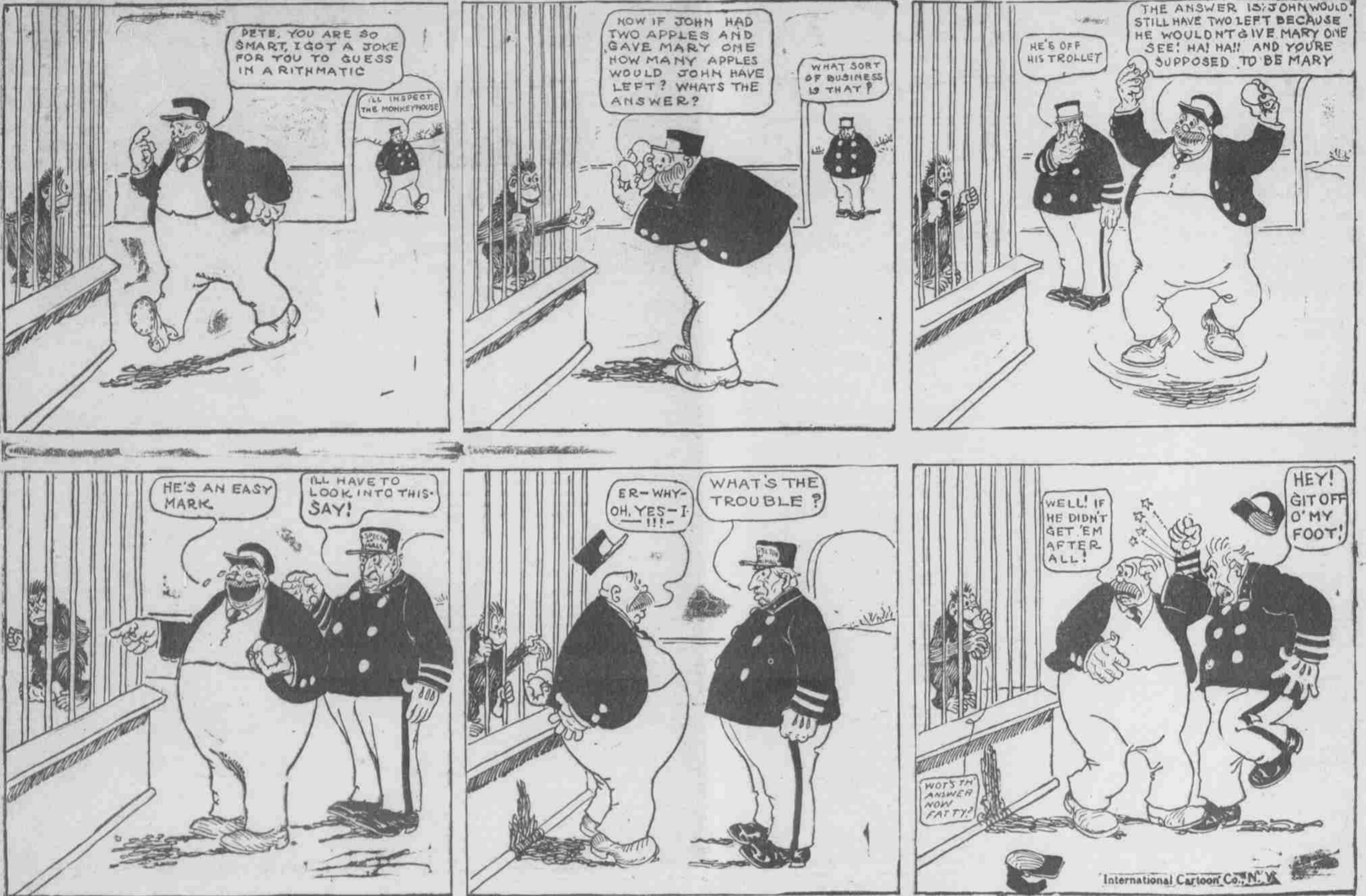


# Pete Was Supposed to be Mary-but He Wasn't



## NEWSPAPER ADVERTISING

By SAMUEL P. JOHNSTON  
President Johnston Ayres Company Advertising Agency, San Francisco.

In the Library of Congress at Washington there are many decisions illustrating the development of man. One picture is entitled "Oral Tradition". It shows the chief of a village—an Arab—relating his tale to an absorbed group of listeners. The sound of his voice could reach but a few.

What he told them, they, in turn, could tell others; but the transmission of information was a slow and tedious process. Even the rider of the fleetest horse was limited as to the area he could cover.

How different now! There's an aerial battle somewhere in France. The heavier than air machines are themselves traveling a hundred miles an hour. The news of the great battle transmitted to San Francisco—more than seven thousand miles and across the globe—appears in our newspapers the same hour.

From Calcutta or Cape Town— from Petrograd or Adelaide comes the news of today's happenings—and both distance and time are eliminated.

Yuan Shi Kai may be crowned monarch of the ancient empire. Mary Jones of Patagonia may be crowned queen of the milkmaids. J. P. Morgan may not arrive at his office this morning—Mike Hennessy may be found guilty of theft and sent to jail for thirty days— yesterday's tag day netted the hospital twenty thousand dollars— Hal Jones has signed with the Reds—big things—little things—and in between—all come to the newspaper to be printed and read.

In your newspaper reading you personally know of those Arabian villages eagerly absorbing the story of the doings of other people.

Your newspaper is the village common the meeting place of the people.

Instead of the news from a radius of ten or fifty miles you have it from the ends of the earth.

You travel—in imagination— into all climates among all peoples speaking all languages. In its capacity of news-gatherer the expenditure for telegraph and cable wireless and phone traveling and postage maintenance of trained men wherever news is likely to happen.

the newspaper would be under the necessity of selling a sheet for a prohibitive cost were it not for the support derived from the advertising columns.

You are no longer confined. Your mind is carried all over the universe—you are raised from the contemplation of the activities of a few to those of the many.

You feel the thrill of personal contact when you read of the Czarvitch because you've read about him so often that you feel acquainted or awe when you read about your neighbor in an adjoining county—Mr. Luther Burbank having succeeded in creating some wonder in the field of his endeavor.

The newspaper makes us not only citizens of America but of the universe. We are in touch with humanity everywhere.

We are no longer shut-ins—we see and feel the human pulse the human heartbeat the human sympathy.

We applaud heroism—shed tears in harmony with the sorrows of others—perhaps of a different race and color—concerning whom we read in the newspapers.

There are your personal needs and responsibilities that those of your own family those of your village town city state or nation—and those of the whole round world of all the people everywhere.

You are no longer circumscribed by four walls or the boundary of one township or state. You are now a citizen of the whole world.

You have acquaintances across the street across the mountains across the oceans—you are a brother of the Arabian tale-teller of the Emperor of Prussia of the Yaqui slave in Yucatan of the Secretary of State in Washington of the Italian gardener down the Peninsula.

Your heart beats in unison with the hundreds of millions of the workers of the world as you read in your newspaper of their doings.

You become acquainted without seeing them.

In these columns alongside the universal exchange of the tales of happenings you find the universal exchange

of the stories of commodities for sale.

What better place could be found for getting the attention of things mental and spiritual.

Whatever is new in thought— invention—creative suggestions— touching our lives—is in the columns of the newspapers. Alongside them is the best place in the world to offer for sale those things found to be wanted by the readers of the papers.

The lessons of life and living are set forth in the experiences of Will and Mary or corporation and institution of those who teach and those who learn— of farm and city dweller and alongside are the advertisements setting forth attractively as may be the advantages of the various commodities offered for sale.

The advertiser who uses newspaper space chooses that medium for the same reason that the retailer selects a location on the street where most people pass where his window displays will attract the most attention. Carlyle in "Heroes and Hero Worship" wrote:

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporter's Gallery yonder there sat a 'Fourth Estate' more important than they all."

The newspaper is the throbbing of the pulse—the beating of the heart—the understanding of the brain of all the people everywhere—of all elements of society—all elements of life. Through it has come freedom and independence. It has let in the light and shut out the dark.

By placing the advertising story alongside of the news story you get "front row in the orchestra".

By setting the advertising story next to the human interest story of life and love of achievement and failure of courage and bravery of good deed and had of humanity in all its varied interests you get maximum attention.

The folded newspaper propped against the cream pitcher shares interest with the breakfast tray of "extra" attracts attention at noon—the evening lamp sheds its light on the newspaper reader absorbed in events of human interest.

What more conspicuous place for advertising— for the telling of your story— after place to invest your advertising money— than in the universal forum— THE NEWSPAPER.

### INDOOR FLY CASTING NOVELTY AT SPORTSMEN'S SHOW

Pittsburg, April 8.—Indoor flycasting was on the lists as the big novelty for the Western Pennsylvania Sportsmen's Show which opened today in a downtown auditorium. Many of the best known anglers and casters in the country are here to compete.

All kinds of vacation accessories will be shown; lectures promoting interest in the various outdoor sports formulated. Boy Scouts and Campfire girls have model camps in the big auditorium.

### Women Were In Favor of Military Training

Corvallis, Wash., April 7.—When Mrs. H. D. Weeks, of Seattle, speaking before the sixth annual assembly of the Washington branch of the National Mothers Congress and Parent Teachers association the third day's session of which is being held here, and told of the new experiment in military training for boys at the Ballard high school, Seattle, more than 200 women, mostly mothers, broke into applause. The drills are conducted without guns.

The State Board of Accountancy of Oregon will hold an examination for the purpose of determining the qualifications of persons desiring the right to practice in Oregon as a certified public accountant, in room "B" of the Central Library, Portland, Oregon, commencing at 9 a. m., May 25 and ending at 5 p. m., May 26, 1916. The examinations will include questions and problems in the subjects of practical accounting, theory of accounts, auditing, commercial law. Applications must be accompanied by the fee prescribed by law and be in the hands of the secretary not later than May 19, 1916.

JOHN Y. RICHARDSON, Secretary.  
605 Concord Building, Portland, Ore.

### PECULIAR FACTS ABOUT WELL KNOWN PEOPLE

London, April 8.—Sir Edward Gray's fondness for squirrels and the squirrel's fondness for Sir Edward Gray became known today. The British foreign secretary occasionally goes into retreat on his estate in Northumberland. There are many wild squirrels in the surrounding woods. Almost unaccountably the squirrels know when Sir Edward arrives, for they quickly make their way into the house, scale the walls and invade the library; then jumping on Sir Edward's writing table they are rewarded with nuts from the minister's hand.

### WOODBURN NEWS

(Capital Journal Special Service.)  
Victor Myers and Mr. Thompson of Oregon City, motored to Woodburn Wednesday and spent the day with friends.

Mr. Higgins, of Salem, was the guest at the home of his sister, Mrs. Homer Alteman, Sunday.

Mr. W. T. Binkley transacted business at Eugene Saturday.

Frank Tollard, who has been in Roseburg the past two months, has returned to Woodburn.

Miss Ruth Roistead returned recently from Spokane where she spent the winter with her aunt.

Chas. Randall, of Salem, was a Woodburn visitor Saturday.

Mr. and Mrs. Frank Proctor, of West Woodburn, were guests of Mr. and Mrs. H. M. Austin, Monday.

Mrs. Olson entertained a number of little folks Tuesday afternoon in honor of her daughter, Violet's 10th birthday. Many interesting games were played after which luncheon was served by the hostess. Miss Violet received many useful and beautiful gifts.

W. L. Binkley, jr., transacted business in Salem Wednesday.

Miss Ethel Bonney was agreeably surprised Thursday when a number of her girl friends dropped in to help celebrate her birthday. Five hundred were served by Mrs. G. A. Bonney. Miss Ethel received many beautiful floral and presents.

Mr. and Mrs. Broakey and family of Mt. Angel motored to Woodburn, Sunday.

Miss Aven McKinney who is taking a business course at Portland spent the week-end at the home of her parents, Mr. and Mrs. John McKinney.

Mrs. Bert Byers entertained at dinner Thursday. Mrs. Ed. Boncoe, Mrs. S. E. Brune, Mrs. John Byers, and Mrs. Geo. Bonney.

G. W. Waterbury transacted business in Portland this week.

H. A. Cornell and grand-daughter spent Sunday at the home of the latter's parents, Mr. and Mrs. Stanley Cornell at Corvallis.

Seth Beebe has returned from McKenna, Wash., where he has been working the past two years.

Mrs. H. L. Gill spent Monday and Tuesday visiting friends at Portland.

Mrs. C. E. Carlos was a Portland visitor Saturday.

Mr. and Mrs. Ray McKinney entertained a few of their friends at their home Tuesday evening. Cards and music were enjoyed after which refreshments were served by the hostess.

Elder J. L. Green, who has been visiting at the home of his parents, departed Wednesday for his home at Grants Pass.

The organization of the M. E. Junior church was completed Sunday afternoon at three o'clock, under the supervision of the pastor, Rev. L. C. Poor.

### Hygiene Society Drove Out Quacks

Many beneficial results have come from the work of the Oregon Social Hygiene society during the past four years. If nothing more had been done than the driving out of business of the many quack concerns and the elimination of sex medicine advertising friends of the society feel that the expenditure of the time and money has been well justified.

Oregon is probably the cleanest state in the union in respect to quack advertising. The validity of the quack advertising law, once questioned, is now certain. The supreme court of the state recently upheld the same.

A few years ago a number of so-called doctors, "Men Specialists," were lecturing on the streets, imparting much that was harmful to the young men of the community. These quacks were in the habit of agreeing to cure ills that never existed, extorting large sums of money from perfectly healthy young men.

Through the publicity of the traveling exhibit of the Oregon Social Hygiene society, their practices have been exposed until now they are about all driven out of business.



Crowds viewing the traveling exhibit of the Oregon Social Hygiene Society at the State Fair.

and Miss Carrie Waterbury. Nearly forty members were enrolled and all are active in the church work. The officers elected were: Ray Dimick, Claire Gillette, Dwight Bigelow, Lois Clement, Sarah Sims, Belvo Bigelow, Brona Wilson, Marjha German, Alice Crosslaw, John Knox, Harold Reese, Franklyn Tyler, Neal Hall, Homer Settemier, La Verne Otjen, Clifford Gulliford, Kenneth Oueron, Margaret Heib, Crescentia Cooley, Ruth Johnson, John Steelhammer and Violet Olson.

The Marion county veterans association which was held at Woodburn in the Armory Thursday, was well attended and all had a good time. The program was highly appreciated by the audience. All the business houses and buildings were decorated in honor of the occasion.

Born Sunday, April 2nd, at the home of Mr. and Mrs. Paul Loren, a baby girl.

O. O. Livesay, a cousin of D. S. Livesay, came to this city Tuesday, from Roseburg and will be employed at the Livesay mill.

Mr. and Mrs. C. E. Tyler entertained at dinner Sunday, Mr. and Mrs. Geo. Bonney, Mr. and Mrs. B. P. Hall, Mr. and Mrs. Earl Strang and son Oakley.

### CYCLONE AT NEW ORLEANS

New Orleans, April 7.—An unidentified girl was killed and eight persons injured when a cyclone hit a fashionable suburb of this city today. Twelve bungalows were wrecked. An industrial home was destroyed.