# The Redmond Spokesman <br> Published at the "Hub City" of Central Oregon 

PEEKS TO STOP ALL WORK WANTS A NEW ON THE TUMALO PPOECET LST OF LAND


## JOY TO THE BANKER'S HEART <br> 

## Redmond Bank of Commerce

 REDMOND, OREGONCHANGES IN
THE TAX LAW


## Why Advertise At All

$$
\begin{aligned}
& \begin{array}{l}
\text { It in well, first of all to know what advertuing reany is. Aact, } \\
\text { vertising has been defined as the act of pubticly announclig a fact, } \\
\text { and has further been deflied as salesmanship on paper. Whille both }
\end{array} \\
& \begin{array}{l}
\text { vertising has been defined as the act of pubticly announcing a fact, } \\
\text { and has further been defned as salesmanship on paper. While both } \\
\text { of these are more or less true, advertising is nothing but the giving }
\end{array} \\
& \text { of these are more or less true, advertising is nothing but the giving } \\
& \text { of business news with the purpose of creating a new want or supply- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { wants already created or that might be created. } \\
& \text { The merchant is a dead one who does not realke that there are } \\
& \text { tarving millions waiting for him to satisfy their wants or create for } \\
& \text { them new wants. This advertising ingea the Egyptians used hand } \\
& \text { bilis and posters made of papyrus } 3000 \text { years ago. Printing was in- } \\
& \text { vented lens than } 500 \text { years ago, and the newspapers were then } \\
& \text { started. Soon afterward advertising became associated with print- } \\
& \text { tig. The advertising Idea originated over } 30 \text { centuries ago. Some } \\
& \text { present day merchants have there is no limit to what one may accom- } \\
& \text { plish in business lines. The local merchant may easily double his }
\end{aligned}
$$

$$
\begin{aligned}
& \text { paper, eapeciall } \\
& \text { the spokesman can help you with your advertis }
\end{aligned}
$$



