

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)

Norman Talcott, the editor of Our Town of Greenwich, Connecticut, has republished some of his editorials, one of which, here reproduced, deserves the attention of every country publisher in the United States. Service to home town merchants is an important factor in success, and when the editor can tell the truth, be interesting and at the same time helpful to those who are helpful to him, he has struck the keynote of correct editorial policy.

This is what Mr. Talcott has to say regarding his merchants:

If I should step right out of this printed page and ask you suddenly:

"WHO PAID FOR THAT PAPER YOU'RE READING?"

You would undoubtedly answer without an instant's hesitation:

"I paid for it myself. I gave 5 cents for it at the news-dealer's" or "I paid \$8 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 20 cents to 35 cents. The 5 cents you pay hardly covers the cost of the white paper it is printed on."

"Ho-hum!" 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, that you never notice, any more than you notice that they pay for a big portion of your pavements and street lights 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 not, 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. Neither conscience nor 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 get your trade just the same. They make the other merchant do it, and they reap a share of the results.

A Lot of Slackers

Now, just pause 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 incalculable 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.e

Joseph Has a Light Snow Fall
JOSEPH, Jan. 10.—(Special).—After an almost snowless holiday week, a light snow fell about midnight of the 9th, and after a day of sunshine this had nearly disappeared.
Another boy has gone to the navy from Joseph. His name is Percy Hunsader of Hurricane Creek. Percy has been recently attending the Intermediate school in Idaho and besides being on the basketball team and Glee club, he had fine grades in his studies. While there he took special work to round up some of the work which he started in Joseph high school. Percy's many friends wish him all kinds of luck and all hope for his safe return.
Leola Haldiff visited with her friend, Miss Marjorie Watson, at the Magnus home last week. Miss Haldiff is a senior in the Enterprise high school.
Anah Jennings and "Doc" Cole left Saturday afternoon for La Grande, where they will visit.
Several couples from Joseph attended the "Jazz Band" dance in Enterprise last Friday evening. A good time is reported.
Clifford Wilson, Herbert Revis and Leola Hamilton of Enterprise visited in Joseph during part of their vacation.
Professor James of Enterprise and Miss Lavinia Stuechman of Joseph have decided that the debate between Enterprise and Joseph will be held on January 25. Two teams will work for each school, thereby allowing a debate at each town on that night.
On New Year's night a farewell surprise party was given in honor of Grant Tucker by some of his friends at the Tucker home. Games and refreshments were enjoyed by those present and all went home feeling that

they had enjoyed themselves.
Shelby (Tub) Jennings, one of Joseph's soldier boys who is stationed at Camp Lewis, was home on a furlough last week, arriving Wednesday and leaving Saturday.
Arthur Hayes made a trip to Enterprise Saturday in his runabout to visit his wife, who is there attending her mother who is sick. Mr. Hayes reports that though the roads are bad, his "little car just rambles right along."
"The Whip," the big feature which was shown at the People's last week, had a fine house.
Messrs. Luna and Green was well attended and a fine time was enjoyed. School started in Joseph on Wednesday, January 2, with a good attendance and few sick pupils. The chicken pox had a chance to die out during the holidays. The first semester will end with six weeks' examinations on Friday, and the new semester will start on the following Monday. Debate, basketball, glee club, the annual and class parties and plays will be features of the coming semester.
G. M. Ryder of Baker was a Joseph visitor the last of the week.
A. R. Bodner, general manager of the McCully Mercantile Store, is back after a business trip to Idaho.
Last Saturday evening at 8 o'clock a wrestling match was staged in Rump Hall by the Joseph chapter of the Loyal Order of Moose. A small crowd saw a preliminary a wrestling match between Roy Hyman and Fred Maki, both of Joseph. Maki won the match with one fall, and they also saw an exhibition of holds, given by Kinney. Then came the main bout, wherein Paul Kinney of Omaha was to throw Red Hill of Tacoma twice in half an hour. Kinney failed to do this, thereby losing the match; however, he did throw Hill once in 25 minutes. After the main bout, Kinney

"hook on" Fred Maki, Max Wilson and Al Bana, three local men. All three men were able to stay with it about ten minutes before Kinney threw them.
In a letter to one of her friends from Miss Eva Mae McCully, it is learned that her brother, Kermit, while in a hotel in Salem, fell down an elevator shaft on his neck and head and that he had unconscious for several hours, but that he now is coming along fine. Kermit is a former Joseph school boy and has many friends here who wish for his speedy recovery. Miss Eva Mae McCully is attending Willamette University at Salem and according to the reports made by her friends she is getting along fine there and is well liked, as she is a member of the Girls' Glee club, several societies, the M. E. choir and other organizations. Miss McCully is a graduate of Joseph High school, and her many friends in Joseph are all glad that she is doing so nicely.

City, New York." The New York New York office for anyone in the postoffice is the clothing house for army, no matter where he is stationed. It will be forwarded to him, Europe and for that matter, for all troops, for once a letter reaches the plan as it is about the only one that can be satisfactorily carried out without the shifting of the troops. At any time a letter addressed as above will reach its destination, barring submarines and accidents.

Car Washing Car Storage

VULCANIZING

Come to us with your tire troubles. We repair all makes of tires and all rubber goods.

ALL WORK GUARANTEED

W. H. Bohnenkamp Co.



REPENTANCE.
Sorrow for sin is not repentance. Repentance is a great volume of duty, and godly sorrow is but the frontpiece or title page. It is the harbinger or introduction to it.

How to Address Soldiers—In response to many inquiries as to how to address letters or packages to the boys in Companies L and M, which were stationed here, the department provides that the name and rank of the person as Captain, sergeant, or private—be written in full followed by the address which is "162nd Infantry, care Postmaster, New York