

STATE POORLY ADVERTISED

N. Y. Land Show Discloses a Lack of Oregon Literature

EXHIBITS ARE FINE, LITERATURE SCARCE

Railroad Men Advocate Change in Manner of Publicity

In speaking of the big land show at New York City a special dispatch has the following to say regarding the scarcity of literature from this state, and particularly from the central part:

One grievous fault there was, which the Oregon Development League and all good Oregon boosters should prevent being repeated. In all the big show, where tons of literature were distributed, all that the land seeker could get that concerned Oregon were the "Oregon Bulletins" of the Great Northern and Northern Pacific roads and the lone publication of one Oregon real estate firm. They were excellent, but entirely inadequate.

Oregon has boasted, with good cause, of her great generosity in the direction of publicity. It is understood that sundry Portland business men at times even go so far as to complain of what they choose to style the unnecessary prodigality of the local publicity organizations. Yet Oregon needs exert herself if she is to keep even near the head of the procession in the strenuous advertising race. The states of the east are accomplishing wonders. Few Pacific Coast enthusiasts realize quite what an effort the Eastern territory is making not only to keep at home its sons but to recall many of those who have migrated beyond the Mississippi.

All this was brought home distinctly, and perhaps not pleasantly, at New York's first land show by Oregon's inadequate showing in the field of publicity literature. The men in charge of the railroad advertising work, when asked the "why" of the unfortunate situation, replied that for months previous to the show they had plastered the state with advance literature concerning it, particularly requesting all the local commercial bodies to place in their hands an ample supply of leaflets concerning their particular towns or sections. Not a single community replied. As a result it was practically impossible for the visitors at the land show to get, immediately, information to take home concerning the locality he or she was interested in.

A talk with several of the leading railroad publicity men developed the fact that they, too, are of the opinion that the day of elaborate and expensive publicity literature is drawing to a close. A splendid booklet is an admirable medium. Also, it is an expensive luxury. The consensus of opinion, then, seemed to be that instead of getting out a limited number of large advertising publications, it would be far better to publish an enormous quantity of small and inexpensive leaflets, setting forth simply "the facts in the case."

Want advertisers DO THINGS through the aid of the want ads—and would not find life in this city half so "livable" without them.

The Store for Holiday Trading



We are now, and have been, showing the most complete stock of Holiday Goods ever brought to Redmond. The stock was bought with the aim to have a line of goods that would make suitable presents for the young as well as the older people. A visit to our store will convince you that we are stating FACTS in making the above assertions.

**OUR STOCK IS RIGHT
OUR PRICES ARE RIGHT
AND OUR STORE IS THE
RIGHT PLACE TO BUY AT**

We want every child, man and woman in the Redmond District to get a Christmas Present this year, and if you will call at our Store we can help you in selecting your presents and save you money.



REMEMBER: Do your Holiday Shopping early and it will be more satisfactory
You can buy now and we will put your purchases aside for you

Gregory's Variety Store Cor. 6 and E streets
REDMOND

3 LOAVES of BREAD 25c
FOR

13 Bread Tickets for \$1.00

Holiday Cheer

We have many things in our store that will help you properly celebrate the holidays. If you want a nice cake for the Christmas dinner, or any other bakery article, we will be pleased to serve you.

Place Your Order for Holiday Candies, Fruits, Nuts, etc., with us.
We sell Groceries as Cheap as any other store, and deliver same Free to any part of the city.

HOBBS' Cash Grocery and Bakery
Headquarters for Good Things to Eat

Dr. J. BARR
DENTIST

Johnson Building
Redmond, - Oregon

J. C. WILLIAMS
Watchmaker
and Jeweler

Postoffice Building
REDMOND, - OREGON

McSherry's Feed Store
Jobbers of
FLOUR and FEED

Dray Line in Connection

MILK

I have established a milk route in Redmond, and will deliver Pure Jersey Milk to customers daily.

Prompt Service and Satisfaction Guaranteed

Leave Orders for Service at Central Tel. Office.

W. M. OGG

Phone No. 206 Redmond, Ore.

City Dray

—AND—

Transfer Line

All Orders Given Prompt Satisfactory Attention

The Redmond Transfer

C. A. Adams, Prop'r.

POOR PRINTING — HAS ITS USES

There's a lot of poor printing "flooding" the world—more than of poor pictures, poor songs, or poor clothes, poor food.

Of course poor printing has uses. It serves people to nothing about printing except the cost. It serves people whose businesses are of a nature that no advertising appeal is needed or desired—business men who can say "hang" to public opinion.

It can render YOU a BITTIVE sort of service. It can help, in the general working of things, to make the PRINTING which you send into the world, STAND OUT more marked contrast than would be possible if people did not see so much poor printing.

The Spokesman does not do above kind of printing.

PLEASANT RIDGE

Miss Tinner had a well planned programme for Thanksgiving. We now have an enrollment of thirteen pupils.

Miss Etta Chase is recovering from her recent illness.

Mrs. Greenhaigh, Dan Greenhaigh and Andrew Nelson spent Thanksgiving with Mr. and Mrs. Hunter.

Mr. Temple and his three children spent Thanksgiving with Mr. and Mrs. Frank Hensley.

Most of the bachelors of the locality attended the dance at Deschutes Thanksgiving evening.

George Hunter has returned from Linn County where he purchased twelve head of fine Jersey cows and several fine hogs.

Several of the bachelors here are thinking of studying their farms with cows.

The Laidlaw folks are shipping their cream to Portland.

Frank Hensley is running a meat wagon in the Laidlaw district and reports business very good.

Jake Peterson and his crewmen and teams are through cleaning literals in this community.

Will Spencer and Ed Hensley visited Jack Barber at his home near Powell Buttes recently.

A. Aulstrom is working at Deschutes.

A Good Buy

A modern 6 table billiard parlor, with cigars, tobaccos and confectionery. The best paying business in the best paying town in Central Oregon. \$3,500 is my price. \$22,000 cash will handle it.

Have a 2-chair barber shop in connection that pays all my expenses. Will sell with the hall if desired.

My reason for selling is that I have a large family, and want to go on the farm. My business is located in the Hotel Redmond Annex. Address A. E. Wagoner, lock box 220, Redmond, Ore.

Will trade for good ranch property.

Notice to the Public

Notice is hereby given that the firm of Templeton & Kafer has this day sold their interest in the Pioneer Meat Market to M. E. Otis who will collect all accounts due the above and pay all bills of the Pioneer Meat Market contracted by us.

Dated, Redmond, Oregon, Nov. 23, 1911.

Arthur Templeton
C. J. Kafer.

A repetition of your want ad at small cost, might "pay" if you're trying to rent rooms.

Ladies' calling cards, the latest style cards and type, printed to resemble copper plate print at The Spokesman office.

Kendall & Chapman have the exclusive agency for the Mott's Malleable Iron Ranges—the best range made.