

3. Extracts from a Diary.

## ONE MAN'S SYSTEM

"I talked with our foreman yesterday. I spoke of the cost of living. He says he started in on less wages than I am getting, and managed to save money. It seems almost impossible, but he began by making a schedule of his living expenses—those things absolutely necessary. What remained he called his profits, and used half for pleasure expenses, saving the other half. He said it was all due to the little system he used and knowing exactly what he spent."

THE WAY TO SAVE---  
HAVE A BANK ACCOUNT WITH

## Redmond Bank of Commerce

J. W. Brewer, Pres. B. A. Kendall, Vice-Pres.  
G. M. Slocum, Cashier.

## Plumbing and Tinning

We have recently installed in connection with Maher's Hardware Store, a complete Plumbing and Tinning outfit, and invite your patronage in this line.

All orders will receive prompt attention and the work done under the direction of an experienced man.

Pipe and Fittings, Wholesale and Retail  
Pump Repairs of All Kinds

## MAHER & WHEELER

Shop at Maher's Hardware Store,  
South 6th street. Phone 1709

### Cafe Royal

Sixth and F streets

JAS DOUGHERTY, Prop'r

carries in stock  
the

LEADING BRANDS  
OF GOODS

that are handled in all  
first-class cafes.

## BEN GOTTER Contractor and Builder

Plans, Specifications and Estimates furnished for all classes of buildings.

Office one block east of Jackson's Hardware Store, Redmond

## The Redmond Spokesman

Published every Thursday by  
H. H. & C. L. PALMER  
AT REDMOND, OREGON

SUBSCRIPTION RATES:  
Strictly in Advance

One year, - \$1.50 | Three months, 50c  
Six months, .75 | Single copies, 5c

ADVERTISING RATES made known upon application

Make all moneys payable and address all communications to H. H. & C. L. Palmer, Redmond, Oregon.

Entered as second-class matter July 14, 1910 at the Postoffice at Redmond, Oregon, under the Act of Mch. 3, 1879.

Redmond, Oregon, Aug. 10, 1911

## ADEQUATE ADVERTISING

We want to further impress upon the mind of the advertiser the work this newspaper is doing in creating new readers and answerers of advertisements. It is work that is big with import to you—to everyone who has anything to sell. It is work that needed—and needs—to be done, in this city—everywhere. And in this city, as everywhere, the work is prospering.

Time was when "numbers" were everything in considering circulation. It was merely thought to be a question of HOW MANY COPIES OF THE PAPER WERE CIRCULATED. But advertisers have come to understand that THE NUMBER OF READERS WHO WERE QUICKLY INFLUENCED BY CONVINCING ADVERTISING was the real test of the value of a newspaper medium.

Advertisers—and publishers—have long known that people in general were not enthusiastic ad-readers and ad-answerers—that, to attract a great number of people, and make a great number of direct sales from an ad., the argument and the inducement had to be very strong, indeed. This has led, in the past, to occasionally foolish extremes of hysteria in advertising—all in the attempt to attract reluctant attention.

This newspaper set about the task of changing all this—of convincing its readers that the ads., were as interesting—and usually far more important—than the news. In this propaganda it has used—is using, and will continue to use—the strongest arguments at its command—the constant appeal to the selfish interests of the people, to their innate thrift, to their practical sense.

To-day, twice as many people in this city are quickly influenced by advertising as were formerly reached. To-day, a bargain sale—if it will STAND THE TEST OF PUBLICITY—is a REAL bargain sale—the response is immediate, conclusive in degree, every advertisement which is adequate for its purpose, and which tells its story convincingly, is sure of quick and encouraging returns. This state of affairs makes the problem of business expansion a much simpler one than ever before—and one far more certain of solution.

Adequate advertising in this newspaper will "make" any business which deserves to grow—and it will do it before the owner of the business has grown old in the struggle. It will do it quickly.

It begins to look as if the Desert Land Board was getting down to business and settlers on irrigated lands were at last going to get a square deal.

Representative Lafferty seems to have gotten into a whole lot of trouble on account of writing a note to a Washington school girl aged 19, asking for an appointment. Lafferty is a smart politician and vote getter, but he seems to fall down, down, when it comes to affairs of the heart.

Jack London is in Oregon and is handing out bouquets to the different papers telling how he admires the state. That's all right and proper, but Jack is such a hot air artist that its hard to tell whether he means what he says or not.

Wouldn't you feel uneasy if your competitor suddenly doubled the amount of advertising space he uses in this newspaper? If it would be a good thing for him to do, perhaps it would be a good thing for you to do.

Hops have gone up to 35 cents a pound after being down to bed rock prices for years. We congratulate the hop growers, and hope they may see hops touch the 40 cent mark.

Some people who wouldn't visit your store, perhaps, for three months may be among your NEXT HUNDRED CUSTOMERS if your advertising is really convincing.

Redmond is the liveliest town in the county today. Buildings are being built in all parts of the city and a general air of prosperity is noticeable.

There are always two sides to a story, and it is better to hear both sides before forming an opinion.

Make news in your store—and then print it! And, inevitably, your store will grow more and more a center of interest to the people of the city.

### MELROSE PARK

See Jones Land Company OWNERS (Not Agents) for easy terms on lots in Melrose Park.

### An Opportunist.

Some facility in trimming sails to the passing breeze was very useful to the newspapers of a hundred years ago. This is how one of the Paris papers announced the arrival and advance of Napoleon after his escape from Elba: "The Corsican brigand has landed at Cannes;" the next day, "The rash usurper has been received at Grenoble." Then the tone changed: "General Bonaparte has entered Lyons;" a few days after, "Napoleon is at Fontainebleau," and finally, "His majesty the emperor alighted this evening at his palace of the Tuilleries." Mr. C. F. Warwick recalls the incident in "Napoleon and the End of the French Revolution."

### Friendly Counsel.

Harrison S. Morris, the Philadelphia poet, listened at the Franklin inn one evening to the rather offensive boasting of a rich young amateur actor.

"By the way, Mr. Morris," the amateur finally said, "the Browning society is going to put on 'The Blot on the Escutcheon,' and they want me to take part in it. Now, you know my style. You've seen me act in Germantown. What part do you think would suit me best?"

"The 'blot,' my boy," said Mr. Morris, with his quick, nervous laugh. "Go in, by all means, for the 'blot.'"—Washington Post.

### His Bluff Quickly Called.

"I want you to understand," he said, "that I'm the master in this house."

"All right," she replied. "Go out and tell the cook that we're going to have company all next week."

Then he put on his hat and went away, making sarcastic remarks about people who were afraid to say their souls were their own.—Chicago Record-Herald.

## R. C. IMMELE'S Lumber Yard

Carries a Complete Stock of

Lumber and Building Material  
Rustic and V Siding  
Flooring, Beaded Ceiling

All kinds of Rough and Finish Lumber

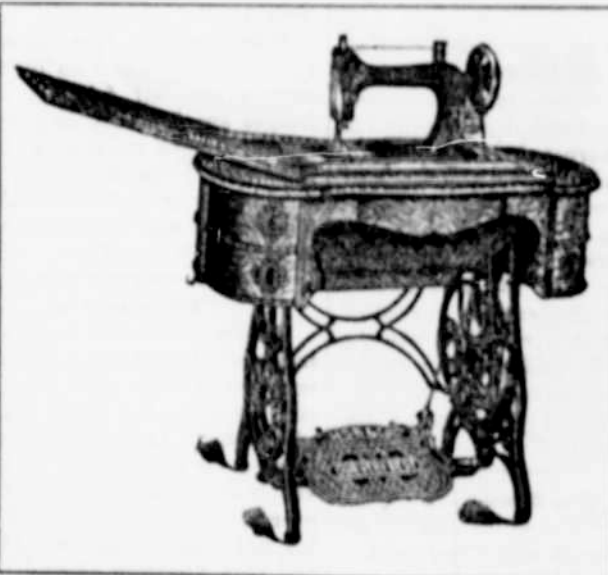
Let me figure with you on your next lumber bill. Estimates furnished free for all classes of buildings.

Yards on Fifth St. between C and D streets

Phone 1402

REDMOND, ORE.

## Jos. H. Jackson sells



Sewing Machines  
Washing Machines

and all kinds of First-class

## HARDWARE

20 Farm Wagons  
AT COST.

All First-class, New Stock.

COME AND SEE ME

Joseph H. Jackson, Redmond

## B. S. Cook & Co REAL ESTATE

Real Estate and City Property

Office near Bank of Commerce

## Warren & Woodward Civil Engineers

IRRIGATION, SUBDIVISION, LAND SURVEYS  
Estimates Furnished on Power Plants.

### MAPS

We have had 10 years' experience, embracing all branches of civil engineering.

Rooms 5 & 6, Bank of Commerce Bldg., P. O. Box 260 REDMOND