

Malheur Enterprise

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LLOYD RICHES, Editor

MALHEUR COUNTY OFFICIAL PAPER

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THE RESPONSIBILITY OF ADVERTISING.

An Eastern merchant of a national reputation stated that his advertising had accomplished three outstanding things: It had built the business to remarkable proportions; it had improved the class of merchandise carried; and lastly, the most important of all, it had made a better man of him!

This was more than a glowing tribute to advertising, it struck a deep fundamental truth—that advertising, aside from increasing sales, exerts a powerful influence on business.

The advertiser takes on new responsibilities; and he has responsibilities thrust upon him. His light is no longer hidden under the proverbial bushel. All that he is and hopes to be; what he sells and how he sells it; the kind of service he gives and the way he gives it, the people he employs and what they say about him—all these are brought under the minute public scrutiny.

Advertising is an investment. It is the source of the greatest commercial asset—public friendliness. And this business good will is the principal that bears a cumulative return, produced by the advertising.

The advertiser who looks no further than the creating of today's sales sees no further than the nose on his face. His vision is warped by the most obvious fact that advertising is producing results—today. He is too concerned that each advertisement pays for itself in a visible and immediate return.

This does not mean that he should substitute good-will advertising for that actually selling the merchandise. Each advertisement must pay for itself, where direct sales are desired. But the selling of merchandise must be combined with selling of good-will, which is building sales for the future.

There are two things for which the public spends its money—goods and service. And service in the broader sense, includes the right kind of merchandise at the right price, in that which is really serving the customer's best interests. And in really serving the public, their friendliness is brought around to the extent that they buy, not because you want them to, but because they want to buy from you. And advertising is not securing maximum efficiency if it disregards good will in the sole endeavor to make sales.

Such advertising as does not pay, should never be condoned under the guise that it is good publicity. Each advertisement must have a specific and definite purpose, and be part of the entire campaign. Each advertisement must pay for itself—and does, when properly executed, either in immediate dollars and cents or in unearned increment. So all advertising must produce earned and unearned increment.

The time for cashing in on the unearned increment is when it is needed. Many foresighted firms continued their advertising during the war when they were far overboard, and they were creating an unearned increment or good will. Now is the time they are cashing in!

SECURING POPULAR RIGHTS.

A popular watchword of the revolutionary element is "direct action." That means that the people, if they want to accomplish a certain thing, should not wait for the slow processes of the ballot box. Some of these apostles of force would have the people "rise," and seize the powers of government as the Russian bolshevists did. Still more would have them stop all forms of labor, tie up railroads, mines, and factories, until the public officials and capitalists should concede what the people want.

This theory is based on the idea that it is impossible for the people to obtain their rights through the ballot box. They claim that opinion is so controlled by paid propagandists, so shaped by newspapers who have an interest in maintaining the present social system, and so queered and bedeviled by the manipulations of politicians, that the people can not get their "rights."

Those who believe there should be radical changes in the form of government, and who are willing to work for the same by legal means, have every chance to win the people to their support, in so far as any of their ideas are founded on truth and justice. They control many publications all over the country. Their orators are speaking on soap boxes in every city and large town. If their ideas impressed the mass of the people as reasonable, you would see

their newspapers taken in every wage earner's home, and they would carry elections by a three to one majority.

The trouble with them is that they are able to make an impression on only a small element. Their ideas are so vague, they show such misconceptions of truths obvious to the common man, they point to so few facts to prove their wild statements, that they convince no one but those with a mental slant toward their theories. Then they get mad because people won't listen to their vapors, and want to resort to "direct action." Direct fiddlesticks!

THE INCOME TAX RESULTS.

People who forgot to file their income tax returns promptly, may feel aggrieved when they are assessed a fine plus 25 per cent of the amount due on their income as shown. But never in the world would it be possible to get these returns all in, unless it was generally understood that they must be made promptly, and that it would cost heavily to fail in this duty.

Before the income tax was enacted, it was commonly said that you could not possibly make such a law a success. People would refuse to report their incomes, it was predicted, and many of them would make false returns. But the severe penalties established by the law, and the inflexibility with which those penalties are enforced, has persuaded people that it is better to obey the requirements. Only by conformity on the part of everyone, can the law be fair to all. If the statute is enforced in an easy going manner, a lot of people will slip through the net and fail to do their share.

AUTOMOBILE TENDENCIES.

The tendency in the coming years in automobile construction is likely to be toward lighter weight cars, says C. F. Marsden, automobile expert for the Boston Transcript, after studying the displays at recent motor shows.

The times of flush spending have passed. Business is going to be done on a closer margin than formerly. The majority of motorists feel the necessity for economy. As the aggregate weight of the car is reduced, the engines can be lighter and more compact, since there will not be so much power required to haul the load. Engines of that type will consume less gasoline. Lighter cars involve a smaller tire expense.

In Europe the demand for economy is leading to lighter cars. The newest European makes are small, and yet very efficient. They can go anywhere, but not at high rates of speed. In this country, the crowded condition of the roads tends to restrict the demand for high speed cars.

The light car will be less expensive. Less weight will mean that better materials must be used, with a higher grade of workmanship.

SILVER CREEK VOTES BONDS.

Harney County Irrigation Project Will Not Ask State to Guarantee Interest.

The voters of the Silver Creek Valley Irrigation District voted almost unanimously in favor of bonds at the election held last Tuesday, there being 27 favorable to 4 negative votes cast. R. J. Williams was re-elected a director at the same time.

The district proposes to issue bonds to the amount of \$600,000, which provides for the interest for four years. The district is not going to ask the state to guarantee the bonds, but is going on its own responsibility. It will bring immediate action for confirmation and state certification of the bonds and construction will begin without delay.

The project covers 16,000 acres, between 4000 and 5000 of which are watered and some of the best developed land in the entire west and one that will bring quick returns for the investment. The plan of the district meets with the approval of those favorable to the advancement and the determination of the directors to brook no delay is commendable. It will mean new life to that territory and its influence will be felt all over central Oregon.

The direction of the project is under the supervision of some of the most prosperous citizens within the district and they have the practical undivided support of their fellows. It shows community spirit and brings out the advantage of co-operation. The Silver creek project bids fair to outstrip other similar undertakings in Harney county as it is on the way with less complications.

The irrigation water rights of the stream have not yet been adjudicated, but the State Water Board has set April 15 as the date for filing rights and it is expected the adjudication proceedings will go forward rapidly, as the irrigation district will insist on immediate action and no delay.—Burns Times-Herald.

Enterprise Want Ads will bring results. Cost but a few cents

CROUP

For Spasmodic Croup rub Vicks over the throat and chest until the difficult breathing is relieved—then cover with a warm flannel cloth.

VICKS VAPORUB
Over 17 Million Jars Used Yearly

VALE BOY HONORED

LEE HARRIS CITED FOR BRAVERY ON AVIATION TRIAL TRIP.

Sergeant Lee M. Harris, a former Vale boy, has been praised by the head of the United States air service for courageous attention during an accident to one of the big flying machines during its initial flight. Sergeant Harris is the son of Mrs. W. F. Harris of this city and a former student of the Vale high school. His many friends here are pleased with the commendations he has received, which is told in the following article from the Langley Field Times, of Hampton, Va.:

"In recognition of their courageous attention to duty and valuable service rendered at the time of the accident to the left forward motor of the Roma, causing splinters of the broken propeller to tear several holes in one of the gas compartments and thus endanger the ship on its initial flight November 15, Tech. Sergeant Lee M. Harris, Master Sergeant William Fitch and Mr. C. E. Brannigan, a civilian employe, have received well merited praise not only of local officers, but of the Chief of Air Service, from whom the men have received special letters of commendation.

"Sergeant Harris, who was on duty as engineer for the motor to which the accident occurred, is commended for his good judgment and quick action in immediately turning off the motor and climbing into the balloon to ascertain the damage done, as well as for his excellent work in making the repairs to the gas bag."

"Sergeant Fitch and Mr. Brannigan, as engineer for the motor to which 'courageous attention to duty and excellent conduct under trying conditions.'

The complete letter of commendation of Sergeant Harris is as follows:

War Department, Office of Chief of Air Service, Washington, D. C., November 21, 1921.

From Chief of Air Service to Tech. Sgt. Lee M. Harris, Airship Co. No. 18. Subject: Letter of Commendation.

1. The chief of Air Service has noted the official report of the first inspection flight of the airship Roma undertaken on November 15 at Langley Field, Hampton, Va. This report indicates that you were in charge of the forward motor group of the airship at the time the door of the forward motor was broken, due to a small aluminum door from the engine compartment falling into the propeller. The accident to the propeller caused splinters to tear a hole in the keel cover and to make several openings in number three gas compartment, two splinters passing completely through the top of the gas bag.

2. That no more serious damage resulted from this accident is probably due to the good judgment and quick action which you displayed in immediately turning off the motor and climbing into the balloon to once to ascertain the damage done, as well as for your excellent work in making the repairs to the gas bag.

3. The Chief of Air Service commends you for the meritorious service you performed on this occasion and for your excellent conduct under a very trying condition. The official report shows that you continued to work in making repairs for the gas bag until you became unconscious from hydrogen gas. No man could have accomplished more under the circumstances and your prompt and efficient services on this occasion will serve as an example of initiative and devotion to duty worthy of the best traditions of the service.

A copy of this letter of commendation will be filed with your official record.

By direction of the Chief of Air Service.

W. H. FRANK,
Major A. S.,
Acting Executive.

The letter of commendation as addressed to Sgt. Fitch and Mr. C. E. Brannigan is as follows:

1. The Chief of Air Service is in receipt of the official report of the first inspection flight of the airship

Roma undertaken on November 15, 1921, at Langley Field, Hampton, Va. This report includes a report of an accident in one of the gas compartments and which necessitated the repairs of the gas bag while in flight.

2. The Chief of Air Service desires to commend you, for your courageous attention to duty and your excellent conduct under very trying conditions as one of the three men who worked on the repair of the gas bag while in flight. You are commended not alone for making the repairs which made it possible for the Roma to continue flying but also for continuing the work of repair until rendered unconscious from breathing the hydrogen gas.

3. Your service on this occasion reflects that high degree of initiative and devotion to duty which is characteristic of our Army personnel in time of emergency.

4. A copy of this letter of commendation will be filed with your official record.

By direction of the Chief of Air Service.

W. H. FRANK,
Major, Air Service,
Acting Executive.

—Langley Field Times,
Hampton, Va.

Daddy's Evening Fairy Tale
BY MARY GRAHAM BONNER
FASHIONABLE HEN.

"Miss Fidgety Fashionable Hen," said Daddy, "was a very proud creature. She was talking in the barnyard one day to Miss Gray hen, who was a very gentle, quiet hen."

"It makes me mad," said Miss Fidgety Fashionable Hen, "to think of the people who don't appreciate us as they pass us by."

"Of course soon now we will be going indoors for the winter, but all summer long we haven't had half the admiration which we should have."

"I'm hoping things will improve another year. Now I heard a person speak who stopped at our farm for a drink of water this summer, and with that person was another young lady. They were both taking a motor trip."

"Well," said the first young lady to the second young lady, "isn't this country beautiful?"

"But the second young lady answered:

"Oh, I don't know, the country all looks alike to me. It's nothing more than one red barn after another."

"Well," said Miss Fidgety Fashionable Hen, "I chuckled and told her that I hadn't much use for her opinion, but she paid no attention."

"I didn't mind so much about her not caring to admire the country, but I simply couldn't understand how she could pass through the country and not admire the hens she saw and the little chickens she passed."

"I thought that surely she would have noticed me, and I chuckled hard, and said to her that I hoped she would not go by without noticing me, for if she did I felt that her life wouldn't be so big and fine and magnificent as it would be if she had the thought of meeting and seeing me to look back upon."

"But she paid no attention to me. She was just a queer, queer person."

"Fancy taking a trip through the country and describing it as one red barn after another. Even though I'm nothing but a hen, I'm sure I wouldn't do that! Of course, if she couldn't admire beautiful views I suppose it was too much to expect of her to admire a beautiful hen. Too much to expect of her, cackle, cackle, cackle."

"Ah," said Mr. Red Crown Rooster, "I have found a worm. First come, first served," he added.

"Then Miss Gray Hen looked at the worm and said:

"May I have it? I didn't eat much breakfast this morning, and I'd enjoy

an extra meal."

"Indeed, it is a pleasure to give it to you, cock-a-doodle-do," said Mr. Red Crown Rooster.

"It wouldn't be a pleasure for me to do anything like that," said Sir Benjamin Bacon from the Pig Pen or Pig Pen Palace, as they called it, or Mud Yard, as they also sometimes called it.

"It wouldn't be a pleasure for me to do anything like that, either," grunted Sir Percival Pork.

"These pigs were cousins, as you know, of Grandfather Porky Pig and Brother Bacon, and lived not far away."

"Pigs," said Mr. Red Crown Rooster, "Pigs, I say again."

"Yes, we're pigs, all right," said Sir Benjamin Bacon.

"We most certainly are, and are proud of it," said Sir Percival Pork.

"To think of being proud of it," said Mr. Red Crown Rooster, "Well, there is no accounting for tastes, and he flapped his wings and looked very wise."

"That's right," said Miss Fidgety Fashionable Hen. "That is exactly what I say."

"Exactly what I say, too, cackle, cackle," said Miss Gray Hen.

"And what I say, too, grunt, grunt," said Sir Benjamin Bacon. "Just think of the joy I'd miss if I weren't a pig. I'd have to be generous. Gracious, mercy me, that would be horrible. I'd rather be a nice little pig, a nice little pig, thank you!"

"You needn't thank me," said Miss Fidgety Fashionable Hen. "But I'm thankful to myself that I'm not your sister or cousin."

Made Greenland Yellow.

Little Edwin—Mamma, I guess the man who made my geography was colorblind.

Mamma—Why do you think so, dear?

Little Edwin—'Cause he's got Greenland painted yellow.

With purebred bulls a breeder achieves more in the improvement of his herd in two generations than he can in five with grade bulls, says the United States Department of Agriculture. Department workers have thoroughly studied the subject of building up herds to better milk, butter and beef production. Better stock may be obtained either by individual purchase or by becoming a member of a bull association. Literature on the latter method can be obtained by writing to the department, and will furnish useful reading during the winter. Full information can also be obtained by consulting your county agent or state agricultural college.

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CONDENSED REPORT OF

First National Bank

OF OREGON

As Made to the Comptroller of the Currency at the Close of Business December 31, 1921

RESOURCES

Loans and Discounts \$463,727.14
Overdrafts 101.58
Bonds and Warrants 27,860.29
Realty and Fixtures 39,118.66
CASH \$231,361.38

LIABILITIES

Capital \$50,000.00
Surplus and Profits 50,514.93
Circulation 12,500.00
Re-discounts 67,750.00
Bills Payable NONE
DEPOSITS 581,344.12

\$762,109.05 \$762,109.05

"THE OLD RELIABLE"

KNOWN FOR ITS STRENGTH AND STABILITY

CASH RESERVE 39% PLUS



(Ask about the B. P. round roof barn shown in the above cut. It provides greatest possible strength and maximum storage space at least cost.)

Make Your Plans While The Snow Flies

For the same reason that you "make hay while the sun shines," you should make plans for the busy season while the snow flies. The new buildings your farm needs, such as Machine Sheds, Poultry Houses, Barns, Stock Sheds, etc., can best be planned now while you have plenty of time.

Let Our Architects Help You

Our architectural department, which is maintained for the free use of prospective builders, is less rushed at this time of year and can offer you helpful co-operation with plans and specifications for buildings of every kind. We are not satisfied with merely selling lumber, but we want to show you how to use it to the very best advantage.

Make your wants known to the manager of the B. P. yard nearest you. He is at your service.

Boise Payette Lumber Co.

F. L. GILBERT, Sales Manager Vale Yard

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Eyeglass Specialist, Ontario, Oregon.

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Vale Electric Co.
"The Institution of Greatest Service"
L. P. Lumpee; Mgr.