

Advertising Copy

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

Copyright, 1912, by T. H. Shore.

Appropriate illustrations will greatly add to the effectiveness of newspaper advertising. Such illustrations attract the eye of the reader and direct attention to the ad. An illustration will sometimes tell more than a whole column of reading matter. It can contain an appeal that will create an irresistible desire to buy the goods pictured.

An illustration should conform to the ad and should help the ad to tell its story. It should be appropriate and should not be so large as to destroy the harmony of the ad as a whole.

The matter of providing proper illustrations for newspaper advertising is an important one; one to which merchants and manufacturers cannot give too much thought and attention. Today there is no reason why any business man should not have suitable illustrations to illuminate his newspaper advertising. The expense of providing cuts is not too great and the greater efficiency of the advertising will more than repay for the money expended.

Great strides have been made in the last few years in newspaper illustration. The illustrations that were used in newspaper ads twenty years ago, judged by present day standards, were extremely crude. They served their purpose and form a contrast to the beautiful work that is done today.

There are many merchants and manufacturers who are overlooking a large and rich field in not letting people know by well illustrated newspaper advertising about the goods they have to sell. By this I do not mean that pretty pictures are what is needed. No, what is needed is the right kind of illustrations; the kind of illustrations that pull; the kind that make sales. People as a rule are governed in buying by their emotions and pictures can make a very strong appeal to the human emotions.

The merchant or manufacturer doing newspaper advertising should remember that 90 per cent of the buying is done by women. This being the case, illustrations that will appeal to the emotions will greatly help to produce sales. For instance, a photographer running a picture of a child in his

newspaper ad makes an appeal to mothers (and even to fathers) that they cannot resist.

The daily newspaper goes into thousands of homes and has a tremendous pulling power. It covers its field thoroughly and performs a great mission. This being the case it is up to the merchant or manufacturer to make his advertising so attractive and forceful that it will produce telling results. Appropriate illustrations help to make the newspaper ad more effective. In a retail business, illustrations may be shown of the goods advertised. They will help greatly to create a desire in the minds of the newspaper readers. The manufacturer can show suitable illustrations of his products.

Care should be taken in having photographs taken for cut purposes. It is well to tell the photographer at the time that the photographs are to be used for newspaper cuts. The best results are obtained from photographs printed on glossy paper. Such photographs reproduce better for newspaper work. Fine screen halftones do not work well for newspaper cuts. Better results will be obtained from what is known as 60-line screen zinc halftones. For line work zinc etchings are the best. Space will not permit me to give detailed information about the making of cuts, etc. Full information can be had from any engraving house.

Every retail establishment should have its own specially designed name plate for newspaper advertising. By this I mean that the name of the firm should be shown in each newspaper ad in some distinct way that will make the ad show up different from the ads of other firms.

There is hardly a business that can not profitably use illustrations in its newspaper advertising. So the merchant or manufacturer who has not used illustrations to help his newspaper advertising ought to give the matter of so doing as much thought as possible. Money spent for appropriate illustrations is well expended. There can be no question as to the pulling power of the right kind of illustrations.

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

Good All Round

aids to good health—and to the strength, comfort and cheerfulness which depend on the condition of health—are the famous, time-tested, safe and speedy

BEECHAM'S PILLS

Sold everywhere. In boxes, 10c., 25c.

FUNERAL OF A. F. HOFER YESTERDAY AFTERNOON

Under the big oaks and on the spacious lawn at his home on Twentieth and Court streets, the friends of "Andy" Hofer, whose work on this side was so suddenly ended last Sunday, gathered to pay to their old townsman, neighbor and friend, that last tribute of respect and affection permitted humanity ere the tenement that housed the man is laid away in the earth to mingle again with the elements from which it came. It was fitting that the last farewells should be said amid such surroundings. It was fitting, too, that along with his neighbors and friends, that there should be present from other places many to show appreciation of his good works. From Portland came leading railroad officials, a big delegation from the state's immigration managers, another from the Portland Chamber of Commerce, and many from different parts of the state, all with one common purpose, to show appreciation of the man whose work for the state he loved, for the whole people, was ended here forever.

The simple services of the Christian Science church were read by the First Reader of the church, School Superintendent Smith, and these were followed by an eloquent address by Dr. Fletcher Homan, president of Willamette University, who paid a splendid tribute to Mr. Hofer, and his work in behalf of the community and the state, speaking from the text: "The greatest of these shall be servants unto all." It was a peculiarly well selected text, and from it the eloquent speaker drew a beautiful lesson of a life of unselfish devotion to a worthy cause.

The services at the grave were private, only members of the family and immediate friends attending. The pallbearers were J. J. Reed, of Portland; W. Y. Richardson, Max Buren, Walter Stolz, Charles Dick, W. I. Staley, Tom Kay and Frank Shafer. Interment was in City View cemetery.

To Organize Gun Club.

The preliminary steps towards organizing a gun club in Salem were taken last night at the Board of Trade rooms, about fifteen being present. Mr. Holohan, of Portland, made a brief talk, outlining the course to be pursued in organizing a club. Mark Siddall was made temporary chairman and J. G. Bigham temporary secretary. A committee to solicit membership was appointed as follows: Henry Veatch, Lloyd Hauser, Mr. Crowe, of the Marion hotel, J. G. Bigham and Mr. Hussey. Meeting adjourned to meet to-night at 8 o'clock at the Board of Trade rooms, to perfect permanent organization.

Tuberculosis Medicine Saved This Man's Life

Pneumonia is a serious disease, and often lays the foundation for chronic lung troubles—sometimes Tuberculosis results. After Pneumonia, or any serious or stubborn cold, it is wise to take Eckman's Alternative. Don't wait to find out whether the trouble is getting worse, but take Eckman's Alternative in the first stages of the disease. Read of the recovery in this case:

536 No. 41st St., Phila., Pa.
"Gentlemen: I am getting along very nicely and gaining strength all the time. I now weigh 154 pounds, a gain since September 10, 1907, of 28 pounds more than when I first started to take the Alternative. I wish I had known of it two years ago, as it would have saved me much misery and distress. I was suffering from a very serious abscessed lung, which followed a bad attack of pneumonia. My physician and a specialist declared my case hopeless. I cannot but be thankful to you and the Almighty God for the great blessing and change of health it has brought me."

(Sworn Affidavit) THOS. REILLY.
(Five years later, reports good health.)
Eckman's Alternative is effective in Bronchitis, Asthma, Hay Fever, Throat and Lung Trouble, and in upbuilding the system. Does not contain poisons, opiates or habit-forming drugs. Ask for booklet telling of recoveries, and write to Eckman Laboratory, Philadelphia, Pa., for more evidence. For sale by all leading druggists. J. C. Perry, Druggist.

Talks on Thrift.

No. 15—Saving Plan.
"Remember that money is of a prolific, generating nature. Money can beget money, and its offspring can beget more, and so on. Five shillings turned is six, turned again it is seven and three pence, and so on until it becomes one hundred pounds. The more there is of it the more it produces every turning, so that the profits rise quicker and quicker."—Benjamin Franklin.

Octave Girard, of Ware, Mass., who retired well off at the age of 72 years, after working at manual labor a lifetime, and never receiving more than a dollar a day in wages, said:

"The secret of saving money is steadfastness of purpose and steady work. Liquor has caused more poverty than any other cause. I have seen many a man stand up at the bar, and spend in a minute or two all the money he could have earned in two or three days." Mr. Girard attributed much of his success in saving to the co-operation of his wife.

Police Sergeant John C. Woodlock, of St. Louis, during 35 years on the police force, with a salary never more than \$115 per month, saved \$20,000, which he invested in improved real estate, yielding more than \$150 per month. His rules for getting rich honestly are these:

"First, marry right. A woman can spend all the money a man can earn, if she wants to.

"Watch the nickels, and see that they're not wasted. The dollars will take care of themselves. Don't smoke at all, and, above all, don't drink.

"Don't go into debt for household or personal expenses—you will have to pay more for what you get. Pay cash. But going in debt on an investment is a good thing. It makes you save.

"Don't squander money on theatres.

"Have warm clothing and plenty of cat. That saves doctor's bills."

An Atlanta, Ga., man says: "I get in the habit of forcing myself to yield a surplus every month. When I have husbanded a few hundred dollars in the bank, I look for some real estate in the best place I can select for the price. Then I improve it, borrowing money for the purpose, if necessary. As quickly as possible I rent the house, and look for a purchaser at a profit. I am always ready for the rainy day, because I have first-class investments upon which I have no difficulty in raising money."

A Charleston, S. C., man says: "I

Gold Medal, London, 1911
Largest Sale HIGH-GRADE Tea in World
The best of tea—from the best of land—for the best of drinkers.
Is Strong, All-Tight Flavor, All High-Class Grocers Order Trial Package TO-DAY!
Ridgways TEA

Fancy Suits

At Almost Giving Away Prices



Every fancy suit goes at prices so low that there will be no excuse for wearing that old suit after seeing the prices we are making on these late spring models.

\$17.50 to \$25.00, spec'l \$12.50
\$27.50 to \$32.50, spec'l \$15.00
\$35.00 to \$39.75, spec'l \$17.50

Seeing is believing, so come early and take your pick.

QUALITY POPULAR
U. S. Shipley Company
MERCHANDISE LIBERTY STREET BETWEEN STATE & COURT PRICES

For Burns, Bruises and Sores.

The quickest and surest cure for burns, bruises, sores, boils, inflammation and all skin diseases is Bucklen's Arnica Salve. In four days it cured L. H. Haflin, of Iredell, Tex., of a sore on his ankle which pained him so he could hardly walk. Should be in every house. Only 25c. Recommended by J. C. Perry.

That none of the Beavers is a Beaver makes no difference. Bah, bah, bah!

Rheumatism as a result of kidney trouble stiff and aching joints, back-ache, lumbago and sore kidneys, all yield quickly to the healing and curative qualities of Foley Kidney Pills. They regulate urinary irregularities, and restore normal action. John Velbert, Foster, Cal., says: "I suffered many years with kidney trouble and could never get relief until I tried Foley's Kidney Pills, which effected a complete cure." Contain no habit-forming drugs. Dr. Stone drug store.

Automobile---Motor Cycle and Accessory Dealers of Salem

INDIAN MOTOR CYCLES WATT SHIFF Ammunition, Fishing Tackle, Etc. North Commercial Street Phone 908

Valley Motor Car Co. Agents R. C. H. and Oakland 509 Ferry St. Phone Main 2295

Big Surprise for Marion and Polk Counties

HIGHEST PRICES PAID FOR OLD CLOTHES, RAGS AND RUBBER.
We have a big stock of pulleys, boxing, saws and all kinds of tools and machinery. Also chicken netting and hog wire. Bargain prices. Everything from a needle to a piece of gold. The house of a half of million bargains.

H. STEINBOCK JUNK CO.

233 State Street. Phone Main 224

Let Us Do Your Washing This Summer

Spring is here with summer just back of it. Nearly time for the dainty summer dresses, waists, etc. that demand very careful handling in the washing. Don't spend this summer washing. It takes time, hard work, and you haven't the facilities the way we have. We are prepared to launder your clothes—no matter how dainty and delicate—the way they should be laundered. When they come back they look just like new. Try us this week. Send your GOOD clothes to this GOOD laundry.

SALEM LAUNDRY COMPANY
136-166 S. Liberty Phone 25

SELLS FLOTO IS COMING JUNE 7

Show Is Greatly Enlarged and Has a Magnificent Collection of Well Trained Animals.

William E. Haines, contracting agent of the Sells-Floto circus, arrived in town this morning and was kept busy enough during the day hunting up supplies, pre-empting a lot and making all the other arrangements necessary for the coming of the big show.

This is the 14th season that the Sells-Floto circus has visited Salem. It might be said it has always given good performances in the past and full value for the money, especially during the last few years when the price was reduced to 25c, thereby cutting in half the tariff which has been the usual

charge by the big circuses since circuses began.

This year Mr. Haines tells us that the show is greatly enlarged in many respects, notably from the fact that a large group of trained animals are now carried and for the first time lions and tigers will be seen performing in the same enclosure together; a company of Zouaves who execute startling maneuvers in the way of drills are also being featured and the celebrated Scotch Kilted band, from Toronto, Canada, will lend their aid to make the entertainment more interesting. In addition to these fine features are a number of new attractions and all those which have been associated with the sawdust ring and have really made the lure of the circus as imperative as it is.

The Sells-Floto circus will be here on Saturday, June 7, for a single day's engagement. The price to see the show in its entirety is still 25c.

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.

It is well that the time for candidates to come out was limited.

Meritol White Liniment reduces inflammation and soreness wherever found in about one-third the time required by the usual treatment. It has no equal as a general household remedy. Capital drug store.

Journal Want Ads. Bring Results.

CHICHESTER'S PILLS
THE DIAMOND BRAND
Ladies! Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold Metallic Cases, sealed with Blue Ribbon. Take no other. Buy your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS for 25 years known as Best. Always Reliable. SOLD BY DRUGGISTS EVERYWHERE.

BARGAINS

4-room house, \$850.00, North Salem.
8-room modern house, fruit and berries, barn, \$2000.
150 acres ideal home, 20 acres.
150 acres in Polk county, cheap.
220 acres, well improved, \$25,000.

SEVERAL GOOD BUYS IN PRUNE RANCHES, HOP RANCHES AND BERRY TRACTS.

3 lots, 5-room cottage, \$1600, snap.
5 and 10-acre tracts, close in.
1- to 5-acre tracts cheap.

CITY LOTS ALL PARTS OF SALEM

5 lots, 9-room house, barn, chicken yard, fruit and berries, \$1000.
Several business chances, restaurant, rooming house, grocery store, blacksmith, pool hall, cigar stand, hotel.

SEVERAL STOCK RANCHES, CHEAP.

4 1/2 acres, 2 houses, on car line, fine garden tract, \$6000.
Four-room furnished house, good lot, \$1650.
10 acres bearing Italian prunes, \$2750.

WHAT HAVE YOU TO TRADE? LIST YOUR BARGAINS WITH US. WE SELL FIRE, LIFE, ACCIDENT INSURANCE.

4, 5, 6-ROOM HOUSES, INSTALLMENTS.

Acme Investment Co.
A. B. COOK, Manager.

Phone Main 477. 540 State St. Opposite Court House.

Morris' Cash Grocery and Feed Store

My prices are right—others cannot duplicate with quality of goods:
25-lb box Italian prunes75c
3 Caratation milk25c
3 1/2-lb Best Head Rice25c
4 1/2-lb Best Japan Rice25c
4 pkgs Seeded Raisins25c
Extra Choice Sugar Cured Bacon
Backs15c
Extra Sugar Cured Pic Nis Hams, large size14c
4 pkgs A. & H. Soda25c
3 cans Solid Pack tomatoes25c
3 cans Extra Choice Corn25c
1 can Extra Choice Pineapple.....15c
2 cans Choice Table Peaches25c
2 cans Choice Table Apricots25c
2 best Parrot Oysters15c
4 Krinkle Corn Flakes25c
Best coffee in Salem, lb30c
Best Yellow Flour\$1.10
Best Dalles Patent Flour\$1.30
Try a Sack.
Free delivery inside of city limits.
Free tickets to Ye Liberty and Wexford.
Phone 1497.
Cor. Morris ave and Fair Ground Road

NORFOLK
NORFOLK's New ARROW COLLAR
2 for 25c. Cloth, Finely & Co., Inc., Makers

MR. HENRY PECK AND HIS FAMILY AFFAIRS By Gross HENRY JR. SAYS