H. Overton	\$ 3.00
W. J. Toose	2.00
Alex Dawson	2.00
H. Overton	11.40
Amos Beach	6.90
H. H. Turner	5.45
E. O. Donaldson	1.80
H. H. Turner	14.50
K. O. Donaldson	4.80
E. M. Palmer	1.70
J. D. Sutherland	1.70
E. R. Tuttle	3.90
F. L. Tuttle	3.90
H. H. Turner	14.85
E. O. Donaldson	9.40
E. Samson	2.20
Wm. Gilson	2.20
J. Patterson	2.20
J. L. Staton	1.70
C. J. Pilette	1.70
H. P. Minto	1.70
H. H. Turner	9.20
E. O. Donaldson	5.70
H. H. Turner	3.00
E. O. Donaldson	5.40
H. H. Turner	16.35

In the matter of the petition of J. T. Turner for the establishment of a county road 30 feet wide.—Granted.

In the matter of the petition of Marion Telephone Co. for right of way over certain roads for telephone purposes.—Granted.

In the matter of the petition of H. A. Tanner for the establishment of a gateway fifteen feet wide.—Granted.

In the matter of the appointment of a supervisor for road district No. 11.—Ordered that Frank Whitlock be appointed instead of W. H. Commons, resigned.

In the matter of the resignation of J. B. Parker as supervisor of road district No. 37.—Ordered that resignation be accepted and Henry Cauthorn appointed to fill the vacancy created.

Majority of Students Oppose National Game Because It Threatens to Hurt Track Sport—Faculty Holds Meeting and Discusses Situation.

There is much interest and expectancy evidenced now at Willamette University about the baseball track athletics controversy. The action of the baseball supporters on Thursday afternoon is wholly unexpected and, therefore, all the more cause for the agitation now going on at the university.

The matter has been taken up by the faculty and was discussed at a meeting of this body Friday night. Whether the playing of the game would seriously interfere with the track athletics, which receive the support of the Student Body Association Thursday afternoon, was the point at issue.

No definite action was taken on the matter by the faculty which believed it best to permit the students to settle the question themselves. It was the sense of the meeting, however, that anything looking to the discouragement of baseball among the students might be urged by the individual members.

The reason for the faculty's attitude and that of the majority of the students on the question at issue is the expense to which the university has gone and is going to assume in the track department. H. L. Keller has been secured to train the athletes and a new circular track is to be constructed around the college athletic field. These preparations having been made it is felt that all the students should give their undivided attention to the field and track sports.

It is urged by interested students that if baseball is taken up it will mean a divided interest and the net result for baseball and track athletics will be little. Because of the proposed intercollegiate athletic meet at the Fair Grounds in June, Willamette is anxious to make as good a showing as possible and this