

The Redmond Spokesman

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PATRONIZE HOME INDUSTRIES AND HOME MERCHANTS. EVERY DOLLAR SENT AWAY TO MAIL ORDER HOUSES NEVER COMES BACK AND IS LOST TO US FOREVER. BE LOYAL TO YOUR COMMUNITY AND YOUR TOWN BY TRYING TO BUILD IT UP.

DUTY YOU OWE YOUR TOWN

Duty is a power that rises with us in the morning and goes to rest with us at night. It is coextensive with the action of our intelligence. It is the shadow which cleaves to us, go where we will.

Let us do our duty in our shop or kitchen, in the market, the street, the office, the farm, the school, the home, just as faithfully as if we stood in the front ranks of some great battle and knew that victory for mankind depended upon our bravery, strength and skill.

When we do that the very humblest of us will be serving in that great army which achieves the welfare of the world.

It should be the slogan of every rural customer never to send away for goods that he can just as well buy at home. Every time you send a dollar to a mail order house that dollar, as far as you and your community are concerned, is practically out of circulation.

Your own home merchant is the one who helps you keep up your schools, your churches and your town. He is the one who deserves your trade and not some catalogue house in Chicago or elsewhere.

When you have nothing to give in exchange, to whom do you go for accommodations until some uncertain time when you can pay?

Do you not always find your home merchant ready and willing to let his goods go on promises, not guaranteed notes, but verbal promises, trusting to your honesty and good luck in meeting the obligation later?

How many farms have been paid for by your merchants advancing both the goods necessary to keep life in the body and cash to meet that dreaded interest on the mortgage?

Under the same conditions would the farmer trust the merchant for months and months with the produce of his farm, or would he ask for cash or its equivalent upon delivery of the goods?

We know that the average consumer does not feel that his local merchant is a robber or a cheat; but, like all humankind, the catalogues and prices of mail order houses appeal to him, and he forwards his order and cash without considering the injustice he is doing himself, his merchant and his home town.

The catalogues of the mail order houses are illuminated with pictures to catch the eye of the unwary. They range in complexion from a brunette banana to a blond canary bird. They offer to sell you anything from a philosopher's stone to a cypress shingle sawed out of a sunbeam.

It seems unbelievable, but it is nevertheless a fact, showing the entire lack of any sense of justice, that many people regard their local stores as merely institutions of accommodation. When these people have cash to spend it goes to the faraway mail order houses, but when times are dull, when they are sick or out of work or during the season when farmers are not turning their produce into cash, what do they do? Do they write to the catalogue house and ask for credit?

If they did do you think they would get it? Not on your life! Those concerns must have cash, must have it in advance, must have it even before you see the goods you buy. The consumer sends his money and then sits down and waits until the mail order house gets good and ready to fill his order.

But when home people want credit or favors of any kind they hustle off to their home merchant, very obligingly order what they want and tell him to charge it, expecting him to wait at least from one to six months for his pay.

In buying from your home merchants you deal with neighbors. Buy with goods before you. Pay when you get the goods if you so elect. Have goods delivered free. Return goods if not satisfactory. Build up your home store.

Help build up your own home town and make of yourself a man worthy of your day and time. Every man should take pride in being a good American citizen, and we believe most men do and that most men are, or at least desire to be, but what kind of citizen is the man who supports an octopus? Should he not be placed in a class with the man that knocks his own business? That sort of man is invariably neither a good neighbor nor a good citizen.

EDITOR FRANK DAVEY'S GOOD SUGGESTION

Editor Frank Davey of the Harney County News, has repeatedly called the attention of newspaper men to the manner in which they are worked by expositions, educational institutions, manufacturing firms and others for free advertising. He again calls attention to the matter in a recent issue.

"The warning should be heeded and the whole lot of free stuff sent to the waste basket as soon as received. It is a pretty safe bet that when some fellow down east opens his heart and offers to give you something for nothing that he has an axe to grind. He is not working for nothing, and the fellow who is paying him is not doing so for your benefit, but for his own. We see daily in our exchanges column after column of free advertising, faintly disguised as 'news,' but news the persons sending it should pay for having printed. These 'news' stories are artfully written, and the very best kind of an advertisement, too, for it is free from the earmarks thereof. One of the worst kinds of this stuff is the syndicate editorial. In the case of this stuff the editor is worked to a hard boiled finish, for some syndicate back east not only gets its stuff, calculated to influence public opinion, printed free, but gets it printed as the editorial opinion of the paper or editor using it. It, in a way, makes the paper indorse what it does not believe, and so the eastern syndicate has its 'news' printed free as the personal opinion of the local editor. The editor from pure laziness allows his paper to be used not only to his own injury but to that of his readers. He allows some easterner

to take charge of his editorial page, make the paper's policies politically, and practically own the paper without the outlay of a cent.

"The country press is the bulwark of the people, and if it is captured by the syndicate as it is already in some cases, it will be a calamity to the nation.

"We enjoy reading the editorial pages of our contemporaries. Neither theirs nor ours are perhaps always the best, but they are honest expressions of opinion and deserving of respect as such, whether we agree with the ideas advanced or not. It is not the province nor desire of editors to do other people's thinking, but to express their own opinions on live topics, and set their readers to thinking. From the very nature of things the editor cannot argue all subjects to a finish. All he can do is to call attention to them and cause his readers to think the matter out, and if interested, seek other and fuller sources of information.

"There are editorials furnished by special writers that do not come under this head, and these, the papers using them, have to pay for. They are written by specialists and are no doubt generally better than the most of us could write.

"A few of our exchanges use whole pages of editorial matter furnished them by syndicates, and while these are supposed to be pure and simple editorial matter, a close examination of them will disclose a nigger of comfortable size hidden away in their well rounded sentences. In some respects this is a meaner swindle than the plain, free syndicate stuff, for the editor is made to pay for letting the other fellow use his columns for his own purposes.

"As we have said, editors do not try to do the thinking for everybody, though often accused of doing so. We do not expect all of our readers to agree with all the ideas advanced by us, but if we can stir them to thinking on the subject whatever it may be, even to the point of disagreeing with our opinions, we have done all we expected."

The Bend Common Council has had all its ordinances and the City Charter printed in book form. That is a move in the right direction, and something that every incorporated city should do. Bend had 49 ordinances, which made 60 pages of the book. Redmond has passed in the neighborhood of 40 ordinances, and these should be printed in book form so the councilmen and others could get an intelligent idea of what the city laws are. As it is now no one seems to know just what the ordinances are, with the exception, possibly, of the City Recorder, and the only way is to hunt through the ordinance book, a slow and tedious operation. The city charter, of which there are only one or two copies in book form in existence, should be printed along with the ordinances, and both combined in one book, intelligently indexed. These books could be sold to anyone desiring same, for a nominal sum, and would put the citizens conversant with the laws of the city.

The Federal Forest Service did good work in Oregon in 1913. Only \$3067 was the total loss of timber from fires in the state last year. The greatest number of fires were of incendiary origin and occurred in Central and Southern Oregon. In the Deschutes and Paulina forests alone, during the summer and fall, four or five individuals are known by the forest service officials to have started 90 blazes, all of which, with the exception of one, were checked in their incipency.

This section of Oregon is getting returns on the ground hog. On February 2, "Ground Hog Day," the hog saw his shadow here and went back into his hole to stay during the cold weather that is predicted to follow a sunshiny February 2—and Mr. Hog's predictions so far are coming true, for since February 2 the weather in this section has been the coldest of the winter.

Hood River county recently had a recall election and ousted the County Court. Now another recall is to be started because the new County Court discharged a road supervisor. Hood River seems to be working the recall as hard as Seattle.

Already there are 12 aspirants in the field for Governor and this number may be increased by four more before the time for filing declarations closes. Six of the 12 candidates reside in Portland.

Some people as soon as they see another person evidently prospering to some extent, begin to "knock" that person or his business. Pretty low down work, that.

ADVERTISER SELLS CHEAPER

The far sighted merchant is not so much concerned in getting big profits on individual sales as in getting a big volume of business at a reasonable net profit. He realizes that if he is to reach out and get and hold business he must get the volume of business so he can sell on a smaller margin.

The larger the volume of business the more the selling cost is reduced, because every concern could do far more business than they do with the same selling force. Salesmen's salaries and other expenses do not materially increase as the sales increase. It is really astonishing to know how the selling cost diminishes as the sales increase. One business man who had watched the effect of his advertising upon his business for a number of years said his advertising increased the sales to such an extent his selling cost was reduced to one-fourth of what it was before, and after adding the cost of advertising his selling cost was still less than one-half the previous selling cost. This is the experience of every merchant who has advertised his business as it should be advertised.

The merchant who increases his sales and the volume of his business buys more goods and in bigger quantities than the smaller merchant and thus gets a bigger discount. The producer can manufacture cheaper if he manufactures in bigger quantities. He is thus naturally going to give a better discount to the bigger merchant who buys in bigger quantities, thus enabling the manufacturer to manufacture in bigger quantities.

Now doesn't it stand to reason that the man who through judicious advertising sells more goods, buys his goods at a bigger discount, and reduces his selling cost one-half could sell cheaper than the man who never advertises. He can and he does.

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

R. C. Immele

Dealer in

Building Material

OF ALL KINDS

Lumber Brick
Shingles Lime
Lath Cement

Roofing and Building Paper
Door and Window Screens
Sash, Doors

GIVE US A CALL PRICES RIGHT

Mothers Say That

Snowflake Flour

Is the BEST on the Market

FOR SALE BY ALL GROCERS



A. G. ALLINGHAM

Wines and Liquors
Imported and
Domestic Cigars

Nothing but the BEST is served at our place

Redmond, - Oregon

Eats

When you want the BEST MEAL IN REDMOND for the MONEY, you can get it by calling on W. E. YOUNG, the well known veteran restaurant man at the

Redmond Grill

Open Day and Night

Anderson Bros.' Saw Mill

MANUFACTURERS OF ROUGH AND DRESSED PINE LUMBER. OUR MILL IS THE NEAREST POINT THAT YOU CAN GET HIGH-GRADE LUMBER. OUR PRICES ARE RIGHT.

4 1/2 Miles Southwest of Laidlaw.