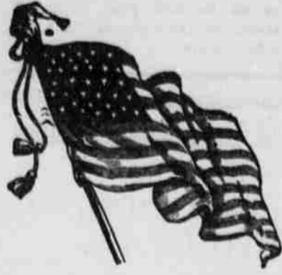


SUBSCRIPTION RATES

One Year \$2.00
Six Months 1.00
Three Months75



HOW ADVERTISING SIMPLIFIES TELEPHONE ORDERING

It is a matter of ECONOMY for the dealer to handle extensively advertised brands. Especially is this so in food products.

Economy of time results from what we have called CONSUMER ACCEPTANCE or the willingness of the consumer to accept advertised products without question. In as busy a place as the ordinary grocery store this is a factor of decided importance.

A very definite way in which this principle of consumer acceptance results in economy for the grocer is by increasing the amount of business done by telephone. In many groceries which feature advertised brands, as much as 75 per cent or 80 per cent of their total business is done by telephone.

This huge percentage is possible ONLY because these stores handle the product which people have come to know through the advertising. People can ask for the product by the brand-name—the ADVERTISED name and know just what they will receive.

It is not necessary to go to the store to see the article and receive the salesman's assurance that it is a quality product.

The consumer already KNOWS the product through the advertising and has only to specify the brand name when ordering, which can be done as well by telephone as by a personal visit to the store.

Consider the advantage to the grocer.

It means that the work of putting up orders may be distributed more evenly through the day. It means that it is not necessary to have idle clerks during a large part of the day in order to have enough for the rush hours which are always a feature of the ordinary grocery store. It means that these rush hours as well as the idle hours are abolished to a large extent. It means fewer clerks are necessary.

In short, the handling of advertised brands of food products means simplified selling—filling ORDERS with well-known and acceptable merchandise instead of high-pressure selling.

STATE TEACHERS' MEETING.

(By School Supt. Clark.)

In attempting to name the instructive things I heard while attending the Oregon State Teachers Association, would like to mention first the sermon delivered by Rev. John H. Boyd, pastor of the First Presbyterian Church on the "Unmasking of Germany" it proved so popular that he was forced to give it over and over during the week. It was printed in the Sunday Oregonian Dec. 23rd is also on sale at J. K. Gills, Portland. The musical concert which took place on the same day, in the Auditorium, was considered the best Portland had ever produced along that line, one thing that pleased the people from Burns who were present, was the pleasure of hearing George Wilber Reed, again, in "For He Is Like A Refiners Fire," also in "Comfort Ye." The rendition of the "Messiah" was traditional, the orchestra played with fine effect. It will long be remembered by many.

The town was alive with soldiers and sailors, home for the holidays, and we were fortunate in seeing many of our own Harney County Boys, they were all looking well and sent many tokens of remembrance to the home folks.

The 27th brought the opening of the meeting Supt. George A. Briscoe, President of the State Teachers Association, secured for the meeting

two of the most noted lecturers in the educational world. Dr. Richard Burton, Head of the English Department of the University of Minnesota, delivered two addresses before the general assembly, on "The Literature of the Great War," and the other on "The Social and Educational Significance of the Theatre." Dr. Burton is considered one of the most eloquent and scholarly educators in the United States. The second speaker Professor Frank M. Leavitt, of the University of Chicago. Professor Leavitt is one of the foremost authorities in the field of industrial education, and largely responsible for the movement which culminated in the Smith-Hughes Law. His message was of particular interest to the teachers of Oregon, as the Federal Board has just approved the plans of Supt. of Public Instruction, J. A. Churchill, Chairman of the State Vocational Board for carrying out the provisions of the Smith-Hughes Law. This means that Oregon will receive \$15,000 this year, from the Federal Government for Vocational Education.

The first day of the meeting was taken up by the session of the Representative Council; there were 114 delegates present. Every County in the State and every local teachers Association was represented. The Council received reports of standing committees which had been at work during the past year. One of the most important reports was from the committee on "Thrift" Campaign, owing to the fact that Secretary McAdoo is asking all the schools to join him in the work. The Council adopted resolutions, elected officers and transacted all of the business of the Association. Dr. Sheldon of the University of Oregon was elected President for the coming year. Under the reorganized constitution which went into effect one year ago, the State Teachers' Association has come to be one of the most important conventions held in Oregon. By the speakers from abroad the newest and best from the educational world are brought to the teachers of Oregon and through the work of the various departments by round table discussion and resolutions, policies were adopted for advancing the work of the public schools for the current year. It is estimated that not less than 2000 teachers from over the State were in attendance at the meeting.

THE INVISIBLE OPERATOR

You enter the store. The clerks are all busy, as most of them are in Burns now-a-days. You wait. There are things to look at, perhaps a friend to greet. Time passes swiftly while you wait for those ahead to be served. You do not demand that the clerks drop everything instantly to wait on you. You expect to await your turn. It is customary.

Are you as patient while waiting your turn at the Telephone as you are while waiting it in the store? As patient as you are while you wait for the street car, or while you stand in line at the ticket window? Are you? Think it over.



INTER-MOUNTAIN T. & T. CO.

J. E. Weston, Secy. & Gen. Mgr.

In closing I want to mention the splendid lectures given by Prof. Foster of Reed College, who has been abroad in England, Belgium and France studying the conditions there. As I was acting on the committee of re-education of soldiers his talk was of great interest to me.

PINTO BEANS FOR ECONOMY

Hail to the Pinto Bean! With all its gay colors it has been somewhat overlooked, despite the fact that it is two or three cents per pound lower in price than the better known white bean, and experts now announce that it is also a more "heany" bean, yielding more food value to the consumer than the more familiar varieties.

Calling attention to beans as a substitute for meat, the United States Food Administration mentions the comparative cheapness and excellence of the variety known as the Pinto or speckled bean, which is grown in tremendous quantities in Colorado, Kansas and New Mexico, and to a lesser extent in practically all parts of the United States. Everywhere these colored beans sell at figures substantially under those for white beans, and according to experts they contain about five percent less water than the familiar navy beans, which are now in the luxury class.

Incidentally, since the Pinto Bean is being extensively used in both Army and Navy, the less nutritious and more expensive white bean in danger of losing its distinction as the "navy" bean.

In a recent bulletin, the Food Administration announces that in cases where retailers do not handle the Pintos persons desiring to try them are asked to write to the Bean Division of the United States Food Administration at Washington D. C., which will furnish names of shippers and other information regarding the raising and drying of these beans.

STATE WINS IN LAND FRAUD CASES.

A Salem dispatch in a recent issue of the Portland Journal states that the state has been successful in the prosecution of F. A. Hyde land fraud cases in the supreme court and that in each case the court found for the state.

The dispatch says in connection with this decision:

"Decision of the supreme court is a great victory for the state and for Attorney General Brown who took up vigorous prosecution of Hyde cases after his predecessor, Attorney General Crawford, had let them drag in the courts for years in spite of the efforts of former Governor West, who caused the suits to be instituted in the first place, to have them pushed to final determination.

"This decision is also expected to have important bearing on Pacific Livestock Company cases, which are of similar nature, and are now pending in courts. It is expected to quiet for a time all efforts that have been made in the past by Governor Withycombe and State Treasurer Kay to have these cases dropped."

ANNUAL ROLL CALL BAPTIST CHURCH

The Times-Herald is informed by Rev. W. L. Wilson that next Wednesday, Jan. 16, is the annual roll call at the Baptist Church. It will begin with a sermon at 10 o'clock a. m., by the pastor and there will be dinner served at noon with a social time following during the afternoon. All friends of the church are welcome and it is hoped that people will avail themselves of the invitation.

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

Hotel Hass

Phone W-97 Opposite Burns Garage

Opened January 3rd

Renovated and newly furnished throughout. Every convenience possible for the public.

Dining room in connection

It will be our aim to give you "A Real Home Dinner."

Distance From Hotel Hass to

Andrews	113 miles	Lawen	24 miles
Brookings Station	75 "	Lakeview	160 "
Bend	147 "	Malheur Cave	60 "
Beulah	85 "	Narrows	25 "
Blitzen	83 "	OO Ranch	30 "
Beckley	89 "	Princeton	37 "
Buena Vista Ranch	43 "	Plush	100 "
Crane	33 "	P Ranch	65 "
Catlow	75 "	Riverside	75 "
Canyon City	72 "	Riley	30 "
Denio	150 "	Sageview	85 "
Drewsey	50 "	Voltage	34 "
Harney	15 "	Vale	135 "
John Day	75 "	Waverly	38 "
Juntura	75 "	Westfall	100 "

Your Money Talks

WE'VE a wonderful line of Bargains for the Man with the Dollars. Dollars are what we especially need right now, and in order to change them from your pocket to our's, we are going to offer to the people of this community some of the most stupendous values they have ever seen in our entire line of

Dry Goods, Clothing, Shoes, Hats, Men's Furnishings and Notions

This is no loom-end sale, or sale of seconds—It's just a determination on our part to turn some of our large stock into quick money. To do this we are willing for a short time to make QUICK PRICES.

You all know our stock—its high quality and general excellence. All our regular lines are included in this pushout sale, nothing reserved, and NO MAKESHIFTS BROUGHT IN FOR THE OCCASION. Simply that we need money, must have money, and are going to sell these goods if PRICE is an inducement.

Come Now! It will pay you!
Every Saturday Grocery Special

BURNS CASH STORE

A. K. RICHARDSON, Prop. JOE THOMPSON, Manager

LIBERTY THEATRE

Sunday, January 20th,

WILLIAM FOX

Presents

THEDA BARA

in

"HER DOUBLE LIFE"

A THRILLING STORY OF A WOMAN'S DECEPTION

Mary Doone, a girl of the slums, enlists as a war nurse, and goes to the front. When the hospital in which she is working is bombarded, Mary stays behind. After the attack she finds the body of Ethel Wardley, an English girl, in the building. Ethel was on her way to live with an aunt she had never seen. Mary, thinking Ethel dead, changes clothing with her and taking her luggage, proceeds to the home of Lady Clifford where she is cordially received and lives happily until her deception is discovered.

LIBERTY THEATRE

SUNDAY, JANUARY 20th,

DON'T MISS SEEING IT!