

THE MADRAS PIONEER

Published every Thursday by
PIONEER PUBLISHING CO.

Subscription Rates
One year.....\$1.50
Six months......80
Three months......50

Entered as second class matter August 29, 1904, at the Postoffice at Madras, Oregon, under the Act of Congress of March 3, 1879.

Thursday, February 22, 1912.

ADVERTISING

Developments along commercial lines during the last decade have emphasized the merits of advertising and publicity. One of the striking characteristics of the present era is the attention and expense that are being devoted to advertising and publicity work. Merchants all over the country are waking to the percentage in the favor of the man who uses "printer's ink" freely, to let his customers know of their goods and wares, not forgetting to acquaint them, at the same time, with the bargains to be had.

The most striking and pleasing feature however of the present day advertising development is the relentless warfare being waged against fake advertising, and fake advertisers. The progress along this line has been more noticeable than the increase in the volume of the advertising. The Oregon Legislature has passed a bill against this manner of misleading the public, and only last week a Portland real estate dealer was arrested, and will be brought before the United States Court, charged with using the mails for fraudulent advertising. The Portland merchants have recently gone on record to do all in their power to suppress this sort of deception.

These changing conditions regarding advertising are well worth remembering by those who are seeking to build their homes in Central Oregon, and trying to induce others to build their homes here. Many came last spring and went away dissatisfied, claiming conditions were not what they had been held out to be. In Portland, in every part of Oregon, and back in their old homes, whether they hurried from Central Oregon, they have literally roasted this section of the state. This is the worst sort of advertising, and the kind Central Oregon must overcome before we can develop our country as we went to do. As the best possible advertising medium a merchant can have is a satisfied customer, so the best possible advertising medium any community can have is a satisfied citizen. Governor West has named February 22 as Colonist Day, and has urged the people of the state to write to friends in the East, and tell them of the honest merits and advantages of this state. It is the duty of every citizen in Central Oregon to do this much toward advertising their home, and in this manner do their part toward counterbalancing the unfavorable reports circulated by those, who in coming into this country last spring and summer, didnt know what they wanted when they came, and were dissatisfied because they didnt find another Garden of Eden.

Secretary Fisher and Land Commissioner Dennett appear to possess an extraordinary amount of misinformation concerning how to get home-builders on government land. Uncle Sam will not soon outgrow the reputation of being a tight-wad if the secretary's ideas continue to prevail, and no one can blame the American homeseeker for flocking across the Canadian border by the thousands each year, where liberal inducements are offered. It is to be hoped the Borah-Jones bill will become a law.

Politics are sure getting thick. Petitions of the various prospective candidates, local registra-

tion and the other signs of the time plainly show that the politician's day is drawing nigh, and soon we will all be smoking campaign cigars, (or have they stopped giving away cigars) and listening to campaign yarns.

It is hardly to be expected that the Gateway rancher who is gathering from seventy-five to one hundred eggs a day, simply as a side issue, will ever be heard to complain. He is the sort that makes any county prosperous. A few more of the same calibre are wanted in this year's influx of home seekers.

The new grade to be built to the O-W. R. & N. depot is an improvement much to be desired, and will be appreciated in proportion.

FEBRUARY 22 NAMED AS COLONIST DAY

Governor West Urges People to Write to Friends and Invite Them to Oregon

Portland, Or., Feb. 20.—Setting aside February 22 as Colonist Day for 1912, Governor West, in his proclamation, calls special attention to the sort of colonists Oregon wants. He urges people of the state to write back East to their friends and invite those who will help clean up the thousands of acres of timber and sage brush land and assist in making of it the agricultural state it should be.

The Governor says the state does not need the city man, subsisting on a daily wage, except as he may follow the institution of the factory, the workshop or the business house. The need of the state is the active men with active money and efficient effort.

The colonist period this year is from March 1 to April 15. The success of the colonist day last year was most unexpected. Nearly every commercial organization in the state participated in this most unique advertising campaign and set aside its own special day for observing it. The total number of pieces of mail that went East because of the special efforts made ran into the millions. The school children and many social organizations volunteered their services in writing letters and mailing literature. The result was probably the biggest short-time advertising campaign that an state has known.

OBITUARY

John Tichenor

The following notice of the death of John Tichenor taken from the Davenport (Iowa) Democrat and Leader, is of interest to friends of Mrs. Laurena Tichenor Andrus:

John Tichenor, a veteran of the Civil War and a son of Enos Tichenor, a former mayor of this city, passed away at his home with his daughter, Miss Alberta Tichenor, at 1023 East Fourteenth street after a lingering illness of 11 weeks, death being attributed to heart failure.

Mr. Tichenor is survived by four daughters, Mrs. Lillie Hall of Burton, Wash., Mrs. Laurena Andrus of Madras, Miss Alberta Tichenor of Denver, Colo., and Miss Grace Tichenor of Davenport; two sons, Lee Tichenor of Huron S. D., and Walter Tichenor of Davenport, and three sisters, Mrs. L. T. Bunker, Mrs. Jennie Snider and Mrs. H. T. Wombalt. His wife died here about four years ago.

For Sale—Thoroughbred Buff Leghorn Roosters at \$1.00 each. Inquire at my ranch. 2t-pd Fred Fisher.

All kinds of commercial printing at Pioneer office.

IN THE WORLD OF SPORT

Fred Huntington, Strongest Man at Harvard.



Fred Huntington, captain of the Crimson hockey team, who played center and fullback on the football team, is Harvard's strong man. He heads the list of the ten strongest men in the university for the first half of the college year, made from tests participated in by over 500 students. Huntington's total of 1,303 points, however, is ten points under the record of F. H. Leslie, who headed the list last year and who is second this year with 1,200. Leslie and Tudor Gardner, who is third with 1,132, and H. B. Gardner, who is tenth with 1,040, were also members of last year's football eleven.

Hartzell Sure of His Job.

Roy Hartzell, whose game at third was a part of the sensational play for the New York Highlanders last season, may be sent to the right garden next season if Al Doan continues the good impression he started last fall. Hartzell's rejuvenation when he joined the Yankees was the surprise of the American league. Not only did he field better, but his stick work far surpassed anything he had ever shown while a member of the St. Louis Browns. He is credited with breaking up more games for the Highlanders in 1911 than any other one man on the team.

Manager Wolverton does not intend to lose the everyday services of such a good batsman. Harry Wolter, the California speedster, is a grand outfielder. He covers more ground than any other gardener with the Yanks and on this account may be played in center, Hartzell taking his place in right.

Australia Fond of Lawn Tennis.

A report of the Australasian tennis championship held at Melbourne in conjunction with the Victoria championship tourney furnished surprising information. This joint tournament was finished the first week in December, when the finals of sixteen different events were contested.

In Newport last year at the United States national championship tournament 202 entries required 200 matches, and in consequence the American authorities are worried on account of its unwieldiness and a movement is now on foot to limit the number of competitors, but in 1910 the Australasian championship required 357 matches, and last season the number exceeded 400. This shows the tremendous hold the game has on the sport loving people of that country.

New Yorkers Pay Fortune For Fights.

During five months New York state fight fans has paid \$355,408.70 to see boxing bouts. From this sum the state treasury has been enriched \$17,770.

About 2,000 boxers have earned money under the operation of the Frawley law. About 1,500 club attaches are regularly employed under the Frawley law supervision of boxing.

Since Sept. 1 last 627 boxing shows, or more than 3,000 bouts, have been conducted in this state.

There are fifty-three regularly licensed boxing clubs in the state, thirty-four of which are in Greater New York.

Seventy-five World's Records Made. Counting odd distance events, nearly seventy-five world's records in all lines of sport were established during 1911. It affords a striking proof of the growing love for the great outdoor activities and appreciation of the pleasures of physical exercise.

Minnesota to Meet Penn State. University of Minnesota's football squad will meet the Pennsylvania state team in Minneapolis next fall, it has been announced. In one of the two games with eastern teams for which the Minnesota athletic authorities are planning.

Magnify Your Savings



by the ordinary but sure process of banking them, and letting them accumulate. Here is the place to deposit your savings or surplus cash. It absolutely safe with us, well protected and will increase rapidly while in our keeping. Ask about our standing among your friends and acquaintances. They will endorse all our claims.

FARM LOANS AND INSURANCE
Madras State Bank

How to cure a cold is a question in which many are interested just now. Chamberlain's Cough Remedy has won its great reputation and immense sale by its remarkable cure of colds. It can always be depended upon. For sale by M. E. Snook.

For Good Farms

City Property and Business Chances
SEE D. W. BARNETT
OFFICE MAIN STREET, MADRAS, OREGON
Houses to Rent
CHOICE LOTS IN DEPOT ADDITION

Blue Print Township Plats

Corrected up to date, showing names of entrymen, vacant land, rivers and creeks, 50 cents each.

Land Scripts For Sale
For securing title to all kinds of Government land without residence or improvement, at lowest market prices. Write us for particulars. All kinds of Land office business a specialty. Twenty-five years experience. Reference, French & Co., Bankers.

Hudson Land Company
The Dalles, Oregon

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

Madras Dray & Transfer
Work neatly and quickly
Prices reasonable
Phone in your order
F. A. ZELL, Drayman
Complete line of optical goods
Crosby's.

LOOK WATCH LIST

Big Basket Social and Dance

FEB'Y 23

Given by MADRAS DRAMATIC CLUB

SANFORD HALL

Bring Your Basket

The New
MADRAS FLOUR MILLS

Are Now Making Three Brands of Flour

MADRAS FLOUR (straight)
HIGHLAND PATENT (1st grade)
DESCHUTES FLOUR (2nd grade)

All our FLOUR is of aural color
The only right color, flavor and quality
All brands are first class for their grade

Madras Flour Mills

H. F. DIETZEL, Proprietor