

The Redmond Spokesman

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\$1.50 PER YEAR

OREGON POTATO PRODUCERS WILL HAVE BETTER PRICES FOR PRODUCT EVEN WITH THE SMALLER ACREAGE AND PRODUCTION

Total Output of the Pacific Coast This Season Is Expected to Reach 28,547,000 Bushels, Compared With 43,856,000 Bushels a Year Ago; Crop Outlook Is Quite Good in the Pacific Northwest States, With Quality Promising the Best in Years.

PACIFIC COAST POTATO FORECAST

| | Acreage | | Bushels | |
|------------|---------|---------|------------|------------|
| | 1913 | 1912 | 1913 | 1912 |
| Oregon | 50,000 | 65,000 | 8,750,000 | 12,025,000 |
| Washington | 51,000 | 68,000 | 8,825,000 | 13,356,000 |
| Idaho | 29,000 | 35,000 | 5,222,000 | 6,475,000 |
| California | 78,000 | 78,000 | 5,750,000 | 12,000,000 |
| Total | 180,000 | 246,000 | 28,547,000 | 43,856,000 |

Hyman H. Cohen, market editor of the Portland Journal, who was in this section a few weeks ago, has paid particular attention to the 1913 potato crop, and from figures gathered from different sections gives out the following story in a recent issue of the Journal, which will be of interest to potato growers in Crook county:

Potatoes promise to sell at extremely good prices all over the country this season. Real low prices will in all probability be foreign to the present crop now being dug, and it is more than likely that "spuds" will be considered in the luxury class than as a necessity during the season.

Everywhere in the United States there is a very serious decrease in the planting of potatoes this season. This, together with the generally poorer crop prospects than last season, will combine to bring out a short crop and long prices.

Along the Pacific Coast the most serious shortage will be shown as compared with the output of a year ago. While other sections of the United States will not have as big a crop as a year ago, the decrease will be far less sensational than on the coast. The principal reason for this is that the coast states practically doubled their acreage in potatoes last season, while this season scarcely more than the normal acreage was planted.

California shows the greatest decrease in planting of potatoes this season. Special inquiry among the leading potato interests of the south discloses the very interesting information that in the "river" section alone there is a decrease of fully 25,000 acres from that shown a year ago. There is ample reason for this when it is known that fully half of the crop of the south was never placed on the market last season and

many of the producers, who are merely renters, were unable to continue except on a very limited scale.

The decrease in the expected output of potatoes in the four states of the Pacific Coast this season reaches a total of 15,309,000 bushels, or almost as great as the total production of the two greatest producing sections of the coast—Oregon and Washington. This is a most serious situation when taken in connection with the decrease in the expected output of the rest of the United States.

From present indications there will be a very good demand for Pacific Coast potatoes from Missouri river points during the coming season. Last year the crops were so big everywhere that practically every section had a sufficient supply of its home growth to supply the local territory and still have some to ship to other points.

While it is still too early to state definitely what the price of potatoes will be this season, growers will very likely receive better than \$1.00 per hundred pounds for the bulk of their crop along the Pacific Coast this season. In favored sections, closer to the bigger consuming points, it is quite likely that at least \$1.50 will be received.

Much loss in the potato crop this season will be due to the influence of blight, although the decreased acreage continues the principal factor. In California the ravages of bugs, as well as blight, will cut down the total yield per acre somewhat, while blight will greatly affect the average in the three states of the northwest.

This season promises to be a winner for potato producers. While they will not have the crop of a year

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ARE PLEASED WITH ROADS

PORTLAND AUTO PARTY HIGH IN PRAISE OF CENTRAL OREGON ROADS LEADING NORTH AND SOUTH—BETTER THAN THE PACIFIC HIGHWAY.

People living in Central Oregon have known all along that the roads in this part of the state are much better than the Pacific Highway, but outsiders have read and heard so much about the Pacific Highway and so little about the Central Oregon roads that the following story in last Sunday's Portland Journal will now put the roads in this section of the state before the people at large in their true light.

Local motorists are high in their praise of Eastern Oregon roads leading north and south through the state of Oregon as compared with the Pacific Highway, which is supposed to be Oregon's main north and south touring route.

George Duncan, a timber operator of this city, with H. E. Lewis, and Mr. Duncan's driver, James Van Tuyl, in an American underslung "six," together with Mr. and Mrs. A. L. Fish, and Miss Hazel Weller, in Mr. Fish's Cadillac, shipped their automobiles to The Dalles July 6 and left that point Sunday, July 7, driving to Redmond, a distance of 141 miles, for an early dinner.

The usual route out of The Dalles was not taken by this party, instead after leaving The Dalles they went via Dufur, Tygh Valley, Maupin, Shaniko, Madras, Metolius, Culver and into Redmond over the old military trail that has since been made a substantial macadamized road. In fact, the greater portion of the road from The Dalles to Redmond is made of macadam and is in exceptionally good condition.

There are only a few stretches of dirt road for the entire distance of 141 miles and they were not very dusty at the time this party made the trip over them.

From Redmond a delightful side trip that should be enjoyed by all those touring this section of the state is to Heising's Ranch on the Metolius river, a distance of about 40 miles from Redmond. The accommodations at the ranch are especially good and it is only a few miles from the ranch to the source of the Metolius river, which gushes from the side of the Black Butte mountain a full fledged river.

From Sisters the three mountains

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Did You Ever Pay a Bill Twice?

The one who has not had to pay more than one bill the second time is the exception and not the rule. Few people when paying a bill ask for a receipt, and if they do they fail to keep the receipt. Did you ever have a dispute over a payment? Unpleasant, is it not? Do you wish the circumstance to occur again? There is one sure way to escape it. Pay your bills with checks. If you received no interest on your idle money it would only show good sense and good wisdom to have it in a bank. Transact your business in a business way and pay your bills by checks. Your check when returned to you makes an undisputable receipt. A bank account makes you systematic and encourages you to save part of your income. Many a man has become rich because he became interested in watching his bank balance and was thus led to find ways to increase it. Start a bank account with us and we will help you make it larger. Why not begin today?

Redmond Bank of Commerce

REDMOND, OREGON

TO IMPROVE M'KENZIE PASS

HIGHWAY CONNECTING WESTERN AND CENTRAL OREGON APPROVED BY OFFICIALS—\$75,000 TO BE EXPENDED FOR THAT PURPOSE.

A dispatch from Eugene under date of July 25, says:

"The National Forest Department in Oregon will make the construction of the McKenzie Pass road its foremost undertaking," declared Charles H. Flory, chief forester of Oregon and Washington, according to the report of the staff correspondent of the Morning Register, writing from the summit of the Cascades after the party had inspected the 80 miles of roadway up the McKenzie Valley from Eugene.

"This road that we have just covered is to be the greatest highway in Oregon," declared Mr. Flory, who says he will recommend the expenditure of nearly \$75,000 in the next three years on the improvement of this highway. "It is not only the most natural connecting link between Central and Western Oregon, but is to be far more. This valley is to become the playground of the Northwest.

"We shall build this road for automobile traffic. It will be used three months in every year by thousands of tourists. It will be used the rest of the year through by settlers, miners and timbermen. This road

will be a link in the system connecting Portland and Eugene with Prineville and Klamath Falls."

Besides Mr. Flory, the party included T. Warren Allen, Washington, D. C., engineer of the Federal Department of Highways; State Highway Engineer H. W. Bowlby, C. R. Seltz, supervisor of the Cascade National Forest; County Judge Thompson, County Commissioners Hemphill and Hawley, and F. S. Allen, representing the Morning Register.

The money available for this year's work amounts to \$6,000, and is derived from the 10 per cent share of the government timber sold. Next year, according to Mr. Flory's estimate, at least twice this amount will be available.

M. A. Lynch of Redmond, president of the Crook County Good Roads Association, went to the summit and met the above party, and accompanied them to Sisters. From Sisters, Messrs. Allen, Flory and Bowlby returned to Redmond with Mr. Lynch, and the balance of the party went to Eugene. Mr. Bowlby is expected to arrive here Monday and go over the roads in Crook county the Good Roads Association propose to improve, and give an estimate of the probable cost of such improvements.

President Lynch states that Crook county has put the road on this side of McKenzie Pass in good condition, and that still more work will be done there before long.

A letter received from C. B. Hopley, a former resident of this city, states that he and Mrs. Hopley are at present in Minneapolis, Minn.

Servant (answering bell)—My master isn't in, sir. You may leave the bill if you wish.

Caller (in surprise)—Bill? I have no bill. I wish to—

Servant (in surprise, also)—No bill? Then you must have called at the wrong house.

REDMOND DEFEATS TUMALO TERRIERS IN TENNIS MATCH

LIDLAW AND REDMOND PLAYERS PULL OFF GOOD GAMES SUNDAY AT THE RODMAN COURTS IN REDMOND—REDMOND WINS MAJORITY OF GAMES.

Sunday was a busy day in Redmond for the Laidlaw and Redmond tennis players. Ten members of the "Tumalo Terriers," the name of the Laidlaw tennis club, came over to try conclusions with the crack players of Redmond. Games were played both forenoon and afternoon, and many spectators witnessed the afternoon playing.

The Laidlaw players were entertained by the Redmond tennis club and everything done to make their stay pleasant while in the city. A return match will be played at Laidlaw in a few weeks. Following is the score as furnished for publication:

Doubles.
Moore and Hosch vs. Henderson and Schaller, 6-0, 6-0.
Gardner and Barr vs. Beasley and Gross, 6-3, 6-4.
W. S. Rodman and R. Immele vs. Mars and Gilke, 7-5, 5-7, 6-4.
Walter Rodman and J. R. Roberts vs. Mars and Beasley, 6-2, 4-6, 6-3.
R. Immele and F. Phoenix vs.

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Advertising and News

News is any "recent or fresh intelligence or information concerning any matter or event," and advertising is giving news relating to a business. The ordinary doings and happenings are not news. For instance, to say that Jones, the dry goods merchant, sells calico, is not news. But to say that Jones sells calico 25 per cent below regular price is news, business news, and advertising.

That advertising may be effective, productive and stimulating to business it must be done in the way of conveying information. To say that Smith is still making good goods honestly, and that the people ought to eat his product, conveys neither specific nor interesting information. But to show why Smith's goods are good, how the goods are made and why they are made that way, why they are palatable, why digestible, and why healthful, are all points of interest conveying intelligence. Of course the news must be told by the advertiser in a way that is convincing. Everyone is open to conviction. It is up to the advertiser to demonstrate the real value in any product for sale. Every good product will profit by this test, for the people are quick to take up with anything they know is good, and skeptical about a product of which they know nothing. If a product cannot stand the test of publicity it will go off the market, as it should. And a merchant whose business cannot stand the test of publicity will not make a success of his business.

When the merchant puts the same arguments and intelligence into his ads that a good salesman puts into his talks to sell a commodity, then will newspaper advertising become immensely profitable.

THE SPOKESMAN CAN HELP YOU WITH YOUR ADVERTISING TO GET RESULTS. LET US DEMONSTRATE.

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