

Bandon Recorder

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FRIDAY.....March 22 1912

Problem Today Is High Cost of Selling Farm Products

By
BENJAMIN F. YOAKUM,
Chairman of St. Louis
and San Francisco
Railroad



LAST year's agricultural products were worth \$9,000,000,000 to the farmers. The government used farm values in getting figures for this total. Assuming that the farmers kept one-third of the products for their own use, the consumers paid more than \$13,000,000,000 for what the producers received \$6,000,000,000. The cost of getting the year's products from producers to consumers amounted to the enormous sum of \$7,000,000,000. The real problem to deal with is not high cost of living. It is HIGH COST OF SELLING. In the last twenty-five years our agricultural exports have increased 60 per cent, while our commercial exports have increased nearly 400 per cent. This is certainly a BAD SHOWING FOR THE FARMERS.

ADVANCED METHODS IN HANDLING THE BUSINESS OF THE FARM ARE BOUND TO COME. WHAT WE MUST REALIZE IS THE COST OF DELAY. WE HAVE ALREADY WAITED TOO LONG. WE SHOULD NOW WORK FOR PROMPT IMPROVEMENT IN MARKETING FACILITIES. ALL WELL MANAGED CREAMERIES PROPERLY LOCATED ARE PROFITABLE. IN MOST CASES THE CREAMERY IS THE FIRST STEP IN CO-OPERATION OR NEIGHBORHOOD MARKETING. CO-OPERATION IN MARKETING FRUITS, VEGETABLES, GRAIN, COTTON AND OTHER PRODUCTS IS JUST AS SURE OF SUCCESS WHEN PRACTICED UNDER CORRECT BUSINESS RULES.

The strong so called trust organizations have TAUGHT US A LESSON OF DISTRIBUTION. They have shown us that one executive head can direct the distribution of a commodity where under old methods it required hundreds of men.

JUDICIOUS ADVERTISING.

What Can Be Done to Win
Publicity in Small Towns.

BRINGS SHOPPERS AND TRADE

Value of Extensive and Attractive Advertising as Proved by Successful Venture of Enterprising Storekeeper. Print Prices and Use Plenty of Space.

Many merchants who pay for space fail to receive desired results because their advertising is so poorly arranged as to attract little attention and not impress those who read it. Sometimes the printer fails to make the right kind of showing, and, while the reading matter of the advertisement may be all right, the display is such as to be unattractive.

It is always well to present prices in your space. Pick out reasonable goods and make a run on a few specialties. It requires only a little thought to fix up a few exceptional bargains in certain lines of goods. These should not be sold at a loss, but at a good profit if the matter be managed rightly. The principal thing desired is to get the people to call at the store, and when they call be sure to make good and prove that your advertisement means all that it represented. If you advertise cheap canned goods, cheap anything, and you know the goods are cheap, not up to the standard of such articles, tell the people so and have something just a little better and tell them the difference. There is little use in advertising to attract people to your store and then fall down in the salesmanship part. The fact that one calls at your store and asks to see certain kinds of goods is evidence that the person is in the market to buy, and it is your business to supply his wants.

Not long ago in a western town of some 7,000 population the merchants had an illustration of what can be done by judicious advertising. The proprietor of a clothing and dry goods store decided that he would add a grocery department. This met with the disapproval of other merchants in the town, particularly the grocers. They combined and commenced an advertising campaign directed chiefly against him. Small space was used. They were

greatly surprised one morning to find that the object of their attention and in the daily paper a four page advertisement. They were further surprised when the weeklies of the surrounding towns came out with one and two page advertisements offering wonderful bargains and to pay the railroad fare of those who would purchase a certain amount of goods. For miles around the town large posters announced the great sale.

Other merchants of the town looked upon the venture as foolish and predicted that there was something wrong, a failure or a fire in sight. Neither happened, but in two weeks' time the enterprising storekeeper who advertised to sell twenty-six pounds of granulated sugar for a dollar when the jobbing price was more than \$5 a hundred, provided the purchaser ordered other goods, did a business amounting to more than \$10,000, or as much business as the average small storekeeper does in a year. Not alone that, but he is still doing the biggest business in the town. He advertised rightly.—Agricultural Southwest.

A Watchword.
Organization is the watchword of the day. It is the part of system. It means force and economy. A single twig can be easily bent and broken. A bundle tied together has strength that defies the efforts of a giant. The same in organization. One merchant, one tradesman in any line, cannot well bring about needed reforms. It requires united action, and this action can only be had when there is perfect and harmonious organization.

Completing Sewer System.
The contractors on the new \$28,000 sewer system of Winters, Cal., are now completing the system by putting in the last of the laterals and in putting the top on the septic tank. It is expected that it will be ready for acceptance by the trustees within a few weeks.

Andy and Sandy.
Andy and Sandy were brothers two; lived in the town of Pleasant View.

Andy always traded at home. Sandy often preferred to roam.

Andy his clothing and groceries bought Round the corner, as Andy ought.

Sandy ordered his goods by mail. Sometimes got 'em exceeding cheap.

Friend of the town was Home Trade Andy. Hardly so Mail Order Sandy.

Came a season of politics. Andy and Sandy got in their kicks.

Andy was named on a party slate To be the mayoral candidate.

Sandy the standard of another Party bore against his brother.

In the election Pleasant View Had to decide between the two.

Every vote in the boxes cast Andy got—to the very last.

Sandy wanted a contest quick; Said he was sure there'd been a trick.

Andy said to his brother: "Ah, go Way, your votes were mailed to Chicago!" —T. Sapp, Jr.

"FIGHTING BOR" EVANS.

His Meeting With His Confederate Brother and the Result.

Tradition has it that after young Robley D. Evans went to Annapolis he wasn't long in showing his mettle. The story of his first assertion of his personality runs after this fashion: When he left for the Naval academy his mother gave him a framed copy of the Lord's Prayer and instructed him to hang it over his bed. He complied, notwithstanding the fact that the rules of the academy forbade the placing of decorations in the rooms. An inspector remonstrated with him and ordered him to remove the prayer. Evans swore that he would smash the face of the first man who touched it. The inspector referred the act of insubordination to the commandant, who took it up with the secretary of the navy. Evans wrote home about the episode. It got into the papers. An indignation meeting was held in his home town and a protest made to the president. In the end a special dispensation was granted, allowing the cadet to keep his "decoration."

Being a Virginian, young Evans was urged by his mother to throw in his lot with the south when the civil war came. This he declined to do, so it fell out that he and his brother fought on opposite sides during the civil war. On one occasion Robley Evans entered a restaurant in Washington and observed his brother eating.

"An exchange of glances between us was quite enough," said Evans afterward. "Not a word was spoken by either of us. He paid his bill and hastily left the place, knowing very well that I would report his presence in the city. I ordered more oysters than I wanted and took plenty of time to eat them. He had come across the Potomac in a skiff, I was sure, and had tied it to an old sycamore tree near the spot where we used to swim. I wanted to give him a brotherly chance to get back to Virginia soil. He gained his boat and escaped, though a soldier fired at him in the darkness. On leaving the restaurant I met an officer of the provost guard and informed him that there was a Confederate soldier in Washington.

"How do you know?" he asked.
"That," I replied, "is none of your business."
"I was arrested and taken to the provost marshal, who, on hearing my story, let me go."—Chicago Record Herald.

Good Reason.

"Judge," said the caller. "I wish you'd tell me what I have to do to get my name changed."

"What is your present name?"
"Bennet Lemuel Zebulon Bubb."

"You wish to have 'Bubb' changed to something else?"

"No; I want a new one entirely, something like William Thompson or George Jones—something short and easy, you know."

"Your objection to your name, then, is that it is too long. I presume. Why can't you just use your initials?"

"That only makes it worse, Judge. Whenever I give my name as B. L. Z. Bubb somebody snickers."—Chicago Tribune.

The Japanese Juggler.

A man who has traveled in Japan says of the feats of a native juggler: "He took an ordinary boy's top and spun it in the air, then threw the end of the string back toward it with such accuracy that it was caught up and wound itself all ready for the second cast. By the time it had done this it had reached his hand and was ready for another spin." The paper butterflies he made by help of a fan to alight wherever he wished. The spectator requested that one might be made to settle on each ear of the juggler. "Gentle undulations of the fan waved them slowly to the required point and there left them comfortably settled."

Still Harder.

"Men are so hard to buy for!" sighed the sweet young thing.

"Yes," sighed the spinster of forty-three, "and I hope you'll never learn how hard it is to get a man to buy for."—Detroit Free Press.

Mathematical Snakes.

Gazing at a collection of serpents at the zoo, the rural visitor observed, "My gracious, those snakes must multiply rapidly!"
With a twinkle in his eye the keeper replied, "Some kinds do, but those particular ones are adders."—Judge's Library.

The Proper Caper.

Ascum—Tell me which is proper. Would you say "It is possible for two to live on \$10 a week" or "on \$10 weekly?"
Wise—Well, I'd say "It is possible for two to live on \$10 a week weekly."—Catholic Standard and Times.

Very Mean.

He—I believe that every man should do something to advance scientific knowledge. When I die I shall leave my brain to science. She—Stingy thing—Judge.

We should be surprised not at our good deeds, but our bad ones.—Phillips Brooks.

OUR BETTER NATURE.
The better nature in us exults over hardship and privation as a seal of its divinity. Men spring with a deeper joy to man a lifeboat in a raging sea than they feel at the thought of a pleasure voyage.—Henry Wilder Foote.

A Great Clubbing Offer

Semi-Weekly Oregon Journal, one year.....\$1.50
Semi-Weekly Bandon Recorder one year.....1.50
Total.....\$3.00

Both Papers One Year \$2.00

The Semi-Weekly Oregon Journal

Publishes the latest and most complete telegraphic news of the world; gives reliable market reports, as it is published at Portland where the market news can be and is corrected to date for each issue. It also has a page of special matter for the farm and home, an interesting story page and a page or more of comic each week, and it goes to the subscriber twice each week—104 times a year.

The Semi-Weekly Bandon Recorder

Gives all the local news and happenings and should be in every home in this vicinity. The two papers make a splendid combination and you can save \$1 by sending your subscriptions to The Bandon Recorder. We can also give our subscribers a good clubbing offer for the Daily and Sunday, or Sunday Journal in connection with the semi-weekly Bandon Recorder.

DR. HERMANN
Eyesight Specialist

will be at the Hotel Gallier, March 24th and 25th and until noon on the 26th. You are urged to call early to avoid rushing.

DR. R. V. LEEP
Physician and Surgeon
Office Rasmussen Bldg. Phone 72
Bandon, Oregon

Home Hand Laundry
Fourth and Spruce Sts.

Family Washing a Specialty. Make a Specialty of Rough Dry.

Phone 722 **EARL SCHOONOVER**

Gatchell Bros.' Transfer Line
GATCHELL BROS., Props.

All kinds of heavy and light draying. Phone orders given prompt attention. Barn Cor. First & Spruce St., Fish Property
PHONE 641

Our Bread is the Largest

leaf in town for the money. Big in quality as well as quantity too. We couldn't use better flour if we charged twice as much for our bread. We buy and use the very best now. Try a loaf and see how everybody will go into it. A body would think it was cake to hear the youngsters begging for another slice.

Bandon Bakery
THE TASTE TELLS

Brown & Gibson
The Leading Contractors and Builders

We furnish plans and specifications and if you are going to build anything, no matter how large or how small, we can save you money. Let us figure on your building.

We are Agents for the

Famous Baldwin Pianos

If you are contemplating buying a Piano, give us a call. It costs you nothing to examine them.

Prices \$250 and up
Easy Terms

BANDON DRUG CO.

WILSON & WALRATH
Blacksmiths and Wagonmakers

Wagons of all kinds made to order. All kinds of Blacksmith Work, both heavy and light, will receive prompt attention. Horse Shoeing a specialty
Shop on Columbia Avenue

RICE'S TRANSFER LINE
R. H. RICE, Prop.

All kinds of light and heavy draying. Also sells and delivers mill wood, coal, etc. Office at Schumate's Store. Phone orders promptly attended.

Lodge and Professional Directory

Lodges are requested to notify this office on election of officers and on change of meeting night. Cards under this head are 75c per inch per month.

Lewah Tribe No. 48, Imp. O. R. M.

MEETS First and Third Tuesdays of each month at 8th run at the Bandon Wigwam. Sojourning Chiefs in good standing are cordially invited to attend.
A. J. Hartman, J. C. Shields, C. of R. Sachem.

W. O. W.

Keep the logs rolling boys!
SEASIDE CAMP NO. 212
WOODMEN OF THE WORLD.
Meets First and Third Thursdays. Visiting Neighbors welcomed.
C. M. Gage, C. C.
H. E. Boak, Secretary

Masonic.

BANDON LODGE, No. 130 A. F. & A. M. Stated communications first Saturday after the full moon of each month. Special communications second Saturday thereafter. All Master Masons cordially invited.
W. E. Craine, W. M.
Phil Pearson, Secretary

Eastern Star

OCCIDENTAL CHAPTER, No. 45, O. E. S. meets Saturday evening before and after stated communication of Masonic Lodge. Visiting members cordially invited to attend.
Louise M. Boyle, W. M.
Merta Mehl, Secretary.

I. O. O. F.

BANDON LODGE, No. 133, I. O. O. F. meets every Wednesday evening. Visiting brothers in good standing cordially invited.
Wm. Lundquist, N. G.
S. A. McAllister, Secretary.

Knights of Pythias

DELPHI LODGE, No. 64, Knights of Pythias. Meets every Monday evening at Knights hall. Visiting knights invited to attend.
C. R. Moore, C. C.
B. N. Harrington K. of R. S.

Saturdays at Hotel Gallier

M. G. POHL, Optometrist
Well Recommended by Patrons

C. R. WADE
Attorney at Law

Agent Pacific Surety Company. Office Bank of Bandon Bldg. Phone 102, Bandon, Oregon

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PHYSICIAN AND SURGEON
OFFICE IN PANTER BUILDING
Office Hours 9 to 12—1 to 5
BANDON, OREGON

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