

THE HEPPNER HERALD

S. A. PATTISON, EDITOR AND PUBLISHER
An Independent Newspaper

Entered at the Heppner, Oregon, Postoffice as second-class Matter
TERMS OF SUBSCRIPTION
One Year \$2.00 Six Months \$1.00
Three Months \$.50

WHO IS THE JOKE ON?

"**T**HAT is some joke friend Pattison of the Herald has suggested to the citizens of Morrow county. Heppner, no doubt, would appreciate a monument erected to the soldiers of the county in the shape of a "community house" at this place, with all those fanciful appurtenances of "comfort station," "ladies toilet rooms and bath rooms," etc., combined with a nice room for "the ladies mayor and councilmen" to meet in but we hardly expect the taxpayers of the county to consent to it."

Wherein lies the "joke?" Is our neighbor's sense of humor so keen that he can see only a "joke" in the proposal of a memorial to our soldiers and sailors? Are his ideas of modern progress so welded to the past that he can see only a "joke" in the suggestion of a community house for Heppner simply because the town has had no such institution in the past or does the "joke" lie in the fact that he either failed to carefully read and to understand the Herald article which so aroused his hilarity or else intentionally attempts to garble our meaning and to place the Herald in a false position before his readers?

In discussing a bill then before the legislature authorizing county courts to appropriate \$5000 "to erect or assist the people in erecting a suitable memorial to the soldiers and sailors" etc., the Herald suggested that such a memorial should take the form of a building that would not only serve as a memorial to the dead but would also be of use to the living, using these words: "The county, the city, the civic organizations and the citizens generally could co-operate in the erection of such a building," etc. Does this mean, as our neighbor's mirthful words imply that the Herald advocates having the "taxpayers of the county" build a community house for Heppner?

Will our neighbor lay his joke aside long enough to correct this false impression he has sent forth regarding the Herald?

THE AVERAGE BUSINESS MAN'S PUBLICITY PROBLEM

(James A. Callahan, in Western Advertising)

THERE are two kinds of newspaper advertising—the Paid and the Unpaid. The Unpaid is again divided into two parts—the kind that people want to get into the paper, and the kind they want to keep out. In order to obtain Unpaid advertising, it is only necessary to do something unusual and the Managing Editor will thank you for the opportunity of presenting your story to his readers. A mad dog bites a man—nothing unusual about that but a man bites a dog. Ah! that is real news. Try it on your dog and every live reporter in San Francisco will be after you for the story and print your picture and the dog's on the first page, and this same Managing Editor is the man newspaper advertisers have got to compete with in a sense. They have an advantage too for the stories of business, of bargains, of style, command the instant attention of the world's greatest buyers—the women.

The average advertisers' publicity problems are many and varied. In this advertising age every man in business wants to advertise. He must advertise—some how, some way—if he succeeds. You have got to let people know you and your business are still on earth. Publicity—the letting of people know what you have got, why they should have it, and how they can get it. Getting the man who has something to sell together with the man who wants to buy, combined with the art of getting the price is the one great agency of distribution. All advertising is salesmanship, whether it appears in the newspapers or on your neighbor's barn. If it doesn't sell the goods, the concern behind it is in need of introspection. Your copy may have enough black ink, but not enough gray matter in it. Perhaps the newspaper does not reach the right kind of people. Maybe the barn is in the wrong neighborhood, or too far away from the thoroughfare. It may please you, but not appeal to the people you are trying to reach.

Is your place of business hitched up to your publicity? Is it reflected in the people who are helping you build your business? Can it be possible your clerks are behind the times? Have you got the goods behind your advertising? Are you an enthusiast surrounded by a bunch of enthusiasts, or are you drifting with the tide that will eventually carry you behind the lighthouse of publicity and land you on the rocks?

These are hundreds of questions for you to ask yourself about your advertising—and you must decide most of them. I believe the average advertiser does not put enough time—enough brains—enough steam into his advertising. He buys silks, he buys shoes—furniture—automobiles—like a merchant prince, but when it comes to buying the most important commodity of his whole business, he does it without rhyme or reason; any way to get it off his mind instead of buying the best brains available to look after this money-getting, trade building asset for him.

A great many business men advertise in the same manner that they give to charity, with a notion that it may be a worthy cause, and to get rid of the solicitor. Their advertisers say advertising doesn't pay. So another scheme is charged against his advertising appropriate when it should go to charity, or to the "hold up" column. Pure and simple advertising follies should not be set against the legitimate advertising expense.

BRAIN LEAKS

By LYNN PURDIN

One of the main points now bothering the peace commission is where to locate the capital of the League of Nations. Heppner is pretty busy just now building new hotels and municipal water systems, etc., but if no other town wants it, we'll take it and worry along some how.

A Spokane plumber has been arrested in Portland for violation of the prohibition law. Most plumbers ought to be arrested for highway robbery.

Mary had a little lamb
It grew till she was dizzy
She sold it to an auto man
And bought a new tin Lizzie.

Portland's welcome to the boys of the "fighting 65th" is just an overgrown imitation of what Heppner will do when she stages her "welcome home" to the Morrow county boys.

The cost of up-keep of a goat depends greatly upon the number of tin cans you have on your back lot.

There was a young man from John Day,
Whose friends all said was a jay,
But he went to France,
At the very first chance
And came home a general, they say.

Sure Heppner is going to have a band—we'll need the music when we celebrate the opening of that new hotel and our municipal water system.

Bill Taft, Hen Morgenthau and others were in Portland recently. They are the advance agents for Woodrow Wilson's great show, the "League of Nations."

A society is being formed in Germany to save the kaiser's neck. If they don't want his neck broken we will shoot him—we are not going to be finicky over details.

Editor Pattison made a trip to Ione one day last week and in commenting on the condition of the road said that if Paul Revere had had to make his ride between Ione and Heppner nobody would have ever written any poetry about it.

Herald only \$2.00 a year.

PROFESSIONAL CARDS

GLENN Y. WELLS
ATTORNEY-AT-LAW
226 Chamber of Commerce Building
PORTLAND, OREGON
Phone Main 5226.

VAUGHAN & BUTLER
DENTIST
Permanently located in Oddfellow's Building
Heppner, Oregon

S. E. NOTSON
ATTORNEY-AT-LAW
Office in Roberts' Building
Heppner, Oregon

DR. A. D. McMURDO
PHYSICIAN & SURGEON
Telephone 122
Office Patterson's Drug Store
Heppner, Oregon

WOODSON & SWEET
ATTORNEYS-AT-LAW
Heppner, Oregon

SAM E. VAN VACTOR
ATTORNEY-AT-LAW
Heppner, Oregon

Watch paper for dates
DR. J. G. TURNER
EYE SPECIALIST
Portland, Oregon
Regular monthly visits to Heppner and Ione.

DR. GUNSTER
VETERINARIAN
Heppner, Oregon
Licensed Graduate
Phone 722 (Day or Night)

F. A. McMENAMIN
LAWYER
Roberts Bldg. Heppner, Ore.
Office Phone Main 643
Residence Phone Main 665

ROY V. WHITEIS
INSURANCE
REAL ESTATE, LOANS,
Heppner, Oregon

E. J. STARKEY
ELECTRICIAN
House wiring a specialty.
Heppner, Oregon
Phone 632.

Towers Shoe Hospital
C. W. BOWERS, Prop.
use modern machinery methods
HEPPNER, OREGON

WHAT

Will you give or pledge this week to help save the 400,000 Armenian orphans from starvation

Send contributions or pledges to J. J. NYS, Treasurer, Heppner

The Ionian Serenaders

The Second Number on Heppner's Lyceum Course

The Ionian Serenaders are composed of four young women who read, sing and play skillfully both in ensemble and individual sections. They are thus able to present a program of great interest and variety. Many fine reports have been given on their work during the past season.

The Accordion Quartet

The Ionians have revived the use of the accordion and their quartet work on this instrument is excellent.

High School Auditorium
Wednesday, February 26th

ADMISSION ADULTS 75c STUDENTS AND CHILDREN 35c