

DAILY ROGUE RIVER COURIER

Published Daily Except Saturday

A. E. VOORHIES, Pub. and Prop.

Entered at the Postoffice, Grants Pass, Ore., as second class mail matter.

ADVERTISING RATES

Display space, per inch... 15c
Local or personal column, per line 10c
Readers, per line... 5c

DAILY COURIER

By mail or carrier, per year... \$6.00
By mail or carrier, per month... .50

MEMBER

State Editorial Association
Oregon Daily Newspaper Pub. Assn.

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TUESDAY, MAY 7, 1918.

OREGON WEATHER

Fair, moderate westerly winds.

MISSING AN OPPORTUNITY

Frankly, the majority of the merchants of Grants Pass are overlooking a good money-making opportunity when they pass up consistent advertising. A glance through the paper reveals a striking absence of dry-goods and department store display, as well as in many other lines.

The argument may be put forth that everybody knows Mr. Bink's store, knows what he has and knows that what he has can be purchased every day. That is true, but people also know that the Rogue river runs along the southern edge of the city. They know it but they do not think of it unless they happen to want to go to the river.

No matter if a merchant has the only store at a country crossroads, he can develop his trade by intelligent advertising. There is no secret to the game. And in a city where there is competition, the opportunities are all the greater. The public in general knows your store, but they do not know that on a certain day they can get \$1.50 slaks for \$1.24, or that 50 cent towels are on sale for 35 cents, or that you have a hundred other bargains worth their while to inspect and purchase. Every store has them, but the people do not know about them.

This is no day to say that advertising does not pay. That argument has been exploded hundreds of years ago. The admission of the fact that one does not get good results from his advertising is the admission that he doesn't understand his business. It does not necessarily take an expert to write advertising copy that will draw. Any man who will give it a few minutes every day and put a little study on the subject can write selling talks. Why overlook this important end of the business any more than keeping the books, buying goods, keeping the store cleaned and the windows trimmed?

It is a known fact that the merchant who advertises truthfully can sell cheaper than his competitor who does not advertise. He turns his money faster than his non-advertising opponent, can take lower profits and make more money in the course of a year. Then, the question is asked, what if all the other fellows advertise, too?

So much the better. It is again

Luncheon Meats And Sausages

HAVE A SAMPLE

YOU DO NOT HAVE TO BUY

BLURILL CHILE AND PIMENTO CHEESE

KINNEY & TRUAX GROCERY

QUALITY FIRST

shown that the more stores in a city doing advertising the greater the total volume of business that is done in that city. There will always be "sponges" and "trade hogs," merchants who let the other fellow advertise and then reap part of the benefits that accrue from bringing people to town to trade, but fortunately that species is not very common, only a few existing in every town. The more merchants doing intelligent advertising in a town, the more people will be brought there to trade. It also stimulates the resident trade and causes the purchase of many additional dollars worth of goods that would not otherwise be bought. Cooperative advertising is a great business stimulator. But the best results will always rest with the merchant who is able to prepare the most attractive copy, to put his thoughts into short, concise statements, to offer good values at an honest profit, and who is able to develop in the public that confidence which makes them always look for Smith's ad and know that if he says a certain thing, that it is so.

Good ad writing does not consist of a conglomeration of long sentences, high-sounding words, exaggerated expressions and descriptions, and misleading statements. The simple truth is good enough, embellished with good plain English, attractively displayed and well set up. One should not expect to run an ad of two columns by four inches once and have the people buy out the store. But the liberal use of space, consistently followed up, day in and day out, will bring assured results. Write any merchant in other Oregon towns who use the system and get their opinions. It pays. It cannot help it.

Nor should an ad be allowed to stand in the paper day after day. When the public has seen it once they know what it says, and it is good business to change it and say something else, or say the same thing in different language, if need be. But keep them fresh, make them attractive, put meat into them, and advertisements will be read and bring results. The American public is the greatest advertising reader on earth, as is evidenced from the fact that thousands of people buy magazines simply to read the ads. By educating your patrons to follow your ads the same thing can be accomplished in any community. The people want it. They look for it. In Grants Pass they are starved for it. And in the meantime the merchants along the street are letting dollars slip through their fingers in unexploited sales, and other thousands of "simoleons" sit away to the mail order houses, who flirt with their patrons through the use of judicious advertising.

LIBERTY BONDS

Josephine county's showing in the purchase of Liberty bonds of the third loan is perfectly satisfactory—in fact, highly gratifying. Great credit is due the people as a whole for the manner in which they came forward with voluntary subscriptions, and to Frank C. Bramwell and his general committee for the manner in which the campaign was handled. Although this county was not the first "over the top," it got there and with the minimum of pressure.

The Americanism of Josephine county is unquestioned and the splendid over-subscription of 125 per cent of the quota marks the loyalty of the people in standing back of the war with their dollars, as well as with their sons and the sacrifices that are being made at home. A week from Monday the second Red Cross drive to raise another \$100,000,000 to carry on the year's work will begin. Again this county will be found in the front ranks and the people will give as freely to save the lives of wounded American soldiers as they invested their money in Uncle Sam's gilt-edged securities.

The timber industry holds a great future for Josephine county. The cutting of lumber in this county has not progressed very rapidly in the past for various reasons, but with the southern and northern mills all busy on war orders, the fir industry here will take a decided advance. In a few years, instead of a half a dozen little mills of 20,000 feet capacity, there will be that many cutting 100,000 feet of lumber a day, and many more smaller ones. The timber is one of the county's greatest assets, and prosperity along that line is sure to come. It can't help it when the time arrives.

Wonder what is the matter with the kaiser and Hindenburg? We have been waiting with tense expectation for the next big smash at the allies, but it doesn't get beyond the artillery stage. There must be cold feet some place.

MAKES FINE LOAN RECORD

(Continued from page 1)

ments can be made to let them have some bonds in order to set themselves straight with the American cause. They are not being pressed and are not yet rated as slackers, but are being given an opportunity to call on Frank C. Bramwell at the Grants Pass Banking company and make good. If they do not within the next few days other action will be taken.

"No slacker can put anything over and get away with it," said Mr. Bramwell today. And the committee means business.

In speaking of the campaign Mr. Bramwell expressed his hearty appreciation of the support given by the public in general and particularly thanked the general committee, the subsidiary committees, team captains and others who assisted in canvassing the county.

"One think was very pleasing," he said. "During the whole campaign we never met a man, who, after being explained the circumstances and the advantages of the bonds, did not buy at least one if he was able. There was no pressure used in any instance and the whole subscription was largely voluntary. While there are a few cases still pending, the committee does not think that it will be necessary to advertise any slackers."

The figures show that about one out of eight people in the county bought bonds, and that the average subscription was over \$130 per subscriber. The average amount per capital according to the population was something over \$15 for each person in the county.

Oregon Totals Large

Portland, May 7.—Figures show that 121,934 people in Oregon subscribed to the third Liberty loan with over \$25,000,000 subscriptions. It is believed that the final subscriptions will go considerably higher.

FIGURES WRONG, WEST DECLARES

CANDIDATE CHALLENGES VALUATIONS PLACED ON PUBLIC UTILITY CORPORATIONS

To the Taxpayers of Oregon:

The following article is self-explanatory, and contains indisputable facts, taken from the public records of the state:

The public service commission places the total valuation of the Portland Railway, Light & Power company, for the five counties of Multnomah, Clackamas, Marion, Polk and Washington, on all its operating property, at \$46,862,971.92. The state tax commission placed a valuation, after deducting the county ratios, on this same property, at \$14,609,322.55. The gas plant at Salem, as an individual concern, was given a valuation of \$211,000 by the public service commission, while the state tax commission's valuation, after applying the county ratio, was \$61,200.

The public service commission gave the California-Oregon Power company of southern Oregon a valuation of \$2,717,174, while the state tax commission placed the valuation of this company's property at \$468,450.80, after applying the county ratios. This company operates in Douglas, Jackson, Josephine and Klamath counties. These are only two instances.

What I want to show is the inequality of the valuations of the

public utility properties, with that of the private corporations and individuals. These corporations as assessed by the state tax commission and the valuations given them by the public service commission should be the same.

The state treasurer is an ex-officio member of the state tax commission, and if I am nominated and elected to the office of state treasurer these conditions will be remedied. The people of Marion county know I play no favorite. I therefore ask your support and vote at the primaries on May 17.

(Paid Adv. by Ben F. West)

GLYCERINE MIXTURE FOR APPENDICITIS

Grants Pass people can prevent appendicitis with simple buckthorn bark, glycerine, etc., as mixed in Adler-I-ka. ONE SPOONFUL flushes the ENTIRE bowel tract so completely it relieves ANY CASE sour stomach, gas or constipation and prevents appendicitis. The INSTANT pleasant action of Adler-I-ka surprises both doctors and patients. Leaves stomach clean and strong. National Drug Store.

Stupendous

volume of business in April—Bigger than ever.

REASONS

Largest Stock—Best Quality—Lowest Prices

GRANTS PASS HARDWARE CO.

Advertisement for LEE Regular Fabric White Oversize Tires. Includes a large image of a tire tread and text describing the benefits of oversize tires.