

Suggestions From an Expert as to a Publicity Campaign.

BUSINESS MEN IN CHARGE.

First Important Duty is to Lay Plans For Securing a Larger Rural Population From Which to Draw Local Trade-Present Facts That Appeal.

More than a hundred cities and towns in the United States are now conducting successful advertising campaigns in their own behalf. Some Canadian cities also boom themselves by this direct method of publicity. In a recent paper read at a meeting of commercial clubs by Curtis L. Mosher, manager of the publicity bureau of St. Paul, some valuable suggestions were given. Mr. Mosher's remarks on municipal advertising are applicable to any town which desires to present its attractions to the outside public Among other things he says:

"No municipal advertising campaign can succeed until it has the united support of practical business men. Some body must be responsible for the collection of necessary funds, even though only a moderate and economical cam paign is decided upon. Some one must be responsible for the results. Otherwise the campaign will be only desultory and unsatisfactory. The best and most practical man the municipality can bring forward should be made chairman of the general committee In charge of the work or be officially designated by some similar arrangement as the manager and director in charge of the work.

"The best beginning that a municipality can make in considering an advertising campaign is to look well to its appearance, attractiveness and local ements."

Mr. Mosher dwells upon the importance of clean and well lighted streets, good sidewalks, the removal of dilapidated buildings along business streets, a first class hotel, a public library, attractive approaches to the rallway station, rest rooms for women and public drinking fountains.

"As no town or city," continues Mr. Mosher, "can grow faster than the business from its local and tributary population permits, the first important duty of local business men is to consider the possibility of securing a larger rural population on which to draw for increased business. To get this population and to build up the agricultural resources of the tributary territory is one of the important ends to be sought in the local advertising campaign

"The merchants with country trade should get lists of friends of their customers living in distant states and send them a letter framed up something like this: 'Mr. ---, who is a prosperous farmer llving - miles from this town, is successfully farming ---- acres and this year raised such and such crops, clearing such and such profits. He has given me your name, and 1 am writing you to tell you of the spiendid agricultural resources of this section and the excellent opportunities near this town and adjacent to the farm operated by your friend, which you millionaires going into the business may perhaps wish to utilize.' Make the don't always strike Standard oil.

THE SIMPLE LIFE. The simple life I love to sing Because it's mosteril With bleading lumins and mooing cown And harnyard jing-a-ling. We wear a bright red sunbonnet And locaely fitting priots; We never dress for minnets Nor put on beauty tints.

We have our cow and chickens, too, A hog, a mule, a churn; We never could refurn to you. In city heat to burn.

We've done for ayo with city strife. Give us our hops and chickens. We're badly stuck on simple life: For fun it beats the dickens. C. M. B.

THE WYANDOTTES:

.This breed was at first commonly called "American Sebrights," which was changed to "Wyandotte" after the Indians of that name. Historians have failed to trace the time and circumstances of its origin, but all claim it to be an American bird with Dark Brahma and Hamburg blood in its veins. Today the man who originates a breed erects a marble statue to himself li no one else will. The varietles are Silver, Golden, Sliver Penciled, Partridge, Columbian, Black, Buff and White,

STANDARD WEIGHTS. Cock

. 845 Hos. Hon 645 Ibs. . 715 Hos. Pullet 515 Ibs. Cockerel The White Dotte is the most popular and is a bird of beautiful curves. The original of this picture is a feathered aristocrat. How kingly! What vigor!

1909, made Homestead Entry No. 8409, for SWM section 25, township 15 south, range 14 east, W. M., has filed notice of intention to make final five-year proof to establish claim to the land above doscribed, before County Clork of Crook county, at his office, at Primeville, Oregon, on the 17th day of August, 1908. Claimant names as witnesses: Francis B. Payn Jacob A. Riggs, James Moffitt, G. W. Jones, all of Prineville, Or. 7.20 C. W. Moone, Register.

6-4p

Notice for Publication. = Department of the Interior. U.S. hand Office at The Dalles, Oregon June 24, 1-09.

Attention Homeseekers.

Notice for Publication.

Department of the Interior, United States Land Office at

Notice for Publication

U.S. Land Office at Tab Balles, Oregon, June 24, 106. Source 1, 106. George W. Bodison of Culver, Oregoid, wits, on Descemmber 29, lett, minde homestead application No. 11607. for NW, section 27, fournship 13 south, range 13 cast, W. M., has filed notice of intention to make final five-year proof to establish claim to the lind above described, before Warren Brown, county clork, at Prineville, Oregon, on the Jinh day of August, 1988. Claimant namos as witnesses: Walter R. Kable, Charies Thompson, Perry Read, Jesse L, Windom, all of Culver, Oregon, 7-2 C. W. Mooka, Register.

Notice for Publication. Department of the Interior. U. S. Land Office at The Dalles, Oc.

May 12, 1908.

Notice is hereby given that Mand Brown, of Prineville, Oregon, who, on April '7, 1908, made Timber Application, No. What a proud pedlgreed prince! Then 4604, for netgawij and nignela soc 20, 4604, for netgawij and nignela soc 20, tp 12 a. r 16 e. w m., has filed notice of intention to make final proof, to estab-lish claim to the band above described, before the county clerk at Prineville, Organism the Society of the society of the think of the big brown eggs from his harem and the fluffy, bright eyed chicks, instructed in wormology and scratching stunts by his snow white enckling queens! Then smack your lips Oregon, on the 29th day of July, 1908. Claimant names as witnesses: John as you smell the savory odor of a basted Wyandette! Round, yellow, velvety, B. Brewn, of Culver, Oregon, A. R. Eastwood and Dala Jones, both of Princeville, Oregon, and John W. Dee, smooth as silk, it is the unsurpass-ed epicurean bird. In Sining on Dottes of Grizaly, Oregon. 5-28 C. W. Moone, Register. hold yourself in check at least till the blessing is asked. In breeding avoid 5-28

single combs, or hybrids, by using Notice to Creditors Notice is hereby given by the under-signed, the executeix of the last will and For brassiness and cream in White estament of Charity Wilson, decensed, o all persons having claims against said deceased to present them with the proper vouchers to the undersigned at the office of M. R. Elliott in Princeville, Cleanliness is the keyhole to success in the poultry business, but some chicken raisers, like the man late home Oregon, within six months from the first publication of this notice. Dated this 28th day of May, 1908,

"Money makes the mare go," but It MARIA CRAIN, doesn't always make the hen lay. The Executrix of the last will and testaarity Wilson, des



Eber D. Mossie Notary Public Sisters, Orogon Real Estate, Brokerage and Insurance Choice Improved Irrigated Farms for Sale

letter strong and to the point. Set forth the kinds of soil and crops, the the situation.

farms for sale within easy reach of the city; also tracts of unimproved lands.

"If the business men of the town can ers the names of only five farmer friends or relatives in 'the old home districts,' it means 500 agriculturists upon whom direct advertising work ers added to the tributary rural population means \$100,000 a year added to the trade of the city or town. Such

postage stamps and a little effort." Mr. Mosher dwells at considerable length upon the desirability of keeping commercial clubs supplied with local data and information; of having county exhibits at the state fair; of securing state and district conventions; of having products marked "Made in ----.

"The most dangerous error commonly made in direct advertising for the city or town is to yield too far to the natural feeling of local pride and construct the advertisement or printed matter in such a way that as a matter of fact it is more energetic in praising and placing the city in an agreeable light than it is in presenting purely business facts and arguments that will appeal to a business man.

"Give all your forms of direct advertising a neat and substantial appearance. Decorative effects do not appeal to business men. By all means publish range so they cannot get on top of the cloth, as they may smother each other. pretentious. Fill it with facts and terse By this plan the old hen cannot trambusiness arguments and use all the II- ple them in the nest. lustrations you can. Edit it carefully to see that all its statements can be expect to hear that the American hen proved and that there is no waste of has invaded Panama, We are told words. It should answer the question, that the chickens on the isthmus are a 'Why, as a business man, investor, farmer or citizen in search of summer outing attractions or a suitable resi. eggs were 10 cents aplece they simdence or city, should I be interested ply sent an order north for an incuin --- ? This is the best guide to the proper construction of a booklet that can be given without extended com- tised is a sign of the interest manifest ment.'

Reward For Ten Words. offering a reward of \$100 to the Kan- theory. sas editor who will write the best ten words about Emporia. The winning words will be used as a city slogan of publicity.



If you knew it all, you would be drinking government cream on an exvalues of land, etc., so that the man periment station, while your typewriter who gets it will have a clear idea of would be working overtime on chicken reports from the cyclopedia.

Wyandottes use no-corn cream cure.

FEATHERS AND EGGSHELLS.

IDEAL HEAD FOR BREEDERS. [White Wyandotte from life.]

broad combed males.

from lodge, can't find it.

"Inclose with the letters lists of Continual feeding of one kind of grain often brings indigestion, loss of appetite and bowel troubles. If this is your feeding method and you are maksecure from a hundred farmer custom- ing a profit you deserve a monument The farmers are buying bone cutters, and the butchers have such a rush for bones that they are always engaged. Once more the American hen registers may be started. Each hundred farm- by knocking out Mr. Rags Bones and Gum Boots.

Have you reached the broller stage? Don't jump from the frying pan into work can be done at the cost of a few the broiler. Raising cockerels in zero weather to sell at Alaska prices isn't what it's cocked up to be. Beware of

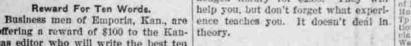
> a broiler explosion! Now that the hatching season is here get out your signs of the zodine so you get your hen set in the right sign. Better look for signs of lice and set your hens right and give them better atten-

tion. You'll get more chicks. It has often been asked why the New York poultrymen keep mostly White Leghorns, Simply because the New York epicures demand large white Bostonians possess a predileceggs. tion for brown eggs. Why? Oh, Browning, of course!

As the chicks dry off under the hen renove them in a soft lined basket to a chair beside the kitchen stove. Have a soft woolen cloth hanging down in the basket to warm their backs, but ar-When spring is in full bloom you may

sorry set. When a newly wedded couple, bound for the big ditch, found Forest Supervisor. bator and 100 Rock eggs. Good luck! The number of poultry books adver-

in the business. You can get a full fledged library for \$2.50. They will



C.M. Barnetz

Notice to Creditors.

Notice is hereby given by the under-signed, administrator of the estate of Commodore Carroll, deceased, to all persons having claims against the estate of Commodore Carroll, deceased, to present the same with proper vouchers to the undersigned at his office in Prine-ville. Or gon, within six months from the date of the first publication of this notice notice. Dated this 16th day of July, 1908, J. H. HANER, 7-16 8-13 Administrator.

lines, hay forks, hay carriers, pulleys, Notice for Publication Department of the Interior. machine oils and other haying supplies United States Land Office at

County

Reapers, Binders and Rakes

All kinds of wire cable, rope, guy

Sold Right

C. W. ELKINS

Prineville, Oregon

United States Land Office at The Dailes, Oregon, June 2, 1908.
Notice is hereby given that Grover C. Newman,
of Waitsburg, Walla Walla county, Wash., who on June 2, 1908, made Timber and Stone sworn statement, No. 4654, for SW4, NE4, NW4, SEM, and EM, SW4, Section 26, township 14 south, range 18 east, W. M., has filed notice of intention to make final proof to establish claim to the land above described, before Register and Receiver cribed, before Register and Receiver at The Dalles, Oregon, on the 17th day of August, 1908.

Claimant names as witnesses: Fred A. Rice, of Prineville, Oregon; Ezra J. Culp, Robert Brumb'ay, Forrest Carpenter, of Waltsburg, Washington, 6-4p C. W. MOORE, Register.

SALE OF TIMBER. Princville, Or-egon, June 10, 1998. Sealed bids marked outside "Bid Timber Sale apbide lication, June 16, 1908, Blue Mountain plication, June 16, 1903, Blue Mountains (West)" and addressed to A. S. Ireland, Prineville, Oregon, will be received up to and including July 18, 1908, for all the merchantable dead timber, stand-ing and down, and all the live timber marked for cutting by the Forest Offi-cers on a designated area of about 40 acres located in the elg ne% seld, elg seld ne%, seld ne%, sec 35, tp 17 s, r 20 e, w m, Blue Mountains (West) National Forest, Oregon; estimated to be 250,000 feet B. M. log scale, more or less, of living and dead ye low pine, and less, of living and dead ye low pine, and fir sawtimber. No bid for less than \$2.00 per thousand feet B. M. will be considered for living timber, nor less than \$1.00 per thousand feet B. M. for dead timber and a decent of \$50.00 dead timber, and a deposit of \$50.00 most be sent to H. B. Cramer, Fiscal Agent, Forest Service, Washington, D. C., and made payable to the TREAS URER OF UNITED STATES, for each bid submitted to the Supervisor. The right to reject any and all bids is conversed. Timber, near, wall delains reserved. Timber upon valid claims exempted from sale. For further information and regulations governing sales address the undersigned. A. S. Ireland,

Notice for Publication.

Department of the Interior, U.S. Land Office at The Dalles, Oregon June 30, 1808.

Les hareby given that June 20, 1505.
 Notice is hereby given that Levi knorr.
 of Lamonia, Oregon, who on July 1, 1003, made Homestead Entry No. 125% for NW15 are 15.
 Tp 10 s, r 14 e, W M, has filed notice of inten-tion to make final five-year proof, to establish chaim to the land five-year proof, to establish warren Brown, County Glerk, at Prineville, Oregon, on the left day of August 1905 Craiment mamor as witnesses: John S Walte, Oren Walte, Waltor Hefricht und Charles Faston, all of Lamonta, Oregon.
 7-9 C. W. Mooke, Register.

Notice for Publication.

Nonce for rubneation, Department of the Interior, U.S.Land Office al The Dalles, Oregon, June 23, 1985. Notice is hereby given that Lizzle M. Delano, Of Prineville, Oregon, who, on March 8, 1992, and the Homestead Entry No. 1696, for Kly SW4 of see 11 and N.S.NW14 see 14, tp. 33 s. r 15 e win, has filed notice of intention to make intal above described, before the County Clerk of Crook County, Oregon, at Prineville, Ore-gon, en the 18th day of August, 1992. Mones George M. Delano, Roy Start and John Ragilia, all of Prineville, Oregon. 72p C. W. Mooras, Register.

Seneral Blacksmithing HORSESHOEING, WOOD WORK, ETC., NEATLY AND PROMPTLY DONE WHEN IT IS DONE BY : : : Robert Moore Will Be Satisfaction PRINEVILLE, Notice for Publication. (Isolated Tract.) Public Land Sale. The Dalles, Oregon, Land Office, June 20, 1908. Notice is hereby given that, as directed by the Commissioner of the General Land Office, under provigions of Act of Congress approved June 27, 1906, Public-No. 303, we will offer at public sale, to the highest bidder at 10 o'c' ock a.m., on the 6th day of August. 6-18 54

(Isolated Tract.) Public Land Sale. The Dalles, Oregon, Land Office, June 20, 1908. Notice is hereby given that, as directed by the Commissioner of the General Land Office, under provisions of Act of Congress approved June 27, 1906. Public—No. 303, we will offer at public sale, to the highest bidder at 10 o'c'ock a. m., on the 6th day of August, 1008 next, at this office, the following tract of land, towit: SEK SEK, Sec. 26; Tp. 14 S., R. 16 E., W. M. Any persons claiming adversely the above-described lands are advised to file their claims, or objections, on or

6-25

this notie

Any persons claiming adversely the above described lands are advised to file their claims, or objections, on or before the day above designated for sale.

Notice to Creditors.

Notice is hereby given by the un-

C. W. MOORF, Register, LOUIS II. Anneson, Receiver

OREGON.

R. E. Jones, Mrs. N. C. Jones, William G. Balfour, Arthur J. Decker, all of Prineville, Oregon.
 5 21p C. W. MOORE, Register.

Notice for Fublication (Isolated Treet)

Serial No. 616 PUBLIC LAND SALE The Dalles, Oregon, Land Office, July 2, 1960 directed

Guaranteed

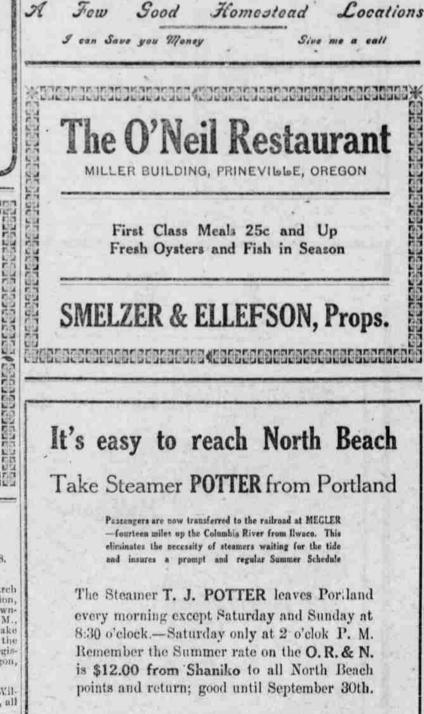
Notice for Publication.

File Unifes, Oregon, Land Office, July 2, 1966. July 2, 1966.
Notice is hereby given that, as directed 1 the Commissioner of the General Land Offic under provisions of Azt of Congress approve Jung 27, 1906. Funite-No. 305, we will offer a public sale, to the highest bidder, at lo o'che a.m., on the 18 day of August, 1908, next, a this office, the following tract of Land, towin SigNW1, SW1, SW14, Sec 25, Tp 15 a, R 17 e W Mi. dersigned, the administrator of the estate of Frank Glass, deceased, to all persons having claims against said deceased to present them with the proper vouchers to the under-signed at Redmond, Or., within six months from the first publication of this notice

his notice. Dated this 18th day of June, 1908. Rommur L. GLASS, Administrator of the estate of designated for sale. ROBERT L. GLASS, Administrator of the estate of of Frank Glass, deceased. 7.9

C. W. MOORE, Register, LOUIS H. ARNESON, Receiver.

7 211



North Reach is a famous, beautiful place—the most per-fect beach on the whole North Coast. There are accommodations galore at prices to suit all fastes; complug facilities without equal—perfect bathing conditions; all sorts of annexements and diversions. Come, have a good rest and a joily time. Let us send you our new Summer book, and tell you all about NORTH BEACH.

E. J. WILSON, Local Agent, Shaniko, Or.

WM. McMURRAY,

General Passenger Agent, Portland, Oregon.