



## Support Local Newspapers

They Excel as Advertising Mediums and Constitute Greatest Force For Good In Our Country.

By ARTHUR ERISBANE,  
Editor of the New York Evening Journal

Copyright, 1912, by the New York Evening Journal Publishing Company.

From the New York Evening Journal, Jan. 10, 1912

THE Hearst newspapers have more than once called the attention of business men and of citizens in general to the important work that is done by the editors of the SMALLER NEWSPAPERS and to the great value of those newspapers AS ADVERTISING MEDIUMS.

IT WOULD BE IMPOSSIBLE TO KEEP THIS GOVERNMENT GOING, IMPOSSIBLE AT LEAST TO KEEP REPRESENTATIVE AND DEMOCRATIC GOVERNMENT ALIVE IN THIS COUNTRY, IF IT WERE NOT FOR THE THOUSANDS OF NEWSPAPER EDITORS SCATTERED THROUGHOUT THE LAND, EVERY ONE OF THEM A WATCHER AND AN OBSERVER, A VIGILANT POLICEMAN IN POLITICS AND PUBLIC AFFAIRS.

Wherever two railroads cross in the United States and there is a town or village, there is, fortunately for the country, a local editor.

The editor WATCHES THE TWO RAILROADS. HE WATCHES THE AFFAIRS OF HIS TOWNSHIP, COUNTY, STATE AND NATION.

He talks daily or weekly to his fellow citizens concerning affairs that most vitally interest them. He is for them AN EYE THAT DOES NOT SLEEP, a man alert and devoted to those that are his constituents.

If the railroad crossing kills too many, if the railroads combine to charge too much or serve too poorly, if the judge, governor or mayor seems more of a railroad official than a people's official, the editor is there to tell about it.

Big metropolitan newspapers with circulations running into many hundreds of thousands daily have a peculiar power of their own.

BUT IF YOU TOOK ALL THE METROPOLITAN NEWSPAPERS OF THE UNITED STATES AND WEIGHED THEM IN THE BALANCE AGAINST THE PRESS OF THE SMALL CITIES AND TOWNS IN AMERICA IT WOULD BE AS THOUGH YOU WEIGHED A CITY OFFICE BUILDING AGAINST PIKE'S PEAK, AND THE LOCAL PRESS WOULD BE PIKE'S PEAK.

The local editor speaks to his readers AS ONE FRIEND SPEAKS TO ANOTHER.

They know him by sight. They know his record. They know the high fight that he has made and is making. They know for how small a reward he renders efficient, unselfish service. And A WORD from him means more than MANY COLUMNS from some anonymous and unknown "editor of the big city."

A man writing fearlessly in some congressman's or some senator's home town can do more to KEEP THAT PUBLIC OFFICIAL "STRAIGHT" than all the metropolitan newspapers put together.

Public men know the power of the local editor and of the local newspaper. It is a pity that the BUSINESS MEN OF THE COUNTRY ARE IGNORANT OF THAT POWER.

The man who has something really worth while to advertise could, if he would use the local newspapers intelligently, multiply his sales by ten, MAKE HIMSELF KNOWN TO MILLIONS that do not now know him and put himself at the head of his line of competition.

If the automobile manufacturers who attract attention just at this moment would put their advertising intelligently in the local newspapers, paying a good, fair rate and offering good value, they could very soon change the output of automobiles in America from 140,000 in one year, which was the record of 1910, TO FIVE HUNDRED THOUSAND OR ONE MILLION IN ONE YEAR, and this is no exaggeration.

The smallest of the country newspapers has among its readers one or five or ten or a hundred men that could be made to buy a car now and will buy one sooner or later. Some intelligent automobile manufacturer with the right kind of product will realize this and sell tens of thousands of cars through the local newspapers before his competitors know what has happened.

THE AVERAGE OF PROSPERITY AND OF WEALTH AMONG THE READERS OF A COUNTRY NEWSPAPER IS FAR GREATER THAN AMONG THE READERS OF A METROPOLITAN DAILY, AND, IN PROPORTION TO THE COST OF ADVERTISING, INTELLIGENT PUBLICITY THROUGH THE COUNTRY NEWSPAPERS GIVES BY FAR THE BEST RESULTS.

What we have said about automobile advertising refers to advertising in other lines. The dwellers in the cities, readers of the metropolitan dailies, have before their eyes the temptations and attractions of the great stores which cannot be reached by the reader of the country newspaper. If our business men realized their opportunities they would fight for parcels post, and they would MAKE OF EVERY COUNTRY NEWSPAPER AN ACTIVE DISTRIBUTING AGENCY, DOUBLING AND TREBLING THE COUNTRY'S PROSPERITY AND INDUSTRIAL ACTIVITY.

This we have said before, and we shall say it again. Inasmuch as there are no Hearst newspapers in the country, inasmuch as our newspapers are published exclusively in the great cities of the country, we shall at least be credited with unselfishness in making a fight for local editors that DESERVE THE THANKS AND APPRECIATION AND FINANCIAL ENCOURAGEMENT OF EVERY GOOD CITIZEN.

Very few realize what it means when a man undertakes the publication of a daily or a weekly newspaper in a small place.

The editor risks everything, poverty, bankruptcy, indifference of the public, and at best his reward can be very small. \* \* \*

Many of us, of course, would feel happier if we could begin our

work with a life pension that would free us from all care ever afterward. But the country editor goes to work with NO PENSION AND NO GUARANTY. He asks no pension, no cash in advance, only FAIR PLAY AND A CHANCE TO WORK. \* \* \*

The country editor is the man who ought to have a pension for the work that he does, if any man ought to have it. He is also the man, as it happens, who would not take a pension from the steel trust, or from the railroad that runs through his town, or from any other agency of public exploitation.

That is why we have in the past and today tried and shall in the future try to impress on our readers and on big advertisers the fact that THEY SHOULD DO THEIR SHARE TOWARD SUPPORTING THE LOCAL PRESS OF THIS COUNTRY. There would be and could be no philanthropy about it. Simply WISE SELF INTEREST should make every citizen buy his local paper and make every advertiser contribute according to his means to the SUPPORT OF THE LOCAL PRESS.

THE CITIZEN THAT BUYS HIS LOCAL PAPER GETS HIS MONEY BACK MANY TIMES OVER IN PROTECTION OF HIS INTERESTS, AND THE MAN WHO ADVERTISES WIDELY AND WISELY IN THE LOCAL PRESS GETS HIS MONEY BACK MANY TIMES OVER IN CASH RETURNS.

The people should not be niggardly in support of those that do good work. Business men and the public generally should be especially BROAD MINDED AND LIBERAL in their support of the local newspapers that REPRESENT AND TENSIFY PUBLIC OPINION throughout the country.



## Success of Local Newspaper Means Success of Country

By ARTHUR ERISBANE,  
Editor of the New York Evening Journal

Copyright, 1912, by the New York Evening Journal Publishing Company.

From the New York Evening Journal, Jan. 19, 1912

THIS newspaper has tried occasionally to emphasize the value of the thousands of local newspapers that ATTEND TO NATIONAL POLICE WORK in this country.

It is surprising and rather discouraging to note how little is done by the big advertisers to support the publications upon which THIS COUNTRY RELIES FOR ITS POLITICAL MORALITY AND ITS MATERIAL PROGRESS.

The Bayside Review says in its issue of Jan. 17, 1912:

"The New York Evening Journal without question is the best friend the local weekly and the country journal has among metropolitan newspapers of circulation and influence. It has always when opportunity offered said a good, kind, encouraging word for the local paper and the local editor, and it has stinted neither space nor praise in its remarks. It has always strongly recommended the public to SUPPORT the local paper and the merchant to ADVERTISE IN IT as a good business proposition.

"Last Wednesday the Journal contained another of those illuminating editorials which appear on its last page, full of pregnant wisdom and sound advice, boosting the local paper."

This newspaper does as much for itself as it does for the local newspaper when it tries to emphasize the local newspaper's value.

Every individual, every newspaper, every concern of every sort in the United States, DEPENDS ON THE GENERAL PROSPERITY AND AVERAGE INTELLIGENCE OF THE COUNTRY.

AND THE PROSPERITY AND THE INTELLIGENCE OF THE COUNTRY DEPEND UPON THE WORK DONE BY SOMETHING LIKE TWENTY THOUSAND NEWSPAPERS, MOST OF THEM SMALL AND POORLY PAID FOR THEIR WORK, THROUGHOUT THE UNITED STATES.

These newspapers, and especially those in the smaller towns and villages, DESERVE THE STRONG SUPPORT OF EVERY INDIVIDUAL AND POWER INTERESTED IN THE PROSPERITY OF THE UNITED STATES. That fact cannot be emphasized too often.

It shall be emphasized and repeated in this newspaper and in the other Hearst newspapers until the great manufacturers and advertisers come to realize that THEY NEGLECT THE MOST IMPORTANT AGENCY OF DISTRIBUTION AT THEIR COMMAND when they neglect the local newspapers of the country.

If other metropolitan newspapers fail to give credit to local newspapers, so much the worse for them. They are neglecting an opportunity to BUILD UP THE COUNTRY. Every locality needs its STRONG, WELL SUPPORTED LOCAL NEWSPAPER, protecting the local interests in its neighborhood.

THE EDITORIAL COLUMNS AND THE NEWS COLUMNS OF THE LOCAL NEWSPAPER ARE TODAY WHAT THE TOWN MEETING USED TO BE IN THE OLD DAYS. IN THE LOCAL NEWSPAPER THE CITIZENS MEET MENTALLY AND DISCUSS AND THINK ALONG THE SAME LINES. THE EDITOR IS THE PRESIDING OFFICER OF AN IMPORTANT LOCAL GATHERING. HE IS THE CUSTODIAN AND PROTECTOR OF LOCAL INTERESTS, THE DAILY OR WEEKLY INTERPRETER OF NATIONAL AND INTERNATIONAL EVENTS. HE IS THE SCHOOTEACHER FOR GROWNUPS, THE MAN WHO USES HIS EYES, HIS EARS, HIS KNOWLEDGE OF THE COUNTRY, HIS POWERS OF OBSERVATION, FOR THE BENEFIT OF THE BUSY MEN AND WOMEN AROUND HIM.

The day will come when this work will be RECOGNIZED AND REWARDED as it should be. And this newspaper will be very proud to have had a hand in hurrying along that day.

## Adding New Accounts

We are constantly adding new accounts, and our business is increasing at a very satisfactory rate as shown by our published statements.

It is a common practice for people to lay aside money for a special object; to satisfy a particular need; or to provide against possible emergency. Our facilities for handling such business are most excellent. When money has been left with us for a specific purpose we carefully carry out the desires of the depositor. Besides, we have

## SAFETY DEPOSIT BOXES

for anyone wishing to use them for the safe keeping of papers or valuables. A cordial invitation is extended to YOU to make this bank YOUR BANK.

## STATE BANK OF REDMOND

W. S. Rodman, Pres. Jos. H. Jackson, Vice-Pres.  
Roy A. Bush, Cashier.



The above people are hungry and are headed for the

## Redmond Grill

W. E. YOUNG, Owner and Proprietor

Where they know they can get the

Biggest Meal in Redmond  
for the Least Money

Go thou and do likewise, and you will be perfectly satisfied.

Suppers for parties and banquets satisfactorily served. Short Orders-- Everything at reasonable prices.

Good Rooms for Transients. Day or Week Board Reasonable



## Redmond Market

We carry at all times a stock of meats, the best that money can buy.

A large refrigerator has been added to the market, which will insure keeping meats in the best of condition in any kind of weather.

ISAAC J. PAGE, Proprietor

## 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