

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

FREE ADVERTISING SPACE FOR THE GOVERNMENT

The Herald has given hundreds of dollars worth of free advertising space to the government within the last three years without much complaint but when a "publicity director" gets to rubbing it in as is done in the following letter it strikes the Herald as a pretty good time to quit the game. The matter offered for "free" publication in payment for other free publication of advertising matter, it may be said, is also publicity matter for the sale of thrift stamps and should be paid for.

Following is the letter referred to together with the Herald's reply:

San Francisco, March 23, 1920.
To the Editor:

"Attached is a column of 'half-humorous' comment which we thought might fill a need and which we will try to supply to you regularly every week if you want it, free of charge. Frankly, it is an attempt to compensate you for the publication of government thrift copy.

"It will be supplied to you exclusively in your city or town if you want it. We do not want to waste our time, your patience, and paper if you

find it unavailable. Won't you, therefore, let us have a post card indicating your wishes?"

"As you know, the large city dailies are nearly all paying fancy prices for similar columns and find it remunerative. While this is only a humble thing in comparison with Arthur Brisbane of the Hearst papers and E. L. T. of the Chicago Tribune syndicate, yet it is designed to fill the same hole for the weeklies in the twelfth federal reserve district which those incomparable paragraphs fill for the great dailies. Naturally, it won't get up to their standard, but it will be as good as we can make it. We hope that you can see fit to make it a regular feature, employing it as a column rather than as filler, and letting it run in full.

"Won't you let us know immediately if you want it?"

"Faithfully,
"FRANK J. CARMODY,
"Publicity Director, Gov't Savings Organization."

March 27, 1920.
Mr. Frank J. Carmody,
Public Director,
Gov't Savings Organization,
San Francisco, Calif.

Dear Sir:
Referring to yours of 23rd inst. which had enclosure of copy for col-

umn of "half humorous" comment which you "thought might fill a need." in this office and which you are good enough to suggest that we make a regular feature, "employing it as a column rather than as a filler, and letting it run in full," we wish to express such appreciation as may be appropriate.

We also wish to express our gratitude that you will try to supply this service regularly and that you will also try to supply it free of charge. It would indeed be unfortunate for the country newspaper publisher when we consider the present high price of print paper and labor, sugar and other food stuffs, not to mention income and other forms of war tax. If the War Loan Organization should decide to charge regular space rates for the copy furnished for the free advertising they desire to have published. Frankly, we tremble at the prospect; it forbodes disaster not to say ruin.

In contemplating your generous offer, which you frankly say is an attempt to compensate us for the publication of Government Thrift copy we are almost overcome with emotion. Compensation by the government for any sort of service rendered by the country newspapers is such an unheard of thing as to be almost unbelievable; too great an innovation to be accepted without due and careful consideration. In fact, to accept compensation such as you offer we fear would reflect on our patriotism if not on our sanity.

If you will permit us to also speak frankly, we will say that, to us this is about the most feeble effort at "compensation" that has yet come to our attention. It is not unlike offering to "compensate" a farmer for the use of his horse, borrowed to carry a bag of corn to the mill, by going back and asking to borrow his team, mower, rake and hayrack with which to cut up the borrower's harvest.

If we may say it, Mr. Carmody, you seem to cling to the old-fashioned idea, prevalent in backward country communities some forty years ago that the greatest need of the country publisher is for "something to fill up his paper with."

That idea, today, is erroneous. If you get what we mean. The chief concern of the ordinary, intelligent publisher today is to side-step from snare grabbers, whether they be of the government, patent medicine, or all stock variety, while giving most of his attention to publishing the local news and selling enough advertising space to legitimate, broad-minded business men as will enable him to keep ahead of his payroll Saturday nights and pay his rather exorbitant paper bills.

Speaking of paper shortage and consequent high prices, did it ever occur to you that the government is and has been since 1917, perhaps the most flagrant waster of paper in these United States?

Did it ever occur to you that newspaper publishers are the only class of business men who were asked—and during war days, practically required—to contribute to the common good of their stock in trade without recompense?

Did it ever occur to you that in every other line of industry—ships, spruce, airplanes, foodstuffs, munitions, which were allowed to soar beyond and money was literally thrown at the birds while the publishers were expected to contribute of their space freely and without question?

Did it ever occur to you that without the aid of the press of the nation that the selective draft would have been a mighty hard nut to crack and that the Liberty Loan and Red Cross drives would have had hard sledding and that the newspapers put every one of these vital things across without money and without price so far as the United States government was concerned?

Is it not about time for the officials of the War Loan Organization, in common with all other government officials who may be in a position to recognize these conditions and to understand them in a measure, to recommend to their superiors that a measure of justice be accorded to the newspaper people of the country and that steps be at once taken to adopt a policy of recompensing them for their stock in trade as all other lines of business are compensated?

Again referring to your offer for FREE copy we must respectfully decline its use.

Yours very truly,
HEPPNER HERALD,
By S. A. Pattison,
Publisher.

PROSPECTS GOOD FOR BUMPER CROP

S. J. Ritchie, who farms in a big way out north of Lexington, was in town Wednesday. Mr. Ritchie and Harry Duvall are the men who are turning over 50 acres of land every 24 hours with their caterpillar tractor and eight-bottom gang plow and they are still keeping it going day and night. They are farming about 1500 acres of land now and need more to keep their equipment busy. Mr. Ritchie has been farming in this county for 36 years and last year he decided to rent his land to Mr. Duvall and retire. He didn't like loafing, however, and a little later he rented another big tract and he and Mr. Duvall bought the tractor and went at it right. Mr. Ritchie says the prospects were never better for a bumper crop in his section and everything looks promising.

Charles Sperry, grain buyer and general booster of Ione, as well as candidate for the democratic nomination for sheriff of the county was in town Monday looking as happy and contented as though there were no such thing as politics and elections. He says everything is lovely in his bailiwick and that spring is already there.

SURVEY REGARDING MENTAL DELINQUENCY REQUESTED

Several prominent citizens of Heppner who are known to be in touch with local civic needs have received letters this week asking them to represent the University of Oregon in their locality. They will secure data for the records of the state wide survey as to mental defect, delinquency, and dependency which the legislature requested at its last session when it passed a concurrent resolution asking for this information so as to be able to have accurate figures on the subject as a basis for intelligent legislation in the future. At the request of the Extension Division of the University, the U. S. Public Health Service is co-operating with the state and has sent Dr. Chester L. Carlisle from Washington, D. C., to Oregon to take charge of the work as director. The headquarters of the survey is the office of the Extension Division of the University of Oregon at Eugene, to which all correspondence should be addressed.

The citizens of Heppner who have received letters requesting their assistance in this important subject are: Mayor R. J. Vaughan, Rev. Father Cantwell, Judge Wm. T. Campbell, Mrs. Lulu Johnson, Dr. C. C. Chick, Dr. A. D. McMurdo, Mrs. Lena Snell Shurte, S. A. Pattison, Vawter Crawford, Spencer Crawford.

Anyone having information concerning such cases should communicate with someone mentioned above, preferably with the headquarters office at Eugene as most of the local people above mentioned have some sort of troubles of their own and a saving of time and postage can be effected by addressing headquarters.

DELIVERING PIPE FOR WATER SYSTEM

Harry Selby, proprietor of the Selby Truck Line, started delivering pipe along the right of way for the new municipal water system last Thursday, the first truck loads aggregating more than six thousand pounds. The pipe is manufactured at the new plant of the Concrete Pipe Co., near the depot and looks like it should last for several thousand years. Mr. Selby has the contract for delivering all of the pipe and says he will be able to handle his part of the business in record time.

POLITICAL ANNOUNCEMENTS

COUNTY CLERK

To the Republican voters of Morrow County: I hereby announce that I will be a candidate for the Republican nomination for County Clerk at the primary election to be held on the 21st day of May, 1920.
Pd Adv. J. A. WATERS, Incumbent.

COUNTY SHERIFF

I hereby announce to the Democratic voters of Morrow County that I will be a candidate for the nomination for the office of Sheriff of Morrow County at the primary election to be held May 21, 1920. If nominated and elected I expect to enforce the laws of the State of Oregon, to the best of my ability and without fear or favor.
Pd Adv. CHAS. B. SPERRY, Ione, Oregon.

COUNTY SHERIFF

I hereby announce myself a candidate for the office of Sheriff of Morrow County, subject to the will of the republican voters at the coming primary election to be held in May, 1920.
pd adv. GEO. McDUFFEE.

COUNTY TREASURER

I hereby announce to the republican voters of Morrow county that I will be a candidate for the republican nomination for County Treasurer at the primary election to be held on the 21st day of May, 1920.
pd adv. KATIE MINERT.

DISTRICT ATTORNEY

To the republican voters of Morrow County: I am a candidate for the nomination for the office of District Attorney at the ensuing primary election.
pd adv. S. E. NOTSON.

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FOOD DRAFTS

WE NOW HAVE A SUPPLY OF AMERICAN RELIEF ADMINISTRATION FOOD DRAFTS FOR THE ACCOMMODATION OF THOSE WHO WISH TO GIVE PERSONAL ASSISTANCE TO RELATIVES AND FRIENDS IN EASTERN AND CENTRAL EUROPE.

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First National Bank

HEPPNER, OREGON

THE HEPPNER HERALD, ONLY \$2.00 A YEAR

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THEN, TOO, YOU GET EXCLUSIVE FABRICS THAT ARE ALL WOOL, SHAPE PERMANENT, TAILORING THAT'S EXACTLY CORRECT, GARMENTS THAT ARE CHEAPEST BECAUSE THEY DEFY HARD SERVICE.

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