

# IN THE SPORTING WORLD

## UNIVERSITY GAME WITH O. A. C. IS OFF

Wet Grounds Cause Action to Be Taken By Willamette and Fans Are Sore on Weather Man.

The baseball game between Willamette and O. A. C. scheduled for this afternoon on Willamette field, was called off last evening, owing to the poor condition of the grounds, following the rain. Last Saturday the University of Oregon team got here before the game was called off and it cost the Willamette association \$60. It was decided to take no chances this time, inasmuch as the best that could be expected would be a mediocre game on wet grounds.

The Willamette team is in splendid shape for a game and the fans are much disappointed because it has been impossible to see them play a strong team so far this year.

It is believed that both the University of Oregon and O. A. C. will have to travel fast if they beat the local aggregation. Games at Corvallis and Eugene are scheduled and will be played if weather permits.

track men who went to Corvallis were: Merle Fruit, Ivan Fruit, Bert Ford, Cecil Sarff, Paul Hendricks, Ben McClellan, Justin Rowland, Elmo Wright, Victor Bradison, Allan Bynon, manager and Merritt Davis, coach.

The high school baseball team left this morning for Newberg where they will play the Newberg high.

The University of Oregon baseball team is scheduled to meet the Multnomah Amateur Athletic club on Multnomah field this afternoon at 3 o'clock.

Champion Johnny Kilbane has finally decided to do some fighting, and on the night of April 29 will meet Johnny Dundee in a battle for the featherweight title.

Bud Anderson is to be given a conquering hero reception on his arrival in Vancouver next Tuesday.

The Chemawa baseball team scored 3 to 1 in a 5-inning game with the Washington high school team at Portland yesterday.

Pacific Coast League.		
	W.	L.
Los Angeles	10	5,667
Oakland	9	5,643
Sacramento	7	7,500
Portland	6	8,429
San Francisco	7	10,412
Venice	7	11,389

**Yesterday's Results.**  
At Portland—Portland-Los Angeles game postponed; rain.  
At San Francisco—San Francisco, 6; Oakland, 5.  
At Los Angeles—Venice, 7; Sacramento, 0.

National League.		
	R.	H.
Cincinnati	5	11,0
Pittsburg	5	11,1

American League.		
	R.	H.
Boston	8	14,2
Philadelphia	5	12,2

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**Journal Want Advs. Bring Results.**

## Scientific Advertising

The Seventh of a Series of Twelve Articles on Advertising—Written Expressly for The Capital Journal by T. H. Shore.

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Advertising is becoming more of an exact business as time passes. Many advertising men are now applying the principles of psychology to the business with great success. They bring to their tasks a knowledge that makes their efforts more efficient. Of course, there are still many things to be learned. But as a whole, there is much definite knowledge about the psychology of advertising.

Many people shy at the word psychology like a horse shies at a piece of paper on a windy day. That is wrong, for psychology is a harmless word, and will not hurt anybody. It is a word, though, that is misunderstood because the old-time dictionaries defined it as the science of the soul. Psychology bears the same relation to the mind that physiology does to the body. Horace Mann said that the greatest study of mankind was man, and it is by the study of psychology that we best understand man. The mere knowledge of psychology alone is not sufficient. It is necessary that its principles must be applied in a practical manner. Salesmen, ministers, physicians, lawyers, merchants and business men generally should thoroughly understand psychology. Different lines require different applications, but the principles are always the same.

Time was when advertising was a hit and miss business, an uncertain quantity. That time has to a large extent passed, and advertisers now know more about what they can expect from their advertising. Merchants and manufacturers know that newspaper advertising is a certain quantity and is far-reaching. They know that the daily newspaper goes into the home, carrying its messages from advertisers to thousands of readers. That the newspaper covers the field and does its work and that it is up to the merchant or manufacturer to make this advertising effective and get results.

I would not say that it is the easiest thing in the world to study psychology and then apply its principles to the business of advertising. There are many things to be considered. For instance, a man must approach his task with an absolutely unprejudiced mind. He must remember that he is not writing advertising to please himself, but to reach certain people, whom he wishes to influence. He must be careful to avoid fine theories that are not practical and should apply to all his work the test of common sense.

A number of psychologists have tried to apply psychological principles to the business of advertising, and have failed.

because they approached their tasks with prejudiced minds and little business knowledge. They were not practical men.

There are many excellent works on the psychology of advertising, "The Theory of Advertising" and "The Psychology of Advertising," both by Walter Dill Scott, are among the best, and should be in the library of every student of advertising. There are many other valuable books on the subject. To those who wish to go deeper and take up what is known as physiological psychology, "Mental Functions of the Brain," by Bernard Hollander, will strongly appeal.

Many might ask what all this talk about psychology has to do with advertising. I will try to explain. Psychology shows the merchant or manufacturer how to appeal to the people whom he wishes to reach. It enables him to understand human emotions and instincts. It shows him how he can appeal to people through the power of suggestion. Psychology teaches us that we are all more or less the creatures of habit, a fact that the merchant or manufacturer can use to advantage in his advertising. It explains how we are governed by our emotions, enabling an advertiser to successfully appeal to such emotions. Psychology shows us that we are influenced more by ads. of one shape than by those of another shape. That certain kinds of type and display are more pleasing to the eye than other kinds.

Space will not permit me to give a large number of examples, but I want to give an illustration of the power of suggestion. Recently a man stuck his head in the doorway of my office and said: "I don't suppose you want any rubber stamps?" Almost unconsciously I answered no. The man had suggested to me that I did not want any of his wares. Most people would say that this man was not a good salesman or he would not have stated his proposition in the negative form. But is it not just as unwise for an advertiser to write an ad. that has a negative suggestion?

The merchant or manufacturer who is doing newspaper advertising in a haphazard way would do well to get definite information so he can reach the people to whom he would sell. He will find that the study of psychology will enable him to write more definitely, more successfully. He will find it both interesting and profitable.

The next article in this series will be entitled "Advertising Adjuncts."

**Synopsis of the Annual Statement of the United States Branch of The Royal Insurance Co., Ltd., of Liverpool, Kingdom Great Britain, on the 31st day of December, 1912, made to the Insurance Commissioner of the State of Oregon, pursuant to law:**

Capital.	
Amount of capital paid up in the United States	\$ 450,000.00
Income.	
Premiums received during the year	\$8,562,255.82
Interest, dividends, and rents received during year	650,849.82
Income from other sources received during the year	236,752.69
Total income	\$ 9,449,858.33
Disbursements.	
Losses paid during the year, including adjustment expenses, etc.	\$4,111,671.44
Dividends paid during the year on capital stock	Nil
Commissions and salaries paid during the year	2,460,357.66
Taxes, licenses, and fees paid during the year	338,443.34
Amount of all other expenditures	2,063,357.28
Total expenditures	\$ 6,979,829.72
Assets.	
Value of real estate owned	\$ 4,348,500.00
Value of stocks and bonds owned	5,505,785.43
Loans on mortgages and collateral, etc.	258,100.00
Cash in banks and on hand	810,534.15
Premiums in course of collection and in transmission	1,357,658.95
Interest and rents due and accrued	83,556.78
Total assets	\$12,364,135.31
Less special deposits in any State (if any there be)	\$ 72,000.00
Total assets admitted in Oregon	\$12,292,135.31
Liabilities.	
Gross claims for losses unpaid	\$ 691,457.71
Amount of unearned premiums on all outstanding risks	8,255,044.60
Due for commission and brokerage	30,202.77
All other liabilities	455,255.68
Total liabilities	\$ 9,431,960.76
Total premiums in force December 31, 1912	\$15,941,395.33
Business in Oregon for the Year.	
Total risks written during the year, net	\$ 5,377,266.00
Gross premiums received during the year	133,511.68
Premiums returned during the year, including reinsurance \$8,748.73	37,864.51
Losses paid during the year	44,480.96
Losses incurred during the year	45,495.96
Total amount of premiums outstanding in Oregon Dec. 31, 1912	\$ 8,383,099.00

**ROYAL INSURANCE COMPANY, Ltd.**  
By EDW. F. BEDDALL, General Attorney for the United States Branch. Statutory resident general agent and attorney for service, H. R. Burke, Portland, Oregon.

Note—Special deposits not held for the protection of all the policy holders of the company cannot be admitted as an asset and included in the published statement.  
Homer H. Smith, Resident Agent, McCormack Building, Salem, Oregon.

**Piles Cured in 6 to 14 Days.**  
Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. 50c

The quality of Portland milk is improving, says an official report.

You judge a man not by what he promises to do, but by what he has done. That is the only true test. Chamberlain's Cough Remedy judged by this standard has no superior. People everywhere speak of it in the highest terms of praise. For sale by all dealers.

## LITTLE TALKS ON EVERY-DAY FINANCE

### Your Net Earnings

THE "net earnings" of a business concern is the sum left after running expenses have been paid.

The prosperity, indeed the continued existence of a business enterprise depends upon having substantial "net earnings" from year to year.

Your "net earnings": What are they?

They are the sums you have left from your income after your running expenses have been paid. Your personal success is in proportion to your net earnings.

With a savings account at this bank, backed by a determination to get somewhere financially, you will have the incentive and the means of accumulating, as you go along, the small sums which will give you a satisfactory "net earnings" or profit account at the end of a year.

TRY IT.



**PROPOSALS FOR BRICK INDUSTRIAL BUILDING.** Department of the Interior, Office of Indian Affairs, Washington, D. C., March 31, 1913. Sealed proposals, plainly marked on the outside of the sealed envelope: "Proposals for Brick Industrial Building, Salem Indian School, Oregon," and addressed to the Commissioner of Indian Affairs, Washington, D. C., will be received at the Indian Office until 2 o'clock p. m. May 7, 1913, for furnishing materials and labor for the construction of a brick industrial building at the Salem Indian School, Oregon, in strict accordance with the plans, specifications and instructions to bidders, which may be examined at this office, the offices of the Supervisor of Construction, Denver, Colo., the Capital Journal, Salem, Oregon, the Seattle Daily Record, Seattle, Wash., the U. S. Indian Warehouses at Chicago, Ill., St. Louis, Mo., Omaha, Nebr., and San Francisco, Cal., and at the School. For further information apply to the Superintendent of the Salem Indian School, Chemawa, Oregon. F. H. Abbott, Acting Commissioner. tuessthursat-9t

**Notice.**  
To N. W. Harris & Company of Chicago, and to Whom It May Concern: Notice is hereby given that I, T. M. Dimick, county treasurer of Coos county, Oregon, will within thirty days from the date of this notice, redeem and pay school bonds number 23, 24, and 25, issued by school district No. 9, Coos county, Oregon, and dated May 1, 1905, the bonds will be paid at the banking house of the New York Security and Trust company in the city of New York. The said bonds to be redeemed being for the sum of five hundred dollars each. No interest will be allowed on these bonds after May 1, 1913. Dated at the city of Coquille, Coos county, Oregon, this 29th day of March, A. D., 1913. 3-29-51-Sat

A pugnacious, bellicose, powers-defying kingdom of less than half a million people seems to be a big country like this amusingly farical, but Montenegro has some justification for taking herself seriously.

One doesn't forget the world as easily as it forgets him.

**Journal Want Advs. Bring Results.**

Lebanon will have a big banquet May 2, the occasion being the opening of the fine new Hotel Lebanon on that date.

## A WOMAN'S PROBLEM

In the looking-glass a woman often sees wrinkles, hollow circles under eyes, "crow's feet,"—all because she did not turn to the right remedy when worn down with those troubles which are distinctly feminine. Backache, headache, pain, lassitude, nervousness and drains upon vitality—bring untold suffering to womanhood and the face shows it. The nervous system and the entire womanly make-up feels the tonic effect of

### DR. PIERCE'S FAVORITE PRESCRIPTION.

It allays and subdues nervous excitability, irritability, nervous exhaustion, and other distressing symptoms commonly attendant upon functional and organic diseases of the feminine organs. It induces refreshing sleep and relieves mental anxiety and despondency. Known everywhere and for over 40 years as the standard remedy for the diseases of women. Your dealer in medicines sells it in liquid or sugar-coated tablet form; or you can send 50 one-cent stamps for a trial box of Dr. Pierce's Favorite Prescription tablets. Address Dr. J. V. Pierce, Invalids' Hotel and Surgical Institute, Buffalo, N. Y.

### DR. PIERCE'S PLEASANT PELLETS REGULATE AND INVIGORATE STOMACH, LIVER AND BOWELS. SUGAR-COATED TINY GRANULES.



## HOT WATER

Is a real luxury at this time of the year, but it is in reach of all who have electricity.

Is ready with the turn of the switch at any time of the day or night. Let us show you.

## The Electric Company

Phone 85

## JOLTS

Members of the high school track team left this morning for Corvallis, where the first meet of the season is being held with the Corvallis high. The

### THE ROUND-UP

Mason Warnock, aged 73, and a pioneer resident of the Springwater section, about 20 miles east of Oregon City, Friday captured Charles Maher, who had stolen one of his horses, as the latter was riding the animal. The old man had an antiquated musket, with a hole in it as big as the end of a barrel, and making the thief dismount, he straddled the horse and marched the thief 18 miles to Oregon City, where he is now in jail awaiting the action of the grand jury.

The wreck of the Anvil, at Florence, is rapidly branking up under the fierce pounding of the heavy seas.

The Brownsvalley Ladies' Civic Improvement club will place two public drinking fountains in the city in the near future.

Lawrence McCloskey, aged 6, and William Smith, aged 10, were drowned in the Deschutes river at Bend Wednesday. Boyd Smith, aged 13, was rescued after hanging on the rocks for nearly an hour.

A balloon was seen by Newport folks Tuesday. It was over the ocean some distance northeast of the town, and was traveling north.

The Degree of Honor lodges of Portland initiated 51 members Thursday night.

Portland barber shops will hereafter be kept open half the day on holidays. Good news for the man with the fits.

Leaping from the wagon bridge over the Willamette river at Springfield into the swift and deep water 35 feet below, Walter Shannon, a carpenter, engaged in repairing the bridge, rescued the inanimate form of O. C. Carpenter, a fellow laborer, who had been rendered unconscious by an electric shock, and knocked off the bridge into the water Tuesday.

The Price is \$20.

[UNITED PRESS LEASED WIRE]  
Providence, R. I., April 18.—Twenty dollars per patient is the rate fixed here today by Dr. F. F. Friedmann, of Berlin, for further inoculations of his alleged tuberculosis cure. Friedmann departed for New York today to hold a conference with Surgeon-General Rupert Blue, of the United States public health service.

### X-RAYS AND SMILES.

The morning paper sapiently remarks that "it is a dirty bird that defouls its own nest." This is not entirely original with the morning sheet, but it is heartily endorsed by The Capital Journal, which suggests to its contemporary that a bird defouling its own nest is a much cleaner bird than one that permits its nest to be used by other birds as a convenient toilet room accessory.

Englewood citizens have evidently taken Giddie's advice, for they surely "woke up."

Councilman Hatch understands the doctrine of vicarious atonement. He was called upon to answer for other people's mistakes.

All the concrete heretofore laid is defective, says the city engineer. Let it be remembered that this does not mean that the concrete that is to be laid will not be defective. The public has absolutely no assurance that the concrete of the future is to be an improvement on the concrete of the past.

Which is the greater insult, an attempt to prevent aliens owning lands in America or a threat by Japan that if we do not allow her citizens to own lands here that she will take our possessions away from us and lick us besides?

Isn't it pretty cocky in Japan to threaten to come over here and lick us, if we do not allow her to dictate our laws? In British Columbia the Japs cannot own land, why doesn't she tackle someone of her size, and lick Johnny Bull—but then she wouldn't have the Oregonian to help her, which of course makes some difference.

Mrs. Cora Williams, of Roseburg, wants a divorce because her husband hit her in the eye with a spoonful of hot mush. Some women are awfully "finicky."

### MAY REFER THE STERILIZATION LAW

[UNITED PRESS LEASED WIRE]  
Portland, Or., April 18.—Petitions will soon be afloat to refer to the people the sterilization bill passed by the recent legislature. Judge M. G. Munly, who is at the head of an organization formed here for the purpose of opposing the measure, stated today that petitions had been prepared and nothing but a few legal technicalities are keeping them out of circulation.

### Deafness Cannot Be Cured

By local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

F. J. CHENEY & CO., Toledo, Ohio. Sold by druggists, 75c. Take Hall's Family Pills for constipation.

### PLAYGROUND ASSOCIATION WILL GIVE ENTERTAINMENT

The Salem Playground association will give an entertainment of rare merit in connection with the publicity campaign being carried on. Graham P. Taber, who will have charge of the program, is preparing his staff and will announce the program and personnel in a short time. It is promised that an evening of rare enjoyment will be given.

### LONG HAVING TROUBLE OVER FIRE APPARATUS

Contractor Long, of the American La France Company, who tried to rush through the Salem council a contract for one of his high-priced fire pumps, is having some trouble making good his promises as to the speed of his machines. None of the three combination wagons attained the speed of 60 miles an hour, promised in Portland, although Long claimed afterwards that it was because the streets were not exactly level. The grade is slight, however. Whether Portland buys the machines or not is a big question, as contractors have brought suit to prevent payment to Long of \$52,264, claiming that the apparatus could have been purchased much cheaper.

### COMMITTEE IS NAMED TO DRAFT MERGER PLANS

At a meeting held by the executive committee of the Board of Trade last night, President D'Arcy appointed the following members as a committee to draft the articles necessary to bring about the dissolution of the Board of Trade pending a vote which will either consolidate it with the Illibee club or leave the organization as it stands: H. O. White, B. G. Sargent, R. K. Page, and Judge C. L. McNary. The matter will be presented to the members of the Board of Trade at the next regular meeting.

**Protect Yourself**  
Ask for ORIGINAL GENUINE  
**Horlicks Malted Milk**  
The Food Drink for All Ages—Highly Nutritious and Convenient  
Rich milk, with malted grain extract, in powder form—dissolves in water—more healthful than tea or coffee. Used in training athletes. The best diet for Infants, Growing Children, Invalids, and the Aged. It agrees with the weakest digestion.  
Ask for "HORLUCK'S"—at Hotels, Restaurants, Fountains.  
Don't travel without it. Also keep it at home. A lunch in a minute. In Lunch Tablet form, also, ready to eat. Convenient—nutritious.