

# The Redmond Spokesman

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By the REDMOND SPOKESMAN PUBLISHING COMPANY

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## "ADVERTISING DOESN'T PAY"

The Spokesman has been told time and time again by some people in business here that "advertising doesn't pay." The following story taken from the Hillsboro Independent of last week, cuts close to the line and may bring some new ideas to the minds of those who claim that "advertising doesn't pay":

"Here is a little talk on a subject of importance to the Independent, and of equal importance to Hillsboro business men. They don't agree with us, of course, although for several years we have attempted to convince them. We have had the selfish motive of wishing to do a little more business ourselves, but mixed with the urging was the unselfish motive, if you will, of showing the business men how they could do more business themselves.

"But, mind you, our urging was not based on original ideas, for we don't for a minute claim to know more about a man's business than he does himself. We have merely suggested a few ideas that have proven successful elsewhere that we have stolen bodily. But apparently Hillsboro doesn't want to be a receiver of stolen goods, even if the goods are of superior quality.

"A Hillsboro business man told the Independent man the other day that advertising doesn't pay. He forgot to add that failing to advertise doesn't pay, either.

"In last week's Independent out of town institutions were the heaviest advertisers. The Foster-Milburn Co. occupied an entire half page to tell Independent readers what it has to sell. The United Drug company used another half page, and there were others.

"Now it is funny how these two big institutions and the smaller ones who used less space, picked out this little Oregon paper as an object of charity, for that is the light in which many merchants regard advertising. But don't believe for a moment that charity had anything to do with it. United Drug and Foster-Milburn and Royal Baking Powder and all the rest know they will get their money back with a big interest. And they do, or they would stop advertising and try another plan mighty quick.

"They have been following the good old plan for many years of buying newspaper space, and in spite of the Hillsboro idea that it doesn't pay they are declaring dividends regularly, and therefore will likely continue investing their money in the losing game.

"The big department stores in Portland are not exactly bankrupt because they buy pages in the Portland dailies. Of course when we make this suggestion we are told that is different; advertising in a city daily is quite another matter.

"But is it? That is the reason we mentioned last week's advertising in The Independent. The same advertisement appeared in the Portland dailies, but the sagacious advertisers recognized the value of the country weekly as well and went after all the business, country as well as city.

"Newspapers and merchants are merely a matter of proportion. The city merchant does a business of millions on an advertising investment of a few hundred thousands; the country merchant may do a business of thousands on an advertising investment of a few hundreds, if intelligently used.

"Merchants complain sometimes of dull business. They lay it to the competition of the near-by city store, mail order house, etc., but they never stop to think that with the city store spending thousands to let the people know that they have certain things to sell at a certain price, and with the carriers loaded down with catalogues and advertising matter of the mail order houses, the home merchant is usually overlooking the most effective means at his command to secure for himself his share of the business.

"Of course people buy of the mail order houses. They read an expensive page containing descriptions and prices that suggest buying to them. They read their local paper weekly, but find few suggestions from merchants in it.

"The Independent believes Hillsboro and Washington county people are not very different from those the world over. If home advertising brings business in other Oregon towns, it will bring business in Hillsboro. We all average up about the same, no matter where we live. If miles away they will buy as the result of inducement brought home to them by advertisers thousands of miles away they will buy as the result of inducements offered by a merchant a few miles or a block away.

"But he must drive home to them the fact that he has the article, and in spite of an ingrowing modesty we must confess our belief that the best way to drive home the fact is through the local newspaper. When you come to think about it, it is only common sense. People would rather buy of the man they are acquainted with, and where they have the opportunity to examine before buying. It was proven long ago that the local newspaper is read and preserved when its city contemporary is used to build the fire. Perhaps the local advertisements, few in number they contain, are not closely read, but perhaps that is because they do not contain the kick, and readers have got out of the habit.

"But add the kick. Keep the things the people want and quote the price, and the advertising reading habit will soon be fixed. And if reading advertisements makes business for the mail order man and big city merchant, why not for his brother in the small city?

"Every fellow defends his business when he is attacked. The Independent is in the advertising business and is giving its reasons for being in that business. It has something legitimate to sell. Foreign advertisers are now the largest patrons, but we would have home people get into the game. We know it will be a good thing for them if they get in right, and incidentally it will make things better for us."

Newspaper editors of Eastern Oregon gathered at Pendleton last Saturday and organized an editorial association. An editor-

ial association of Central Oregon newspaper men was organized at Prineville about three years ago, but there was nothing done in the association after the first meeting. Editorial associations are a good thing for the printing business, and the Central Oregon organization should be resurrected and put on a good working basis.

## "BARGAIN DAYS"

At Woodburn, in the Willamette Valley, a regular "Bargain Day" is held each Saturday, and each merchant in town makes a special price on some article of goods he carries in stock. These bargains are advertised in four columns of the newspaper weekly, and the "Bargain Day" has become to be an established institution there, and proven successful from the start. Twenty-six Woodburn merchants are "Bargain Day" advertisers, and they say it has been a great help in their regular business.

Other towns all over the state are adopting these "Bargain Days" and making a winner of them, as they are great trade pullers from many miles in all directions from the place where the days are advertised.

## WATER UNDER METER SYSTEM

Some of the city water consumers who have been using water under the meter system installed throughout the city the first of the month, have found that the cost is going to be prohibitive at the present rate if they desire to water their gardens and lawns.

It is expected the council will take up the matter at an early date and try to adjust the rates so as to bring the consumption price within the means of those who desire to use large quantities of water.

The meter system will probably be tried out this month before any change in rates is made by the city.

The different railroads running to the coast, the O.W. R. & N., Oregon Trunk, S. P. & S., Northern Pacific, Great Northern, Canadian Pacific and other lines, have cut out all their newspaper advertising. This was done the first of March, and any time you see a railroad ad printed in a paper now you may depend upon it that it is "dead." Not even the Portland papers carry any railroad ads now. The railroads did not stop advertising because they did not think it paid, but because their advertising appropriation was cut down for the time being, so as to have more to expend in 1915, when the San Francisco Fair is on.

The Daily Capital Journal of Salem has increased its plant by the addition of a new perfecting press that prints from rolls of paper, adding another linotype to their battery, and putting in other material necessary for the publication of an up-to-date evening paper. A full press report is taken, and the paper improved in all departments since the first of the month, when Charles H. Fisher, formerly editor and publisher of the Eugene Guard, bought into the paper and took editorial charge. The Journal is now the equal of any evening paper in the state.

A high-class ball team for Redmond would be a good asset for the city and it is hoped one can be organized here. There is plenty of good timber in the city now for a winning team and all that is needed is some support by the citizens.

The Prineville News is the name of the new paper at Prineville that made its appearance last week. The News bought the old plant of the Prineville Review. C. O. Pollard is the editor and proprietor of the new venture.

Probably the importation of millions of eggs from China in the past two months has something to do with the low price of hen fruit in this section at present—15 cents per dozen.

The Spokesman was informed a day or so ago that the net is being drawn tighter and tighter around the suspected firebug who set the Redmond Union Warehouse on fire a short time ago.

## MEETING TO BE HELD IN MADRAS APRIL 11 TO ORGANIZE FOR IRRIGATION WORK

A general meeting is planned to take place in Madras Saturday, April 11, at 10 a. m. The purpose of the meeting is to endeavor to organize a general organization covering all of the country north of Crooked river affected by the proposed irrigation of the Deschutes valley under the co-operative work now under way by the United States government and the State of Oregon.

There will be delegates from Opal City, Culver, Metolius, Lamonta and the Agency Plains, and speakers will be there to try and show how the co-operative work among the settlers and residents of this section may help along with the probable irrigation of this dry land section known as the North Deschutes valley.

## MANY ARTICLES OF MERCHANDISE NOW CARRIED BY PARCEL POST

(Continued from 1st page)

may quickly may be sent locally when sufficiently wrapped or when enclosed in containers, may be sent reasonable distances. This stuff will be shipped outside of mail bags.

Eggs packed in baskets may be mailed for local delivery. They will be accepted for indefinite distances when each egg is wrapped separately and they are packed in strong holders and marked "eggs." Eggs will also be carried outside of mail bags.

Manufacturers or dealers intending to transmit articles in considerable quantities must submit the specimen packages to the postmaster for approval as to the manner of packing.

## ICE IN ANY QUANTITY AT ALL TIMES

A. G. Allingham has purchased the cold storage plant here formerly owned by H. Kersten, and announces that he will have The Dalles pure artificial ice on hand at all times for sale in any quantity. 3814

Help! Help! Help! If you need help a Want Ad will get you the help you need.

## EIGHTH GRADE FINAL EXAMINATION

May 7 and 8, 1914.

Thursday—Physiology, Reading, Geography, History, and Civil Government.

Friday—Grammar, Writing, Spelling, Arithmetic, and Agriculture. Respectfully submitted, J. E. MYERS, County Supt.

3913 The Spokesman for good printing

# KODAKS

WE SELL THE CELEBRATED EASTMAN KODAKS—THE BEST KODAK MADE.

ALSO HAVE ALL KINDS OF PHOTO SUPPLIES.

IF INTERESTED, COME IN AND LET US SHOW YOU THESE GOODS.

## REDMOND PHARMACY

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.

# McSherry's Feed Store

REDMOND, OREGON

In Connection with Redmond Union Warehouse Company

# Eggs for Hatching

Ferris Strain S. C. White Leghorns.

Per setting of 15 eggs.....75c

Per hundred eggs.....\$1.50

O. K. Olson