ADVERTISING ESSENTIAL.

Startling Effect on Business of a Bank Proof of Value.

The Bulletin reprints the following article, because the truths it tells are applicable not only to those men engaged in banking, but to all sorts and kinds of business men. Read it, think it over, and then act according to what it tells you.

Is the work of advertising an essential or an incidental? The balance of the evidence at hand and the weight of argument are in favor of the contention that it is an essential and not an incidental.

If the public is not made aware of the fact that a certain bank is strong or has the qualifications making for strength, then no one probably would seek the services of that bank.

That advertising is an essential is proved many times over. An illustration of this fact is found in the experience of an eastern bank that had $1,000,000 capital and $2,400,000 surplus and undivided profits, but whose business was falling off.

The stock was held by individuals who paid all it was worth for it, people who did not have the advantage of the gain made by the earned surplus. This bank was always opposed to advertising and stood still, or, rather, retrograded. It officers were men of personal and financial high standing, and its directors were men whose names were above reproach.

The situation became so serious that new men were elected to the board of directors, and the old president was dropped, and there was chosen as his successor a self made business man who had accumulated considerable wealth by reason of his own efforts in the mercantile line.

He was a good business man, but his success had developed a certain amount of egotism in him. The cashier believed in advertising, and one of the first things he did upon assuming charge of the bank was to begin an aggressive advertising campaign.

The results were soon apparent. The business of the bank grew rapidly and extensively. The new president's egotism, however, led him into making the mistake that the new business came solely by reason of the fact that he was president and that it came because the people had an especial confidence in him and his ability.

The fact that his predecessor was a man of equally high standing seemed to have escaped his consideration, or, at any rate, he did not ascribe the new success of his bank to advertising. And so he stopped the campaign completely and ceased to advertise in any publication.

The result of this change is best told in the words of the cashier of the bank, an admirer and warm friend of the president.

About three months after the campaign had ceased he spoke to another banker in the same city in the following way:

"The old man has begun to see the value of advertising for a bank. He thought that it was his personality that drew to us the new business that we have put on our books, so he told me to cut out the advertising. I did so, and almost immediately we stopped getting new accounts.

"The difference in new business was so marked that even a child could realize it. The old man refused at first to believe that there was any connection between the stopping of new business and the stopping of the advertising, but the book showed clearly that there was such a connection, for almost on the day we stopped advertising new business ceased to come in, so now I am going to start a new campaign of advertising by order of the old man himself."

The above experience of the national bank referred to serves as one of the best possible illustrations of the whole matter of advertising.

The first experience of the bank, with its responsible board of directors and its

many responsible and able officers, which only went backward because it would not advertise, and the later experience it had of putting on new business when it started an advertising campaign and the stoppage of that business when it ceased to advertise again and then the renewal of activities when it again began to advertise ought to be a guiding light to any banker—From Editorial in Coast Banker, San Francisco.

OFFICIAL DIRECTORY.

UNITED STATES

President	William H. Taft
Vice-President	James S. Sherman
Secretary of State	Philander C. Knox
Secretary of Treasury	Franklin MacVeagh
Secretary of Interior	Richard A. Ballinger
Secretary of War	J. M. Dickinson
Secretary of Navy	George von L. Meyer
Secretary of Commerce and Labor	Charles Nagel
Postmaster General	Frank H. Hitchcock
Attorney General	George W. Wickersham
Secretary of Agriculture	James Wilson

STATE

Governor	F. W. Benson
Secretary of State	F. W. Benson
Treasurer	G. A. Steel
Attorney General	A. M. Crawford
Supt. Public Instruction	J. H. Ackerman
State Printer	W. S. Dunniway
Dairy and Food Commissioner	J. W. Bailey
Commissioner of Labor Statistics	O. P. Hoff
Railroad Commissioner	Thos. K. Campbell, Clyde B. Aitchison, Oswald West
Game and Forestry Warden	R. O. Stevenson
State Engineer	John H. Lewis
U. S. Senators	George E. Chamberlain, J. Bourne, Jr.
Congressmen	W. C. Hawley, W. R. Ellis
Supreme Judges	T. A. McBride, F. A. Moore, S. Eakin

SEVENTH JUDICIAL DISTRICT

Judge	W. L. Bradshaw
Attorney	Fred W. Wilson

STATE BOARD OF CONTROL (WATER.)

John H. Lewis, State Engineer	Salem, Or.
H. T. Holgate, Supt. Div. No. 1	Bonanza, Or.
T. M. Saxton, Supt. Div. No. 2	Baker City, Or.

CROOK COUNTY

Judge	H. C. Ellis
Clerk	Warren Brown
Sheriff	Frank Elkins
Treasurer	W. F. King
Assessor	J. D. La Follette
School Superintendent	R. A. Ford
Surveyor	Fred A. Rice
Commissioners	R. H. Bayley, James Rice

THE COURTS.

CIRCUIT COURT — First Monday in May; third Monday in October.

PROBATE COURT—First Monday in each month.

COMMISSIONERS' COURT — First Wednesday in January, March, May, July, September and November.

BEND SCHOOL DISTRICT NO. 12.

Directors	John Steidl, C. Coe, C. W. Merrill
Clerk	L. D. Wiest
Teachers	Miss Ruth L. Reid, Miss Margaret Gitting, Miss Maude Vandevert, Miss Marion Wiest, Miss Noma Richardson, Miss Cora Ferguson

CITY OF BEND

Mayor	J. D. Davidson
Recorder	H. C. Ellis
Treasurer	H. J. Overturf
Aldermen	Anton Anderson, J. N. Hunter, C. M. Redfield, T. W. Triplett, J. H. Kelley, S. C. Caldwell

NOTICE FOR PUBLICATION.

Department of the Interior,
U. S. Land Office at The Dalles, Oregon,
The Dalles, Oregon, June 8th, 1909.

Notice is hereby given that

Irving J. Reed,

of Bend, Oregon, who, on August 24th, 1903, made Homestead Entry (Serial No. 02977) No. 13880, for the W ½ SE ¼, NE ¼ SE ¼ Sec. 3 and NW ¼ SW ¼ Sec. 4, Twp. 18 S., R. 11 E., W. M., has filed notice of intention to make Final Five-year Proof, to establish claim to the land above described, before H. C. Ellis, United States Commissioner at his office, at Bend, Oregon, on the 28th day of July, 1909.

Claimant names as witnesses: Ernest A. Smith, Lavern O. Reed, James E. Reed and Robert G. Bowser, all of Bend, Oregon.

jun 25-j11 C. W. MOORE, Register.

NOTICE FOR PUBLICATION.

Department of the Interior,
U. S. Land Office at The Dalles, Oregon,
July 1, 1909.

Notice is hereby given that Cora B. Smith, formerly Cora B. Chapman, of Bend, Oregon, who, on June 27th, 1902, made Homestead (Serial No. 01790) No. 11114, for Lot 3 and S½NW¼ Section 4, and S½NE¼, Section 5, Township 18 South, Range 11 East, Willamette Meridian, has filed notice of intention to make final commutation proof, to establish claim to the land above described, before H. C. Ellis, U. S. Commissioner, at his office at Bend, Oregon, on the 14th day of August, 1909.

Claimant names as witnesses: August Dreyer, Olivet Thorlgerson, William P. Downing and Nicholas Smith of Bend, Oregon, and Daniel Heising of Sisters, Oregon.

jl14-a11 C. W. MOORE, Register.

NOTICE FOR PUBLICATION.

United States Land Office,
The Dalles, Oregon, July 13, 1909.

Notice is hereby given that the State of Oregon has filed in this office its application, Serial No. 05029, to select under the provisions of the Act of Congress of August 14, 1848, and the Acts supplementary and amendatory thereto, the NE¼SW¼ of Sec. 18, Twp. 20 S., Range 11 East Willamette Meridian.

Any and all persons claiming adversely the lands described, or desiring to object because of the mineral character of the land, or for any other reason, to the disposal to applicant should file their affidavits of protest in this office on or before the 30th day of August, 1909.

jl21-a25 C. W. MOORE, Register.

CONTEST NOTICE.

Department of the Interior,
United States Land Office, The Dalles, Or.,
June 17, 1909.

A sufficient contest affidavit having been filed in this office by Charles W. Kirkbride, contestant, against homestead, serial No. 01679, entry No. 11667, made October 27, 1902, for S½SE¼, section 7, N½NE¼ Section 18, Township 20 S., Range 11 E., Willamette Meridian, by Ella J. Reed, Contestee, in which it is alleged that said Ella J. Reed has never established or maintained a bona fide residence on said tract of land; that she has wholly abandoned said tract of land as a residence for more than six months last past and does not now reside thereon; that said alleged absence was not due to her employment in the army, navy or marine corps of the United States in time of war.

Said parties are hereby notified to appear, respond and offer evidence touching said allegation at 10 o'clock a. m. on August 4, 1909, before H. C. Ellis, a U. S. Commissioner, at his office in Bend, Oregon, and that final hearing will be held at 10 o'clock a. m. on August 11, 1909, before the Register and Receiver at the United States Land Office in The Dalles, Oregon.

The said contestant having, in a proper affidavit, filed June 14, 1909, set forth facts which show that after due diligence personal service of this notice can not be made, it is hereby ordered and directed that such notice be given by due and proper publication.

C. W. MOORE, Register.
jn30-jl16 LOUIS H. ARNESON, Receiver.
C. S. BENSON, Atty. for Contestant.

The Bulletin leads.