

**LOCAL AND PERSONAL**

Paul Pinke was greeting friends this city yesterday.

J. L. D. Morrison and family were from Crane yesterday.

Augustine Gilbert is in from his home in the Clover Swale Section.

Mrs. Arthur Haud came over from Bend this week on a short visit to friends in this city.

All kinds of sewing at reasonable prices.—Mrs. Lema Perry, residence west part of town.

Mr. and Mrs. Lloyd Johnson came up from the ranch at Lawen the first of the week bringing the children back to enter school after spending the holidays at home.

For Sale—155 acres of land adjoining the town of Crane. \$2500.00 for the entire tract subject to mortgage of \$250.00. Also acre tracts within half mile of the depot \$50. per acre. Terms.—James Cary, Crane, Oregon.

The wheel at the mill has been fixed the big casting having been welded by Jack McGuire's oxy-acetylene process, and workmen are placing it in position today with the hope that we may have lights by that power hereafter.

The public school has been rather handicapped since the holiday vacation because of lack of teachers. Mr. Clapp of the high school was pressed into service on Monday but had to take up his duties at the high school Wednesday, therefore Mrs. Foley was asked to teach. One of the teachers elected to fill vacancies has arrived, Miss Weis. Mrs. Eberle has been prevailed upon to continue in her room until her successor is here.

**HOW ADVERTISING CUTS DEALERS, RENTS!**

It is a matter of economy for dealers to handle advertised products. Especially is this true in case of the retail grocer.

Economy in any business may be secured in three ways:

The expense of conducting a business may be grouped under four general heads, viz: (1) rent for land and building, (2) wages and salaries for employees, (3) interest on capital invested and (4) general overhead. Economy, then, may be secured by paying less rent, less interest, or by reducing the general overhead.

A previous article pointed out how the handling of advertised brands resulted in economy of wages, fewer clerks being necessary to handle the same volume of business. The present article shows how economy in RENT is secured by handling advertised goods.

This is based upon the principle of CONSUMER ACCEPTANCE previously explained. Since customers are ready to accept advertised brands, it follows that dealers may specialize on fewer brands in each line.

This means a dealer will not require as large a stock in order to do the same business. For if he carries unadvertised brands, he will find it necessary also to carry some advertised brands of the same product to meet the demand of a part of his trade who will insist upon the advertised goods.

By specializing on the advertised brands which ALL will readily accept, a smaller stock is required, hence less shelf room for displaying the goods.

The dealer will either require less room in which to conduct his business or he can utilize the same space to better advantage by giving better displays or more displays, either of which leads to the same results—economy of SPACE or of RENT.

It is a matter of rent ECONOMY for the dealer to handle advertised brands.

Second-hand thoughts are like second-hand clothes—they are apt to be a misfit.

If it is true as stated that America pays fourteen times as much for each soldier as the enemy, the boys have man-sized jobs to measure up to the pattern cut for them. But they'll do it.

Wouldn't it be as well to suspend the study of geography in the schools for a time at least? The youngsters might stand the chance of getting the right kind of a start, which they are by no means sure of now.

Funny how fate always gets the right man in the wrong place or both, or vice versa, or some other darned kind of a mix-up. But what we wanted to say was that we have a man in our town who could have had the war fought to a finish and the Kaiser whipped to a frazzle if he had only been consulted. We know it, because he says so.

So far the Administration has not placed farm implements in the list of preferential merchandises and if this is not done the prices on this line of goods are liable to go even higher than at present. Farmers should consider this possibility and lay in all implements that will be needed for the next season's campaign. Remember the pressure is not yet removed. Another year's strenuous work is before us, if no more, and we should all profit by both the successes and the failures of the past year.

Watch the man who affects to despise wealth. There's something wrong with his mental make-up. Wealth is the visible evidence of industry; it is the vehicle through which all human activities accomplish their results. A sordid greed for gold is repulsive to all right thinking persons, but the man who has not a true appreciation of the value of wealth—be it in money or not—has no appreciation of the worth of human ambition. He lacks the real inspiration that moves to successful effort. The spendthrift is not the most desirable of characters, but he is a paragon besides the man totally lacking in the ambition to accumulate the rewards of industry. The fellow who has nothing and wants less is simply a clog on the wheels of progress, and the world were better off without him.

**One Pound, 25c  
Five Pounds, \$1.00**

The greater use of corn, bran, rice and buckwheat flours which the Government urges, will increase the consumption of baking powder in your home. So we suggest that you make capital of the situation by availing yourself of the economy the larger can of baking powder provides. A one-pound can of Crescent Double Acting Baking Powder costs 25c. A five-pound can may be had for \$1.00. Send 4c stamps for the new Crescent Book, which abounds with good recipes and contains a very enlightening treatise on baking powder. \*\*Crescent Mfg. Co., Seattle, Wash.

**Crescent**  
Double Acting Baking Powder



**"Save the Waste and Win the War."**

The fellow who always has a kick coming, sometimes gets it.

Knitting is proving a godsend to the idle hands of the country. Now if we could find some equally profitable employment for the idle tongues we would be going some.

The plan of the government to raise funds through the sale of war savings certificate stamps is one of the most commendable plans yet instituted. The sale of liberty bonds was and is necessarily circumscribed because these bonds could not be issued in small denominations sufficient to include the small savings of the millions who handle only small means. With the savings stamps, however, all can have a hand in financing their government. Million who felt themselves unable to spare the amount of a bond can contribute through this channel. And the fact that every penny invested in the American people a spirit of thrift and saving that has heretofore been totally foreign to their natures. The response should be universal.

The problem of labor for our farms is looming up as the one great question and in many localities is becoming really serious. Even before we were in war it was a matter of concern. Now the matter can no longer be lightly set aside. There is no doubt that unless steps are taken, before the entire war draft is run out, to recruit the ranks of farm labor, it will be a physical impossibility for our farms to meet their demands that will be made upon them another season. Many localities report that even now the scarcity of farm labor is seriously crippling operations, and when the draft is completed the situation will be even more serious. It is hoped that the amended regulations will tend to relieve the situation. From the present outlook it would seem the part of wisdom that the draft apply to farm labor equally with the army. It would be hard to tell which is the most important just at this time. Certain it is that without the farmer our armies will be impotent.

**NEW RED CROSS AUXILIARIES**

The TimesHerald is informed that there are two new Red Cross Auxiliaries organized recently, one at Warm Springs and the other at Andrews. The growing interest in this work is commendable and will bring results, as each of the organizations throughout the country have work and the ladies are putting in much time.

Mrs. Gault, First Vice Chairman of the Chapter, informs The Times-Herald that there are a sufficient amount of supplies on hand for work for all who desire to devote time to it and that many of the ladies of this city have responded willingly.

**Was Feeling All Run Down.**

Louis Buckner, Somerset, Va., writes: "I was feeling all run down; tired, with pains in my back. After taking Foley Kidney Pills I felt like a new man." Backache, rheumatic pains, stiff joints, sore muscles, swollen ankles, and sleep disturbing bladder ailments yield quickly to this time-tried remedy. Sold by Reed Bros.

**OPEN GRANGE MEETING AT RYE GRASS TOMORROW**

The Times-Herald is authorized to announce that there will be an open meeting of Rye Grass Grange tomorrow at the Grange Hall and the people of Burns are invited to go out. Subjects of interest will be discussed in addition to a program which has been prepared.

If the weather is favorable there will likely be a number take advantage of the invitation.

**ODD FELLOWS INSTALL.**

District Attorney Grand Master J. W. Geary installed the officers of Harney Lodge No. 77, I. O. O. F. Thursday evening for the coming term. He first put the officers through a stiff examination as to their proficiency in the work and finding them in readiness installed them as follows: N. G. Neil T. Smith; V. G. U. S. Mackney; Treas. T. S. Sprague; Recording Secy. W. W. Gould; Financial Secy. C. W. Lewis; Warden, S. S. Smith; Conductor, Gus Bardwell; R. S. N. G., James Shepard; L. S. N. G., John Burrows; R. S. V. G., M. V. Harkey L. S. V. G., W. O. White; Inside Guardian, Bart Siler.

**SMITH-GATES**

(Contributed)

A very beautiful wedding was solemnized at the Presbyterian Manse on New Year day at 2:00 P. M. when Rev. W. F. Shields pronounced the words making Chester B. Smith and Elsie May Gates husband and wife. These young people are well known to all in Burns. Mr. Smith is the affable manager of the Liberty Theatre and Mrs. Smith is the congenial young lady that has presided at the window of that theatre for some time. She was formerly in the Telephone office of this city and is a graduate of our Harney County High School. The many friends of these young people wish them all the joys and none of the sorrows of the New Year. May happiness and success be their portion as they walk together down through the years.

We are glad to know that they will reside in this city and continue to operate the Liberty Theatre, where the management and character of the pictures shown have brought them into favor with all lovers of high grade amusement.

**Our Jitney Offer - - This and 5c.**

DON'T MISS THIS. Cut out this slip, enclose with five cents to Foley & Co., 2835 Sheffield Ave., Chicago Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound, for coughs colds and croup. Foley Kidney Pills and Foley Cathartic Tablets. For sale by Reed Bros.

**A profitable employment for the girls is the making of handy little scrap books of jokes, cartoons, and short articles of local interest to be sent to brothers, sweethearts and friends in the camps and at the front. Make them as local in tone as possible and they will be much appreciated by the boys. No need to aim at permanency, as the boys will probably not be able to preserve them after they have enjoyed their contents.**

**Had The Grip Three Weeks.**

With January comes Lagrippe. Lingerin' colds seem to settle in the system causing one to ache all over feel feverish and chilly, tired, heavy and drooping. Mrs. Lizzie Tyles, Henderson Ky., writes: "My daughter had lagrippe for three weeks. I gave her Foley's Honey and Tar and now she is alright." Sold by Reed Bros.

**WARRANT CALL.**

Notice is hereby given that there are sufficient funds on hand to pay off all General Fund Warrants registered prior to Dec. 1, 1917, and all Rabbit Bounty Warrants registered prior to July 15, 1917. Interest ceases on Dec. 15, 1917.

PEARL FISK, County Treasurer.

We will do your job printing.

W. T. LESTER A. A. TRAUOGOTT  
**Inland Empire Realty Co.**  
**REAL ESTATE**  
**Ranch Loans Made Direct**  
Make application now  
**Fire Insurance**  
**GENERAL LAND OFFICE PRACTICE**  
**BLUEPRINTS**  
Burns, Oregon Crane, Oregon  
**BOOST FOR HARNEY COUNTY ALL THE TIME**

Fully appreciative of the part your friendship and patronage has played in our progress during the year just closing, we thank you. And we extend to you and yours our sincere well-wishes for a New Year of continuous joy and prosperity.  
**Williams-Zoglmann**  
**Clothing Company**  
Merchant Tailors and Leading Clothiers

**A BIG CLEARANCE**  
**SALE**  
Of all our  
**HATS, CAPS**  
**and SHOES**  
**AT LESS THAN COST**  
*We are going out of these lines of goods*  
**We are specializing in**  
**GROCERIES**  
*Give us a call*  
**Farmers Exchange**  
Burns, Oregon  
A. Ottinger, Proprietor, Nate Franklin, Mgr.

**Very Few People**  
Read an ordinary advertisement entirely through. If I were able to write a fifty word ad. that would catch and hold the attention of ninety per cent of the readers who glanced at it, I would not be trying to make a living in the garage business.  
If you have gotten this far you may as well finish. Your car may only need some slight adjustments or it may need a thorough overhauling. At any rate, you can save time and money by having it done NOW, while you, as well as ourselves, are not very busy; also we can afford to do it much cheaper than later when we are rushed with spring work.  
**SEE US FOR GUARANTEED PRICES**  
This also applies to broken farm machinery, and other castings. We are glad to give you any information you desire along those lines.  
**Summit Garage,**  
John McGuire, Prop.  
Agent Hupmobile Motor Car

**Ford**  
THE UNIVERSAL CAR  
**FORD IS STILL MAKING CARS**  
Rumors to the contrary are untrue. The ever increasing demand for Ford Cars makes them hard to get.  
Buyers of Ford Cars for the past year have been compelled to wait their turn.  
We are taking orders every day and if you are wise you will see us at once about your car.  
No time to lose now if you are contemplating the purchase of a car in the early spring.  
**BURNS GARAGE**  
BURNS AND CRANE

**JOB WORK**  
We do it right