

# The Redmond Spokesman

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## SECRETARY OF INTERIOR LANE VISITED THIS CITY MONDAY

Secretary of the Interior Franklin K. Lane and party arrived in Redmond Monday morning in a special train from Portland. They were given a rousing reception at the depot by the Commercial Club. The band and several hundred citizens were at the depot to greet the distinguished guest. After brief informal ceremonies the visitors were loaded into automobiles and taken on a tour of the Redmond district and through the Powell Butte section.

On the return to Redmond Secretary Lane made a short address from the flower decked band stand on the corner of Sixth and D streets to a large audience. During the course of his remarks the Secretary said: "There is a man in the White House at Washington who has made up his mind to a larger constructive program for the benefit of the farmers of the nation.

"President Wilson has his mind bent on the tariff and currency problems now, and when those problems are disposed of he will take up the problem of rural credits, to the end that the lot of the man who is trying to make a home and rear his family on the land shall be made as easy as possible.

"As for me, as Secretary of the Interior," he said, "I have no policy except to make it as easy as possible for the home-maker, and as hard as possible for the speculative monopolist, whose business it is to get hold of the land and hold it out of use against the home-maker. No one but the home-maker is of much consequence to me.

"If I shall be able to bring the people in the little homes on the little farms more contentment and happiness I shall be exceedingly glad that I was drafted into this service by the President.

"I have been taken over your valley and have been given a glimpse of what it can produce. The sight has been beautiful and inspiring. After a month of travel through the valleys of Montana, Idaho and Washington, I can tell you there is no fairer place in all the Pacific Northwest than this valley.

"You are quite young as a community," he continued, "and perhaps some of you are discouraged with the hardships that you have encountered and must encounter, but the pioneer, man and woman, must always suffer and struggle and en-

dure and make the way for others who are to reap the rich reward.

"I have just come from the Sunnyside Valley in the Yakima district of Washington. It had been 22 years since I first saw that valley. It was a desert then, and no one would have dared prophesy that today land there would be worth \$300 and \$400 and \$500 an acre; that it would be the beautiful place that it is now; that its people could afford to pass their winters in California. Yet that is what has happened in that valley, and although you cannot see it now, that is the prospect for you here."

Secretary Lane said that there is little that the United States Government can do to bring about the improved condition which he prophesied, and then he told of President Wilson's attitude toward the farmer and of the effort that will be made to make farm life easier and more profitable.

"I look forward hopefully to the time when you will be able to borrow money to buy stock for your farms just as the business man is able to borrow money to buy stock for his shelves.

"So I say to you, take heart and hope," he concluded. "This is a new section, you have been here but a few years, the railway is just in, it is absurd to judge the future by the present, and I have no doubt that this entire valley will become as bright and blooming as the portion of it you have just shown me."

Secretary Lane appealed to his hearers to make known their appreciation, if by no more than a postal card, when their representatives in Congress do anything that merits approval.

"Washington is full of men called lobbyists, though they do not call themselves that," he said, "whose business it is to throw an atmosphere about your representatives that will make them forget your interests, while there is no one there to lobby for the people."

He commended the efforts of Senators Chamberlain and Lane in the popular behalf, and pleaded that their constituents be "at least as liberal in commendation as in condemnation."

Members of the Redmond Commercial Club who took part in the reception of Secretary Lane, and who furnished automobiles for the Powell Butte trip, were: J. W. Brewer,

president; W. S. Rodman, vice-president; J. F. Hosch, Mayor of Redmond; H. H. Palmer, editor Redmond Spokesman; W. C. Walker, editor Oregon Hub; D. Malarkey, editor Redmond Enterprise; M. A. Lynch, J. R. Roberts, William Phoenix, John J. Johnson, G. E. Dobson, Z. Tallaferro, G. W. Wells and Frank McCaffery.

Accompanying the excursion from Madras to Redmond and back were the following members of the Madras Commercial Club, several of them farmers, who told Secretary Lane of their problems first-hand: H. F. Dietzel, president; C. A. Roasch, vice-president; Lewis Irving, secretary; O. A. Pearce, A. W. Culp, Rev. B. L. Hicks, A. D. Anderson, N. P. Paulson, John Robertson, Charles McCall, William Barber, E. L. Milner.

### OFFICIALS OF N. P. ROAD WILL ARRIVE HERE FRIDAY

W. S. Rodman, vice-president of the Redmond Commercial Club, received a wire yesterday stating that a large party of subordinate N. P. Officials would arrive here tomorrow on their way to Bend. The wire said that, as the party was coming in on the regular Oregon Trunk morning train, in order to cover this section it would be necessary for the Commercial Club here to meet the officials at the train and if autos could be provided the railroad men would go over this section, and later go on to Bend. Mr. Rodman wired back that the Commercial Club here would be pleased to meet the officials and convey them over this section and later take them to Bend.

### DESERT LAND BOARD ON A TOUR OF INSPECTION

The following members of the Desert Land Board, Secretary of State Ben Olcott, State Treasurer Thomas Kay and Assistant Secretary of the Land Board W. Van Winkle, arrived here Monday for an inspection trip of the irrigation projects in Central Oregon. Monday they visited the Central Oregon Irrigation Company's Project. Tuesday they expected to visit the Tumalo Project, and from there they go to La Pine to inspect the Deschutes Project. Summer and Abert Lakes (where the salt properties of the state are located) will also be visited on the trip. The trip will be continued from there to the Paisley Project, and the party expect to get through the inspection in time to reach Klamath Falls to attend the last day's meeting of the Central Oregon Development League, which is in session there this week.

A classified advertisement is a tireless work hunter, and seldom falls.

## TWO CLASSES

THE WORLD HAS ALWAYS BEEN DIVIDED INTO TWO CLASSES—THOSE WHO HAVE SAVED—THOSE WHO HAVE SPENT. THE THRIFTY AND THE EXTRAVAGANT. IT IS THOSE WHO HAVE SAVED WHO HAVE BUILT THE HOUSES, THE MILLS, THE RAILROADS, THE SHIPS, THE SCHOOLS AND CHURCHES AND ALL OTHER GREAT WORKS WHICH STAND FOR MAN'S ADVANCEMENT AND HAPPINESS. THE SPENDERS ARE THE SLAVES TO THE SAVERS. IT IS THE LAW OF NATURE. WE WANT YOU TO BE A SAVER—TO OPEN AN ACCOUNT IN OUR SAVINGS DEPARTMENT AND BE INDEPENDENT. ONE DOLLAR WILL START AN ACCOUNT. WHY NOT BEGIN TODAY? PUT YOUR MONEY WHERE IT WILL BE SAFE AND DRAW INTEREST WHILE YOU SLEEP. ENROLL YOUR NAME WITH THE THRIFTY CLASS, WITH THE SAVERS. DO IT TODAY.

## Redmond Bank of Commerce

REDMOND, OREGON

## GOOD ROADS MEAN MUCH TO CROOK CO.

THE PROPOSED HIGHWAY WILL BRING STREAM OF GOLD FROM TOURIST TRAVEL—EVERY EFFORT SHOULD BE PUT FORTH FOR BETTER ROADS

While here last week, Col. Charles Thatcher in his speech forcibly urged upon the Redmond people present and all inhabitants of Crook county the necessity and advantage of good roads in the county, and pointed out the prosperity that would result to this section of the state with the completion of the national highways. He said:

"The Crater Lake National Park, combined with Oregon's rare wealth of scenery, is sure to attract the tourists of the world and nation. The Washington National Highway from New York via Chicago, Omaha, Boise and Columbia river to Portland will be the most important highway from the Atlantic to the Pacific.

"There will be three eastern divisions of the Washington National Highway. The north course from Chicago via Cleveland, Buffalo and Albany to Boston. The middle route from Chicago via Fort Wayne, Akron, Youngstown, Scranton and Jersey City to New York. The south route will go via Harrisburg, Gettys-

burg battlefield, Baltimore, Washington and to Mount Vernon, Washington's home. An important western division will go over the Cody road in Wyoming to Yellowstone Park and Crater Lake National Park to Klamath Falls. In the Falls City there will be a junction of the two great national highways.

"One division of the Washington Highway will cross the state from Boise via Vale, Harney, Prineville, Redmond and Eugene to Portland and Seattle. The all-year-round route will go from Boise via Pendleton and the Columbia river to Portland. This will be the only National Highway to the Pacific passing through the mountains at water grade. Portland, because of its superior Pacific location, is destined to become the greatest Pacific coast commercial center. The rare and delightful scenery of the Northwest, which outstrips in beauty the Switzerland Alps, is the magnet which is sure to draw a stream of tourist travel worth millions when it becomes known that improved roads exist, marked plain with directions to guide the traveler. Rich travelers are sure to recognize the remarkable opportunities existing in Oregon for investments, bringing fabulous returns. With a stream of capital flowing in this direction, created by the magic wand of good roads, the development of this wonderland commonwealth will go forward by leaps and bounds. The land of Oregon will blossom as the Roses of Sharon and the lillies of the valley, as well as flow a stream of milk and honey. Two blades of grass will grow where one grew before. A wilderness will be transformed into a veritable paradise.

"Crook county cannot afford to lose the flood of prosperity being attracted toward the State of Oregon by the advent of the national highways. So quick action is necessary in the creation of permanent highways from border to border of the

county. A bond issue is the logical solution of the problem. Why? Because under this plan corporations, city and new citizens attracted by these superb roadways will bear the largest share of the burden of construction. And the present farmer population will reap a large share of the harvest at small cost. By this method it costs less to build these roads than to do without them. This becomes clear to all active investigators. I predict the dawn of a new epoch making period for this country. The sun of progress is rising, bathing the land with its golden rays, incubating happiness and prosperity. A new race will rise to bless all who fight for the emancipation of the citizenship from the bondage of bad roads. An inheritance amounting to many millions is the prize to be won by victory over the reign of this thieving, heartless moloch—bad roads. Declare war against this uncivilized enemy at once, place your banner on the side of right, which is might, and great rejoicing will follow as well as peace and good will to all men. The course of the Lincoln and Washington National Highways have been chosen only after years of accumulation of engineering data favorable to these routes. Constantly talk and fight for good roads and national highways and these sweetly cherished dreams are sure to materialize. In truth, in some sections, they are already materializing. And they point toward the great State of Oregon with beckoning hands."

Fond Mamma—Here's a photo of my little boy when he was a baby, and I want you to make one of him as he is now.

Photographer—But haven't you brought him with you?

Fond Mamma—No, I thought you could make an enlargement from this.

The Spokesman for good printing

## Advertising and Salesmanship

A good salesman should know the goods he has to sell, know the objections to them, and know how they compare with competitive goods as to quality and price. He must know the most effective ways to present the goods to the customer, and know how to finally make the sale. Every sale is the product of real salesmanship where the demand is not already created. But if a customer went into a grocery store and said to a clerk, "Give me a dollar's worth of sugar," the customer taking the sugar and the clerk taking the dollar, the clerk here manifested none of the qualities of real salesmanship.

The real salesman is the one who attracts the attention of the customer to goods for sale, creates in the mind of the customer an interest in the goods, then creates in the customer a desire to own the goods, and finally creates in the customer a determination to have the goods—and a sale results. That's salesmanship. Good salesmen are trained salesmen filled with enthusiasm. Every salesman should be a student of human nature, know the customer, know the customer's needs, and be guided accordingly. It is never good salesmanship to sell a customer something he does not want.

The trouble with business is it is overloaded with poor salesmanship. Does someone say there is nothing the matter with business? Let's see. Isn't there something the matter with business when Dun's and Bradstreet's statistics show that 95 per cent of the business men fail? It is very evident there is something the matter with business. In 1907, 84 per cent of failures were among non-advertising merchants.

Advertising, or salesmanship on paper, is the most viciously abused and neglected department of business. There is too much poor advertising. Sales always follow good advertising. Good advertising and good salesmanship go hand in hand and should be guided by the same fundamental principles.

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

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