

The Redmond Spokesman

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SECRETARY OF C. O. D. LEAGUE PLANS FOR EFFECTIVE WORK

J. W. BREWER, RECENTLY ELECTED SECRETARY OF CENTRAL OREGON DEVELOPMENT LEAGUE, GETTING AFFAIRS OF HIS OFFICE IN CONDITION TO LAUNCH AN EFFECTIVE CAMPAIGN OF PUBLICITY FOR THE WHOLE OF CENTRAL OREGON—COUNTIES OF CROOK, LAKE, HARNEY AND KLAMATH INTERESTED IN THE MOVEMENT

J. W. Brewer of this city, the newly elected secretary of the Central Oregon Development League, is laying plans for an active campaign of publicity for Central Oregon during his term of office. The league is composed of the counties of Crook, Lake, Harney and Klamath, and each county court has agreed to appropriate a sufficient sum of money to be expended in properly advertising Central Oregon to the outside world. Mr. Brewer, who is in close touch with conditions in these four counties, is now busy working out plans for a publicity campaign that will bring results and be of much benefit to this section of the state. It is the intention to place reliable information concerning Central Oregon in the hands of intending newcomers so that when they arrive here they will know just what to expect. Since the excursion of the Northern Pacific immigration officials into this county much has been learned by them regarding conditions here

and they will work in conjunction with the Central Oregon Development League, through Mr. Brewer, in locating a good, substantial class of agriculturalists in this part of the state. The railroad people have seen the poor policy of sending any kind of a person into this new country on their land seekers' excursions. What they intend to do in the future will be to carefully scrutinize all intending settlers in Central Oregon as to their means, capability, etc., in order to determine whether they will make desirable settlers, and locate them in the right section. And right here is where the league will be of much help to the railroad people, for Mr. Brewer states it is his intention to gather reliable statistics of different sections in the four counties and have it in shape for use by the immigration officials and others. With a man of Mr. Brewer's executive ability as secretary of the league a large amount of good will be accomplished for the organization and the whole of Central Oregon.

REDMOND BUYER TELLS ABOUT THIS SECTION

Miss Myrtle Butler, buyer for Lynch & Roberts of this city, while in Portland last week during "Buyers' Excursion Week," had the following interview in the Portland Oregonian of the third: "Miss M. Butler, buyer for Lynch & Roberts' department store, of Redmond, also made her fall trip earlier in the season, but returned for the buyers' excursion week. "As the interior country builds up more and more," she said, "there will be a larger and larger army of buyers coming into Portland each season, and the institution of the buyers' excursion is hailed with delight by them. The completeness of the stocks carried here and the item of traveling expense, short shipping distance and such details will make more and more buyers come to Portland each year, instead of taking the long trip to the cities of the East."

HIS APPLE TREES LOADED WITH FRUIT THIS YEAR

George F. Euston, who has a nice 40-acre farm one mile south of this city, was in town last Saturday and stated that his fruit trees were loaded down this year with fruit. He has three crab apple trees that will bear heavily. From four 6-year-old Yellow Transparent apple trees he took off six and a half boxes of apples, some of them weighing three-quarters of a pound each. He has an acre of orchard and all of his trees are in prime condition.

A COLORADO VERDICT

Some years ago in a Western mining town a man was found dead in his hotel room, hanged to a bedpost by its suspenders. The jury of miners brought in the following verdict at the coroner's inquest: "Deceased came to his death by coming home full and mistaking himself for his pants."

BUTTER MADE HERE IS BEST

Redmond Creamery Now Turning Out a High Grade of Butter

PLANT HAS BEEN PUT IN FINE CONDITION

Manager Merrick, Since Taking Charge of Business, Has Made a Reputation for Redmond Creamery Product

Since the incorporation of the Redmond Creamery into a co-operative concern, and securing C. E. Merrick as manager of the plant, numerous changes for the better have been made, and the butter manufactured by the company has gained a wide reputation for excellence all over this part of the state and in the Portland markets.

Between 1,700 and 1,800 pounds of butter are made weekly at present and all of it meets with a ready sale. Since the co-operation of the concern and the running of the plant under the present management it has been noticeable that all customers that buy once become steady customers and increase their orders. As the reputation of the butter extends, new customers are added to the list, and it is predicted by those in a position to know that it will not be long before the Redmond Creamery butter will have a state wide reputation and the manufacturing facilities of the plant will have to be enlarged to take care of the increased output demanded by customers.

There are now about 90 patrons delivering cream to the plant. These patrons cover a large territory, some of them coming from as far away as Alfalfa, east of Bend. As the concern is conducted on the co-operative plan, it has been demonstrated to the patrons that it is to their benefit to bring in nothing but the best of cream, for the success of the creamery in putting out a superior article of goods means success for

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Real Estate Loans

THE REDMOND BANK OF COMMERCE is prepared to make the best terms on long time REAL ESTATE LOANS that have been made in this territory.

This bank has gone to much expense to interest capital in the Central Oregon District and feel very much gratified at the results obtained.

Through our efforts the rate of interest that formerly maintained here has been materially reduced and the true value of lands made known to those who have money to invest in mortgages.

Before negotiating a loan it would be well to call and talk the matter over with the officers of this bank.

Interest paid on Time Deposits. The best Fire Insurance Companies. Safety Deposit Boxes.

Redmond Bank of Commerce

REDMOND, OREGON

WHO PAYS FOR THE ADS?

It is common to hear a non-advertising merchant say that he doesn't believe in advertising, but gives the customer the benefit of the money he saves by not advertising. Let us examine this statement and see how much truth it contains. Judicious advertising sells more goods for the merchant, turns his stock quicker and makes it possible, by increasing the volume of business, to buy in bigger quantities and obtain a bigger discount. Increasing the volume of business decreases the selling cost. A merchant will sell cheaper, if possible, because he will thus gain customers from his competitors, and also increase the demand, as lowering the price of an article places it within the reach of a larger per cent of the people and is thus a stimulant to trade.

The price of a commodity is lowered and the quality is bettered through the medium of advertising. Take the automobile as an illustration. Advertising has made the automobile business. It overcame the prejudice that existed against the machine and created a demand that enabled the factories to increase the output and cut the selling price to less than 50 per cent of what it was a few years ago.

It is readily seen that the consumer does not pay for advertising, as the advertiser sells cheaper than the non-advertiser.

If the consumer does not pay for the advertising, who does pay? It cannot be the advertiser as advertising increases his sales, decreases his selling cost and increases his profits. The advertiser does not pay because advertising pays him.

Then who pays for the advertising? The non-advertiser pays for the advertising done by his advertising competitor. All business that he loses to his advertising competitor is part of the price he pays. The non-advertiser and the poor advertiser, each in proportion, pay for the ads of the good advertiser.

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

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LYNCH & ROBERTS' FALL OPENING TOMORROW

LEADING FIRM OF CITY HAS ANNUAL EVENT

Largest Store in Central Oregon Invites All to Come and See Goods

Lynch & Roberts, department store proprietors of this city, who conduct the largest store in Central Oregon, will have their fall opening of millinery, ready-made ladies' coats and suits, corsets and underwear tomorrow, Friday, the 12th. There will be music at the store in the afternoon from 2 to 5 o'clock.

The openings of the above firm—spring, summer, fall and winter—are always looked forward to with anticipation and pleasure by the buyers of this section of the county. Lynch & Roberts have, by being live wire merchants and letting the people know what they have for sale, built up a magnificent business in Redmond from a small beginning. The fame of this firm is not confined to Redmond alone; they draw trade from many miles in all directions from here and are continually extending their territory. No spiders spin their webs over the doors of this firm, for their continual campaign of newspaper publicity keeps the doors of their store on the constant swing.

If you want to see some of the latest things in millinery, etc., attend the opening tomorrow and you will be well entertained.

If you want to keep posted take The Spokesman—\$1.50 a year.

DID GOOD WORK FOR CLUB WHILE PRESIDENT

RETIRED PRESIDENT OF COMMERCIAL CLUB A HUSTLER

J. W. Brewer Was a Live Wire in Boosting for Redmond and This Section

In the retirement of J. W. Brewer from the presidency of the Redmond Commercial Club that organization loses the best executive officer it ever had. Mr. Brewer's resignation as president of the club was owing to his having been elected secretary of the Central Oregon Development League, a position which precluded him from acting as president of the club.

During his incumbency as president of the club Mr. Brewer has been an earnest, faithful and efficient worker for the objects for which the club was established—the upbuilding of Redmond and the surrounding country. He has been a live wire. He has brought attention to Redmond and the Redmond district from all parts of the state. He has given his time and money to further the interests of the club and what it stands for, and he has seen success crown most of his efforts in the work he had laid out for accomplishment.

It is such men as J. W. Brewer, men who are not all self, but who work for the interest of the community in which they live, that build up cities and countries and whose names live after they are gone from their chosen work. A commercial club to be a success must have a good, able

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FINANCIAL INSTITUTION HELPING THE FARMERS

WORKING FOR BEST INTERESTS OF THIS SECTION

Redmond Bank of Commerce Gives Assistance to Farmers and Others Needing Same

One of the strongest and best known financial institutions of Central Oregon is the Redmond Bank of Commerce. It has become known as the "Bank of the People," for it was the first bank in Central Oregon to interest itself in the welfare of the farmers and newcomers and make it possible for them to get money for the purchase of stock to engage in the dairying business in this section.

It has always been the policy of the bank to do all in its power, consistent with sound banking methods, to boost and help this section of the state, and Redmond in particular. This institution realizes that the settling up and prosperity of this section means more prosperity and business for the bank. They believe in building up, and not tearing down—not wanting everything in sight—and by working along these lines the Redmond Bank of Commerce has gained the confidence of the majority of the people in Redmond and this section.

The bank is now offering money for loans to farmers to buy cattle and sheep with, and for long time loans on real estate. The management of the institution is trying to get 7 per cent money for real estate loans for 10 to 20 years, and they state they expect to be able to make

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RAILROAD IS BUYING VEGETABLES FROM US

S. P. & S. R. R. BUYS FOR THEIR DINERS AND CAMPS

Redmond Union Warehouse Company Has Filled Several Orders for Above Road

It will probably be an interesting piece of news to some of the farmers and others in the Redmond district to learn that the S. P. & S. R. R. and the Oregon Trunk R. R. are buying farm produce from this section for consumption on their dining cars, hotels and at different camps. But such is the fact.

Manager C. H. Miller of the Redmond Union Warehouse Company informs The Spokesman that his company has been shipping out all kinds of vegetables to the above roads the past few weeks. Last week the company sent out a shipment of potatoes, cabbage, onions, beets, carrots and rutabagas to different places in Washington and Oregon for the above two roads. The first shipment of vegetables, etc., was a very small order—a trial order—but the products gave such satisfaction that the orders have been constantly increasing in size, and the one sent out last week was a good sized one.

Mr. Miller says if the farmers in this section will co-operate with the Warehouse Company in the matter of furnishing products for shipments he is sure at least \$200 of farm products could be shipped weekly from here. He also pointed out that the railroad companies could get plenty of all kinds of garden pro-

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