

HEPPNER HERALD

S. A. PATTISON, PUBLISHER

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FRIDAY, AUGUST 24, 1917.

GOVERNMENT SHOULD PAY FOR ADVERTISING

The government of the United States, which is, perhaps, the richest, the greatest and most powerful human organization on this planet, has announced that another issue of Liberty Loan Bonds to the amount of \$3,000,000,000 will be offered for sale to the people in November.

When the first issue of Liberty Bonds were offered in June the government called upon the newspapers of the country to boost the sale and help make it a success. The response was most generous. Practically every newspaper in the country, large and small, got behind the project in their news and editorial columns and began to boost. "Buy a Liberty Bond" became a stereotyped slogan on every first page. Editorial argument, clever news stories, jocular "jollies"—every legitimate trick known to newspaperdom was brought into play to make the gigantic deal a success. But this was not all. When the campaign was fairly under way and the public was still apathetic, those in charge of the bond sale began to send out straight advertising matter asking the newspapers to give it space as a matter of patriotism and without cost to the government. Again the newspapers responded and millions of dollars worth of advertising space was given up by the newspapers of the country for the Common

Good, and it was not until the campaign, which was started amid nation-wide indifference and apathy and which ended in a spurt of enthusiasm that over-subscribed the issue by a billion—was over that the newspapermen took the time to fully realize that they had been cheated.

Advertising space in a newspaper is as much a commodity having a certain fixed value as are the goods on the merchant's shelves, the wheat in the farmer's bin, the manufactured product in the factory warehouse. It costs a definite amount of money to produce a column or a page of advertising space just as it costs a certain definite sum to produce a bushel of wheat or a pair of shoes of a galling gun or a warship.

Advertising space is the publisher's stock in trade from the sale of which he realizes his living—his ability to pay his monthly bills, his taxes to the government and his contributions to the Red Cross.

Why, then, should the government ask the publisher for free advertising space in which to promote the sale of war bonds, and other governmental activities, when they do not ask nor expect ship builders, shoemakers, munition makers, farmers and other producers of things the government needs, to supply their products free? To ask free service from publishers is unjust and unfair just as it would be unjust and unfair to ask free service or free supplies from any other class of citizens.

It is understood that it is the present purpose of the government to undertake to again exploit the newspapers in the coming bond sale campaign and it will again succeed if the newspapers of the country are willing to stand for it. Every newspaperman in the country as well as every other citizen who believes in fair play, should unite in a demand on congress to at once provide an adequate appropriation for advertising purposes. Such an appropriation would place the promotion of the sale of war bonds, as well as all other governmental activities for which wide publicity is needed, on a dignified, business basis. It would also clear the government of the greatest nation on earth of the charge of parsimony and unfairness to one particular class of its citizens.

Every woman who admires Stylish Well-Fitting Clothes will be interested in the New Fall and Winter Fashion Book of

Victor Ladies Tailoring Company Chicago

showing the most wonderful values in the season's latest and most approved styles in

Women's and Misses' High Class Suits, Coats, Dresses and Skirts

Made to your measure to fit you perfectly in any style and material of your own selection, or of YOUR OWN MATERIAL

Also a complete line of Ready-to-Wear Suits, Coats, Furs, Skirts, Dresses, Waists, Petticoats, Children's Coats

Come and enjoy the pleasure of looking through this wonderful line, whether you wish to buy or not

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Prompt Service, Perfect Fit and Satisfaction Guaranteed and Prices Always the Lowest

PATRONIZE HOME INDUSTRY

We compete with any first-class Tailoring House in Portland both in material and workmanship.

Order Your Suit Now

Our new Fall and Winter Stock has just arrived. Come in and make an early selection and get your choice

Louis Pearson, Merchant Tailor

Main Street, Heppner, Oregon

The U. S. Army Shoe

Made in exact accordance with Government specifications

Unnecessary weight has been eliminated. This shoe will wear longer than if 50 per cent heavier

E. N. Gonty Shoe Store

Quality, Service

& Sanitation

Our Fresh Meats are the best in the City. Our Extension Cooling Plant assures Fresh Sweet Meat at all times.

If you are eating our Hams and Bacon you know how good they are. If you are not we are both losing. Phone us your orders, we guarantee entire satisfaction.

City Meat & Cold Storage Co.

Johnson Bros., Props.

THE BRICK

McATEE & AIKEN, Props.

ICE CREAM and CARD PARLORS.

THE FIFTH ANNUAL MORROW COUNTY FAIR
SEPTEMBER 13, 14, & 15

Partial List of Attractions

Parson's Novelty Band, composed of men and women artists. Instrumental and vocal
The Hitt Fireworks Company will present the best Pyrotechnic display ever shown in this section of the state
Ferris Wheel and "Carry-Us-All" and many other attractions will be provided for the amusement of visitors
Mrs. Edith Tosier Weatherred, member of State Fair Board, will be present and address the people every day
Hon. James Withycombe, Governor of Oregon, and an acknowledged livestock expert, will make an address Saturday

Do your bit and help make this the Biggest, Best and Most Interesting Fair Ever Held in Morrow County

Reduced Rates on All Railroads from Portland on the West to Pendleton on the east, including Branch Lines, one and one-third Fare

Colt Show Saturday at 10 a. m. Special Prizes will be awarded

DANCING AND SINGING IN FAIR PAVILION EVERY EVENING