

Publisher Of "Our Town" Sets Down Some Facts To Help Merchants

Country Publishers May Well Take Their Cue From Position Outlined by the Editor of Connecticut Paper.

AVOID THE SLACKERS, BOOM THE BOOSTERS

Urges Buying Public to Support the Man Who Make Possible the Paper They Read So Cheaply.

(American Press)

Notman, Editor of Our Town, a newspaper published in Connecticut, has reproduced some of the facts which have been reproduced, describing the position of country publishers in the United States, and has set down some facts which are of interest to the merchants of our town. The editor of the paper has been helpful to these facts, and at the same time has been helpful to the merchants of our town. This is what Mr. Notman has to say regarding his position.

"I should step right out of this printed page and ask you, modestly:

WHO PAID FOR THAT PAPER YOU'RE READING?

You would undoubtedly answer without a moment's hesitation:

"I paid for it myself. I gave 5 cents for it at the news-dealer's, or I paid \$5 in advance to receive it for a year."

And you would be speaking perfectly sincerely and truthfully from your point of view.

But as a matter of fact, you would be all wrong. The 5 cents you pay for this paper is only a small part of its cost.

Every copy of our paper that is printed costs anywhere from 30 cents to 35 cents. The 5 cents you pay hardly covers the cost of the white paper it is printed on. The rest? I can hear you saying: "The editor must be a sort of philanthropist to sell for 5 cents something that cost him 20 cents!"

No, the editor is not a philanthropist. He doesn't pay the cost at all.

Who does pay the cost, then?

The merchants of our town, just as the merchants of every town and city of the country pay for the papers that appear in their communities.

The Merchants' Service

You never thought of that, did you? Well, that is one of the things the merchants of your town do for you. They never notice, any more than you notice that they pay for a big portion of your newspapers and other papers and a dozen other improvements. It is one more reason why you should support them instead of going elsewhere to do your buying. They make it possible for you to have newspapers at a practical price.

Now, it is perfectly conceivable that you do not un-

reservedly admire the newspapers of your town or newspapers in general. Very likely you feel that if you were an editor you would do a whole lot different—and better.

But did you ever stop to think what would happen if we did not have any newspapers?

If we did, the average man would be the most ignorant creature you can imagine. He would not know what was going on in his town or his country or in the world. Freedom and democracy would disappear from the face of the earth, for of all the forces that go to keep society free and law abiding, publicity is the greatest.

"A Piece in the Paper"

No influence is as great in preserving public morals. No influence for the laws nor any other agency has so much to do with controlling your actions as the thought of what your neighbors will think when they hear or read that you have done this or that.

And when it comes to the acts of rulers or officials, the best of them would become tyrants if it were not for the healthy criticism and publicity of the newspapers.

What is your court of last resort when you receive ill treatment and cannot get redress? What do you say, then? Why, you say:

"I'LL PUT A PIECE IN THE PAPER!"

And it is your merchant that makes this possible. It is he who bears the burden of expense without ever thinking of it. He pays for it whenever he publishes an advertisement, and thus he fulfills a very important public duty.

Wait a moment!

I said that the merchants of this town paid for the newspaper of the community.

I made a mistake. I should have said that SOME of the merchants pay for them. Those merchants who advertise in the local papers do it.

There are some who do not assist in this very important public service. They regard advertising from a very small and narrow viewpoint. They don't stop to think what a community without newspapers would be. They think they can get along without doing their bit and yet remain just the same. They make the other merchant do it, and they reap a share of the results.

A Lot of Slackers

Now, just make a moment and note who the principal advertisers in our local newspapers are.

Are they not just the same men who are ALWAYS

to be relied on to help bear the burden of any public improvement? Think it over.

Just at present there are a good many merchants who think they are wise in not advertising, although usually they're those who cry most loudly about patronizing home industries, and they are just those who are most constantly saying to the newspaper men:

"Say, you ought to put an article in your paper about"—whatever they happen to think at the moment will help their business or business in general.

I have been looking over all of the local newspapers this week, and the conclusion I have come to is that, though there are a goodly number of business firms in town, a comparatively few of them are bearing the main expense of supporting the newspapers and making it possible for you to get your paper for 5 cents.

Turn About Fair Play

"I don't suppose the local business men who do not advertise have ever thought of themselves in the light of 'slackers.' They never stop to think that just as without business there wouldn't be any newspapers at a popular price, so also WITHOUT NEWSPAPERS THERE WOULD BE PRECIOUS LITTLE BUSINESS."

They never stop to think that once in awhile the newspapers are of inestimable value to them, but that if the newspapers depended upon them for support, there wouldn't be any newspapers to use when they wanted to use them. They never think that they are lying back and letting the other fellow do their bit for them.

That's why I am writing this.

I want the reading and BUYING public of this community to understand it.

I want them, if they place any value upon the ability to buy a local newspaper for 5 cents and if they appreciate the progress of their community, to make it a point of doing their buying from THE MEN WHO PAY FOR THEIR NEWSPAPER, THE MEN WHO ARE ON THE JOB FOR THE WELFARE OF THE COMMUNITY.

(THIS IS THE FIRST OF A SERIES OF ADVERTISEMENTS OF THE OBSERVER PUBLISHING COMPANY.)

The Red Cross Drug Store

The PRESCRIPTION STORE

LAW PRACTICE FOR SALE

My law practice nets me between \$5,000 and \$10,000, and I am a United States Commissioner for this district, City Recorder and City Attorney.

I have enlisted in the United States navy and must sell my business and report for active duty in eight days.

I will dispose of all my interests for just what my library and office equipment is reasonably worth—and part cash if necessary, to first applicant.

Wire or call on me **AT ONCE.**

CHAS. J. SHELTON,
Halfway, Oregon.
1-7-St.

PORTLAND LIVESTOCK MARKET

PORTLAND, Jan. 8.—The week's opening market was confronted by a somewhat heavier offering than we have had for some weeks past, and all conditions seem to be about normal. There were about 800 hogs and half as many cattle in the yards for Monday morning's market. It seemed in the opening that there was a chance for a break in the hog market, and the cattle market seemed to be about 10 to 25 cents low on the good end, with 20 to 35 cents low on the medium and thin stuff. There were heavy demands, however, and a large number of buyers in the yards, so that the day's trading developed a stronger market in both the hog and cattle sections than was indicated in the early hours of trading. The afternoon's trading seemed to be just about steady in the cattle section, with everything moving rapidly, and the last half of the trading in the hog market was done on a basis of added strength. One load of hogs crossed the scales at \$15.75, several loads at \$15.50 and 16.50, but the bulk of offerings brought \$15.50, while only a few straggling, poorly finished offerings went down as low as \$15.40 and \$15.50. We are leaving the quotations as given in the previous sales, but the market at this writing seems to be topping those quotations.

In the cattle department, the bulk of the good steers went at 10 cents. They were not equal, however, in quality to the steers which brought \$10.25 a week ago, and there were no top steers offered in today's market. We figure the cattle market steady at 15c lower at the close of Monday's trading. The best cows in the lot, while

probably not equal to those that brought the best prices last week, sold for \$7.60, but the bulk of choice cows sold at \$7.50.

Frederick's was somewhat eased off in price, with a limited demand, and canners and the poorer quality of killing stuff suffered so an average for the day's trading about 20 to 25c. The following quotations were based on the morning's trading and are not up to what the afternoon market would warrant:

Cattle—Medium to choice steers, \$2.75 to \$10.00; good to medium steers, \$2.60 to \$9.50; common to good steers, \$2.00 to \$8.40; choice cows and heifers, \$2.00 to \$7.00; common to good cows and heifers, \$1.75 to \$7.00; canners, \$3.00 to \$5.25; bulls \$4.50 to \$6.75; calves \$7.00 to \$9.00; stockers and feeders \$6.00 to \$8.00.

Hogs—Price light \$15.45 to \$15.50; prime heavy \$15.50 to \$15.65; plus \$18.50 to \$14.50; bulk \$16.50.

There were no sheep offered to test that section of the market, and we are quoting at steady, at the following prices: Western lambs \$12.00 to \$13.50; Valley lambs \$12.50 to \$13.00; yearlings \$12.00 to \$12.50; wethers \$11.75 to \$12.25; ewes \$8.00 to \$10.00.

Number of law actions filed in the Circuit Court, 20.

Number of equity suits, other than divorces, filed, 14.

Number criminal actions filed, 4.

Number of civil cases tried by jury, 10.

Number of criminal cases tried by jury, 6.

Number of non-contested divorce suits tried by court, 7.

Cost of petit jury in circuit court, \$2,784.90.

Cost of grand jury in circuit court, \$121.50.

Cost of bailiffs in circuit court, \$198.

Cost of witnesses in criminal cases, \$869.80.

Number of estates filed, 12.

Number of guardianships filed, 6.

La Grande National Bank Holds Election

The board of directors of the La Grande National Bank held their annual stockholders' meeting yesterday. There were no changes in officers or directors who are as follows:

F. J. Holmes, president.

C. C. Peckington, vice-president.

F. L. Mayers, cashier.

Earl Zundel, assistant cashier.

H. E. Goldridge, assistant cashier.

A. T. Hill, J. O. Rodgers, J. F. Conley, A. Blokland and Dr. H. S. Brown, directors.

Reedport—Johnson & Anderson to establish second sawmill here.

Baker—29 miles of Baker-Cornucopia post road to be built in 1918.

COLUMBIA RECORDS

Will Play On Your Machine

If you own a Victor, Pathe, Brunswick, Senora, Playerphone, Stewart, Lewald or an Edison,

They will all play Columbia Double Disc Records.

Our stock of Records is very large and clean. We receive the Latest Records every month and will be glad to play them for you.

Come in and hear some Columbia Records.

W. H. Bohnenkamp Company

Women's Club Position. SPokane, Wash., Jan. 9.—The latest bulletin of importance to be filed by a woman is that of managing secretary of the Spokane Social Service Bureau. Miss Beulah Russell Worcester, resigned.

charge in a few days, succeeding W. F. Worcester, resigned.

It pays to advertise.