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LA PINE GOOD ROADS MEET WAS A GRATIFYING SUCCESS

GOOD ROADS GOSPEL MEETS A RESPONSIVE FEELING AT LA PINE—COL. THATCHER, JUDGE WORDEN, M. A. LYNCH OF THE CROOK COUNTY GOOD ROADS ASSOCIATION, AND OTHERS TALK TO SEVERAL HUNDRED CENTRAL OREGONIANS—BARBECUE IS ONE OF THE FEATURES OF EVENT.

The Good Roads barbecue at La Pine Saturday was quite largely attended by delegates from most of the Central Oregon towns. Klamath Falls sent a large delegation, headed by their great good roads advocate, County Judge Worden. There were also several from Crescent to help out in the meeting.

The party from Klamath started on Friday and on Saturday morning a meeting was held at the county line some six or seven miles south of La Pine and a monument was set, the exercises there being participated in by Colonel Charles W. Thatcher. The party there was met by delegates from La Pine, who welcomed the Klamath county people to Crook.

At 12 o'clock nearly all of those expected had arrived and the feast was set forth. This consisted of a whole beef, furnished by Geo. Mayfield, and a whole sheep, along with various other good things. The beef was roasted in a pit dug near the picnic grounds and the tables were spread under the trees.

The people of La Pine had an exhibit prepared of the products grown near there, consisting of oats, wheat, timothy, millet, red-top, native bunch grass, alfalfa, turnips, beets and other crops. These products were very good and certainly show what that section can raise. In view of the recent decision of the Forest Service to throw open to entry 350,000 acres near there, it was particularly timely.

The great event of the morning, however, was the arrival of Colonel Charles W. Thatcher. He came, as he has traveled for the past 11 years, in a little spring wagon drawn by two little mules. On the back of his wagon he has a large crate, filled with various odds and ends, tin cans, horseshoes, wire, sticks, etc., that he has picked up from the road. Dressed in khaki pants, red sweater and corduroy coat, he is a very picturesque figure, but when he speaks, one forgets that and thinks only of

the message of good roads that he brings. In order to attend the meeting at La Pine he turned down two other invitations, one to a banquet at Oakland.

The meeting was called to order about 2 o'clock and the first speaker on the program was Judge William S. Worden of Klamath county. He gave a short history of road building in that section, telling of the trouble from the lack of a law to proceed under and the opposition of knockers. He said that in the last two years 500 miles of road have been built, substantial and permanent, suitable for any kind of traffic. About \$400,000 has been spent on roads in Klamath county and next year, said Mr. Worden, bonds will be voted for that much more. In concluding he introduced Col. Thatcher to the meeting.

Col. Thatcher first gave an account of the different national highways he is working on. The one of these that will probably be first completed is the Lincoln Highway from Washington, D. C., to San Francisco. This will be completed in time for the fair in 1915. The greatest of these highways, however, is the Washington National Highway, from New York to Portland, via Chicago, crossing the Rockies in Wyoming at the lowest pass in the United States, through Boise, Lakeview, La Pine and following the route of the Pacific Highway through Crook county to The Dalles and to Portland. In his opinion the idea of putting the Pacific Highway over the mountains in Southern Oregon was foolish. The best and only practical route, he said, was through Central Oregon as mapped out by the Crook County Good Roads Association, and passing through Klamath on the road already built there. The benefit this would do this section, said Col. Thatcher, could not be calculated. Instead of being an expenditure, it is an investment that will pay more than a hundred per cent in a very few years.

Col. Thatcher intends to go on down to Portland and to Seattle and Tacoma. He spoke at Bend Monday and Redmond Tuesday. He believes that the time is not yet ripe to call the bond election, but that it ought to be brought before the next county court and the election ordered. Fortunately this can be done, for if the petition is large enough the court will have to order an election. Col. Thatcher will be back in this section early in November and make some addresses in favor of bonding the county, and it is likely will speak at Prineville, Redmond and Bend.

Col. Thatcher is a good speaker and can tell the best stories that have been told in this section in a long time.

G. P. Putam of Bend next spoke on the difficulties of getting anything done in this county and on the demonstration farms in particular.

Mr. Davis of Crescent next addressed the meeting on the opportunities this Central Oregon region enjoys and does not take advantage of.

W. D. Barnes of Laidlaw, as a director of the County Good Roads Association, gave some facts in regard to the work being done, but said he would leave the main part to Mr. Lynch, the president. He invited all to come to the Agricultural and Industrial Fair at Laidlaw, October 2.

M. A. Lynch of Redmond, president of the Crook County Good Roads Association, gave a history of the association and of the work it is doing. According to Highway Engineer Bowlby the \$200,000 to be voted on will build a north and south road, permanent, and with good grades. The amount available each year for road work is about \$70,000. After paying the interest on the bonds \$58,000 will be left for working on east and west roads and local roads.

The immediate work of the Good Roads Association is marking the corners and cross roads. A map will be made shortly, large enough to show everything on all the roads in the county and the county court will be asked to appropriate money to mark all the roads. This is one of the main things that travelers through here complain about.

Finally Bob Gathergood, the "chef" who roasted the beef, was brought forward and introduced to the crowd.

Thus concluded the barbecue at La Pine, an event that will be remembered by many with pleasure for a long time. There were between 250 and 300 people present, according to competent judges. About 150 of these registered in the book provided for that purpose.

Before an audience of several hun-

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Don't Depend on Memory

THE CHANCES ARE THAT FOUR OR FIVE MONTHS AFTER YOU PAY A BILL, YOU FORGET ABOUT IT. SUPPOSE THAT SAME BILL SHOULD BE PRESENTED TO YOU—POSSIBLY YOU COULD REMEMBER ABOUT PAYING IT, BUT NINE OUT OF EVERY DOZEN BILLS YOU PAY, YOU FORGET ABOUT IN SIX MONTHS. SOME YOU COULD NOT RECALL IN SIX WEEKS. PAY ALL BILLS BY CHECK—FILE YOUR CHECKS. SIX YEARS AFTERWARD YOU CAN TURN TO THE CHECKS, IF NECESSARY, AND PRODUCE UNDISPUTABLE EVIDENCE OF EVERY BILL PAID. WE WILL BE PLEASED TO EXPLAIN OTHER ADVANTAGES OF THE CHECKING SYSTEM TO YOU. IT IS A DREADFUL THING WHEN IDLENESS, SICKNESS OR DEATH COMES AND THERE IS NO MONEY AHEAD. WE URGE YOU TO AVOID ANY SUCH SITUATION. OPEN AN ACCOUNT WITH US, EVEN IF IT IS ONLY FOR ONE DOLLAR. MAKE THE START TO SAVE. IT MEANS INDEPENDENCE FOR YOU.

Redmond Bank of Commerce

REDMOND, OREGON

GOOD ROADS MEETING BRINGS OUT AN ENTHUSIASTIC CROWD

COLONEL CHARLES W. THATCHER, APOSTLE OF GOOD ROADS, SPOKE IN REDMOND TUESDAY NIGHT AND HELD A LARGE AUDIENCE FOR OVER AN HOUR LISTENING TO HIS EFFECTIVE TALK ABOUT THE NEED OF IMPROVING THE ROADS IN CROOK COUNTY.

It was a good natured and patient crowd that awaited the advent of Colonel Charles W. Thatcher Tuesday night at the band stand, to listen to him tell about good roads. The colonel was a little late in arriving in this city, but the crowd was entertained by the Redmond band while awaiting his arrival. The event was scheduled for 8 o'clock, but it was an hour later before Mr. Thatcher and M. A. Lynch of this city, president of the Crook County Good Roads Association, arrived at the band stand, where the speaking was to be held.

In a few well chosen remarks Mr. Lynch outlined what the object of the Good Roads Association was, said a few words about what a benefit it would be to Crook county if the county would bond for \$200,000 in November for good roads, and then introduced Col. Thatcher.

While the colonel's outward appearance is not impressive, it does not take him more than a couple of minutes to get his audience in touch with him on his subject, which is "good roads" first, last and all the time. For an hour Mr. Thatcher

talked good roads, explained the benefits the whole community would derive from good roads, and proved by facts and figures that by voting for bonding the county for \$200,000, which can be done under the new law, that every man, woman and child in Crook county would be benefitted.

He clearly pointed out that by the bonding proposition all property owners would be paying their just burden of the cost of improving the roads, and that the whole cost would not fall on the farmer, as would be the case with direct taxation. He went on to tell of the increased value of the land made possible with good roads; the large amount of money that would come into this section from tourists and others when the roads were put in condition and the Lincoln Highway, the proposed national highway through the state, was completed.

Col. Thatcher's talk was plain and to the point, and if there was anyone in his audience who did not understand that it is to the interest of every property owner in the county to vote for the bonding issue in

dull of comprehension. The talk of the colonel's opened November, they must have been very the eyes of his hearers to the many advantages that will accrue to Crook county and all the residents here with the advent of good roads. His talk was one of the best boosts good roads has ever received in this section, and the moral is:

Vote for bonding the county for \$200,000 in November.

BATTLE OF GETTYSBURG AT THE SPARKS AUGUST 15

The Battle of Gettysburg, depicting the bloodiest battle ever fought in the world, will be shown at the Sparks Theater Friday evening, August 15. This feature will be for one night and the show will start at 8 o'clock prompt, as two shows will have to be given to accommodate the large crowd that will be in attendance. If you want to see one of the historic pictures of the civil war this will be the chance for you. Same price of admission.

BEND ROOMING HOUSE BURNS WITH \$4,500 LOSS

Fire at 4 o'clock last Wednesday morning destroyed the two-story frame Evergreen Rooming House, owned by H. D. Brown. The loss is \$4,500, with insurance of \$4,200. Some of the guests in the house had narrow escapes, as the flames had gained great headway before being discovered, and they lost all their personal belongings. The fire originated in one of the vacant rooms from a stove, it is supposed. Mr. Brown will rebuild of brick or stone.

Husband—You have changed washerwomen, I see.

Wife—Yes. How do you know?

Husband—Instead of getting Brown, Jones and Robinson's shirts, I am getting some strange garments I never wore before.

EVOLUTION OF ADVERTISING

Business methods are continually changing. Within the memory of many of the active business men of today a real evolution has taken place. A few years ago there was a ready market for manufactured products. This was because our population was not so large and the demand easily exhausted the supply. But increasing population, increasing factories, and greater competition have changed the situation. Today the manufacturer is endeavoring, through advertising, to create a demand for his goods, as he finds local dealers are anxious to carry in stock goods of recognized quality, for which there is a demand.

Although the manufacturer has been creating a demand for his product through a big advertising campaign it is up to the local merchant to carry on the advertising campaign in his community, and not only handle goods of quality, but to be strong in telling of their merits.

While business has been developing, advertising, as a part of business, has undergone great changes. About fifty years ago it was considered contrary to business ethics to solicit a customer away from a competitor. From then to now is only a short span of years, and yet today about \$1,000,000,000 is spent annually in advertising. Competition has become very sharp in the advertising field and to be a successful advertiser requires skill. The spasmodic, wasteful advertising of yesterday is giving way to the persistent and systematic advertising of today.

The time is fast approaching when the persistent and systematic advertiser is going to get the business. It may not come today or tomorrow, but it is just as certain to come as death itself. Every merchant who desires to keep abreast of changing business methods will make it a part of his business to study advertising, or he will wake up some morning and find he is outclassed and outdistanced.

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

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