

The Madras Pioneer

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ADVERTISING RATES ON APPLICATION

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THURSDAY - NOV. 24, 1910

FOR THE BUSY MAN WITH TIME TO STOP AND THINK.

The man who gives his business proper attention has but little for side issues.

If you must find fault do not find it with others—find it by yourself. It is just as easy, though perhaps not as interesting.

If your advertising does not bring you business you need no further evidence that there is something wrong with the advertising.

The public does not like to do business with the man who bores it with tales of his personal tribulations. No one ever gained popularity by telling hard luck stories.

Be optimistic, but do not be so much so as to think that you can dispose of any kind of goods that any traveling man will sell you. Use pessimism in buying and optimism in selling.

Before discharging an employee consider his virtues. If he is prompt, cheerful, clean, courteous, see if you can't cure him of the habits you don't like.

The man who pays cash is more apt to go slowly with his expenses than the man who is running an account.

SYSTEMATIC BOOSTING.

Make a Business of Telling Friends of Your Home Town's Advantages.

Let the public know that you live in a wide awake town, spread its fame abroad by every legitimate method and you will do much to build it up and improve it. In this connection the Athens (O.) Messenger makes the following valuable suggestions on systematic town boosting:

"Circulars, advertising to distant newspapers, photograph souvenirs, all are good to spread the fair fame of our city. But after all, the thing that makes the town grow is the enthusiasm of its people.

"Most people come in contact during the year with hundreds or even thousands of people from distant places. If each one of us would take the pains when meeting these distant friends to say something about the business advantages, the social pleasure, the public spirit of this city, a widespread impression would go out reaching all over the United States that this town is on the map and a good place to call home.

"Some of these distant friends, hearing of people who are thinking of changes of location, would speak of the impression thus gained. This is the way that most moves are made, through some one's personal recommendation. If we spread abroad the fame of this city the returns will in time come in a hundredfold. This is the way western people work it to make their towns grow. This would not be a hard thing to do. Persons can always find something good about their home town. We should mention that.

"These good things have wings and fly abroad. You might even find some good thing in the knocker to mention.

"If you think the town in which you live is a bad place get out of it and find a place that suits your fancies and boost it."

A City Must Advertise.

Elbert Hubbard wrote recently that not long ago he visited the famed Mammoth cave in Kentucky. He found clumps of willows and grasses grown up before its entrance. The large hotel that once entertained hundreds of guests was falling down and in ruin. Only a single family of farming people lived near the great cave's mouth. Once inside the cave, Hubbard was even more astonished, for he found thousands of names written and carved on its walls. There were the names of Emerson, Longfellow and President U. S. Grant.

Hubbard asked himself a question. How is it, he said, that so many people once journeyed to visit this wonderful place and that so few come now? He inquired around. He soon got an answer to his question. It was this: The man who once advertised the Mammoth cave so extensively a few years ago died. And with the death of the advertising manager the great cave, with all its wonders, dropped out of sight.

It is the same old story. People won't know what your goods and your town are unless you advertise.

An enterprising man for twenty-five years advertised the Mammoth cave and got thousands of people there. Every fellow used to take his girl there on their honeymoon. But now the cave's mouth is obscured by a jungle. No one knows about its wonders. Why? The advertising man died.

FOR SALE—A well equipped 6 h. p. gasoline wood saw in good condition. Engine good for pumping or grain chopping. Price \$330.00. Address H. L. Hobbs, box 205, Prineville, Oregon.

FOR SALE—All or part of my city property in Madras on terms. One snap close in, corner lot 50x100, fine well and 14x18 house, all for \$500.00. Call on or write Harry G. Key, Madras, Oregon.

MONEY TO LOAN ON FARMS. See Madras State Bank.

RHODE Island Red cockerels for sale—S. D. Percival, Madras.

FOR SALE—On the Agency Plains, a quarter section of land, all fenced and partly under cultivation. Price \$2500.00, terms reasonable. See Sayre & Hendricks. o27

LUMBER FOR SALE

We are manufacturers of high grade lumber, both pine and fir. We have on hand first-class flooring, shiplap and rustic. Wood and slabs in any quantity. Our prices are right.

WALLENBURG & FARRER,
Grizzly, Oregon.
Mill on Coon Creek, three miles east of Grizzly. s8-tf

NO. 3851.

The First National Bank
OF PRINEVILLE, OREGON

B. F. ALLEN, President.
T. M. BALDWIN, Cashier.
WILL WURSWEILER Vice Pres.
H. BALDWIN, Asst. Cashier.
ESTABLISHED 1888
Capital, Surplus and Undivided Profits
\$100,000.00

MADRAS Well Drilling Co.
ARTESIAN AND SURFACE WELLS
DEPTH GUARANTEED
ESTIMATES FURNISHED
INQUIRE AT PIONEER OFFICE
MADRAS, OREGON

JERSEY BULL—THOROUGH BRED FOR SERVICE

at my ranch adjoining Madras
SERVICE \$2.50 TERMS CASH
D. W. ADAMS, Owner

\$25,000

Is Being Spent by

SUNSET MAGAZINE

on the greatest feature ever attempted by a fifteen-cent Magazine. A series of 16 page articles, describing and picturing the wonderful attractions of the Pacific Coast country. PRINTED IN FOUR COLORS.

The Series Begins in November: Oregon—"Where Rolls the Oregon." December: San Francisco—"The City that is." January: Los Angeles—"Homeland"

Many other strong features including a fascinating serial novel of California, "THE SPELL," by C. N. and A. M. Williamson, Authors of "The Lightning Conductor." Etc., will contribute to make "SUNSET MAGAZINE" the best value of the year.

Try It Three Months
25 Cents

SUNSET MAGAZINE
313 Battery Street, San Francisco, California:

Please send me "SUNSET" for three months in accordance with your special offer.

Enclosed find twenty-five cents [Stamps or Coins]

Name _____
Address _____
Town _____

THOROUGH BRED JERSEY BULL FOR SERVICE
Terms, \$2; Cash
At my ranch near Madras
M. BRAUN, - Owner

ITEMS OF INTEREST

PLUM PUDDINGS—Try the new baker's pastries, etc., Madras Bakery.

FOR SALE—Good clean seed rye and seed oats at my ranch four and one half miles south of Haycreek. At market price. W. E. Duchien 4 1

WANTED—About four dozen hens, at the Key's Rooming House, Madras, Oregon.

FARM LOANS!! Madras State Bank.

FOR SALE—A nearly new Automobile in perfect running order. Inquire of Sayre & Hendricks. o27

FOR SALE—Ranch 160 acres fenced, all improvements, etc., 1 mile from Madras on the Little Plains. \$25.00 per acre. Half down, balance long time at 6 per cent. Or will trade for Redmond, Bend or Prineville busi-property. Apply to Jean Schiffer, owner, 60 1/2 2nd Street, Portland, Oregon. n24-tf

FOR SALE—My 186 acre ranch 1 1/2 miles along Deschutes River, within half mile of Oregon Trunk R. R. station, a sacrifice. Price \$5000, or part in proportion, if sold this month. J. T. Disney, Madras, Oregon. n17-n24

WANTED TO BUY—Water tank and buggy. Address, stating price, box 38, Madras, Oregon. n17-n24

FOR SALE—Sattly sulky plow, 16 in. in good condition. Price, \$25. M. Braun, Madras.

BRING in the old suits or skirts. We will make them look like new. Tailor Shop. s26

FOR SALE—At my ranch four miles south of Madras, four young shoats. Barney Cummings. n10 d1

FOR SALE—Lease and furniture in a Rooming House in the Loucks' building at Madras. Mrs. Kennedy.

FOR SALE—One horse power well drilling outfit at a reasonable price. Inquire of James Fleck, Madras, Ore. o27 n17

FOR SALE—At the Pioneer Office, one Remington Typewriter in good condition, and one Smith Premier Typewriter, nearly new.

FOR SALE—One one-half acre tract with dwelling 14x36, three blocks from public school, four blocks from church: A bargain. See Barnett.

FOR SALE—Cornish Organ, 6 octave, chapel style; Corinthian action. Inquire of E. T. Milner, Madras Flour mill.

ORDER that suit or overcoat at the Tailor's. We will keep it pressed free. Next to pool hall. s25

MOST COMPLETE LINE SAMPLES in the city at the Tailor Shop next to pool hall. s25

PASTURE—Stock taken to pasture by month or all winter. Inquire of J. P. Read, Culver, or Perry Read, Madras. s8tf

PIANOS—I have three new first-class pianos, just received from the factory upon which I can make right prices in monthly payments to suit purchaser. Call and see them. A. C. Sanford, Madras, Or. a18

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Secretary of Interior.....	E. A. Ballinger
Secretary of War.....	J. M. Dickinson
Secretary of Navy.....	Geo von L Meyer
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Attorney General.....	Geo. W. Wickersham
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Governor.....	F. W. Benson
Secretary of State.....	"
Treasurer.....	G A Steel
Attorney General.....	A M Crawford
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State Printer.....	W S Dunniway
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Congressmen.....	W C Hawley
	W E Ellis
	Will E King
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	T A McBride
	R E Eakin
	L W T Slater
John H Lewis.....	State Engineer
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Judge.....	W L Bradshaw
Prosecuting Attorney.....	Fred W. Wilson
CROOK COUNTY	
Judge.....	H. C. Ellis
Clerk.....	Warren Brown
Sheriff.....	Frank Elkins
Treasurer.....	W F King
Assessor.....	J D LaFollette
School Superintendent.....	R. A. Ford
Surveyor.....	F. A. Rice
Coroner.....	J. A. McCall
Commissioner.....	James Rice
	R H Bayley
CITY OF MADRAS	
Mayor.....	Howard W. Turner
Recorder.....	J. H. Jackson
	B. E. Gray
	T. A. Long
	W. K. Cook
	Warren Smith
	W. H. Cook
	T. B. Tucker
Marshal.....	Frank M. Loveland

WE NOW HAVE IN STOCK
A FULL LINE OF
Winter Wear
—INCLUDING—
Outings, Flanelettes, High Top Shoes, Winter Coats, Etc., Etc.
Also remember that we have the
JOHN B. STETSON HATS
which are good all the year around
Madras Trading Company

FREE
This 50c Jar of
Palmolive Cream
HERE'S a way to get a jar of Palmolive Cream—which we ordinarily sell for 50c—absolutely free.
Look for a "Palmolive Advertisement" about Palmolive Soap and Palmolive Cream in the Nov. issue of Good Housekeeping, Pacific Monthly, Red Book, Woman's Home Companion, Ladies' World, Uncle Remus Magazine, Dec. issue of People's Home Journal, Delimitator, Designer, New Idea, Blue Book, Green Book, Nov. 19th Collier's Weekly, Nov. 5th Saturday Evening Post, Nov. 6th Illustrated Sunday Magazine and Associated Sunday Magazine.
You'll see a coupon in the ad. Cut it out and bring it to this store as directed.
We'll gladly give you the free jar of cream. It's the finest cream that's made. There's nothing else like it. You ought to get this free jar.
Look for the coupon in the magazines.
Madras Pharmacy
M. E. SNOOK, Prop.

BLACKSMITHING
HORSESHOEING
General Repairing
West of Hood & Stanton's Barn
THOS. H. MADDON
Madras, Oregon

Warren Smith
PROPRIETOR
Elite Tonsorial Parlour
NO LONG WAITS
BATHS
MADRAS, ORE.

E. E. Echelberger
BUILDING CONTRACTOR
Office at Robinson's Garage
MADRAS, OREGON

SHORTY'S BIG STORE
Handles All Kinds of
Fruit and Vegetables
BUY FROM SHORTY. SHORTY NEEDS THE MONEY
Loucks Building, Madras, Ore.

Passtime Pool Hall
GULP & MCCALL, Proprietors
Cigars, Tobacco, Confectionery
Smokers' Articles, News Stand

Do Not Delay
Your Fall Planting
OUR AUTUMN CATALOG ready in September
Mailed Free on Request
BULB ROSES
FRUIT, SHADE AND ORNAMENTAL TREES
STRAWBERRY
ESSENTIAL PLANTS
Our annual importations have arrived from FRANCE, HOLLAND, JAPAN and the U.S.A. and the best quality plants are now ready. Early orders secure select reservations.
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PORTLAND SEED CO.
PORTLAND, OREGON

FIRE INSURANCE
Insure your threshed grain in your granaries and in warehouses against FIRE.
"Old Line"
Strictly Reliable Companies
Sun Insurance Co., London
St. Paul Fire and Marine of St. Paul.
Norwich Union Fire Insurance Society.
Liverpool and London and Globe Insurance Company
Rates on application
HOWARD W. TURNER, AGT
MADRAS, OREGON

MONTANA
P. A. SILVER, Prop. J. A. LARSON
Soft Drinks, Lunch Counter
Furnished Rooms
MAIN STREET MADRAS, OREGON

THE Shamrock
TOMMY McCORMACK, Prop.
SOFT DRINKS AND CIGARETTES