

THE HEPPNER HERALD

S. A. PATTISON, EDITOR AND PUBLISHER
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BUYING OREGON MADE GOODS

Mr. Wholesale Merchant, Mr. Retail Merchant, Mr. Consumer, did it ever occur to you that of every dollar you spend for shoes and clothing and foodstuffs and other everyday necessities of life, if the goods are produced outside of Oregon, approximately 75 per cent of your dollar goes out of the state while if the goods are produced within the state of Oregon the full value of the article or 100 per cent of your dollar remains within the state, thereby giving you another change at it or, in other words, the dollar remains here to help develop other industries in Oregon, thus making it a better state to live and do business in?

Did it ever occur to you gentlemen that if each and everyone of you would get together and agree to help develop Oregon industries, not only latent ones of which all we boosters are so prone to prattle, but the real, live, going industries that are actually running and maintaining payrolls and using up raw material and producing things for people to use that you would be rendering a service to your state and to your children and children's children, that is almost beyond estimating?

Did it ever occur to you that every dollar of real Oregon money that is kept in Oregon and kept working for the development of the state is of considerable more value to the people of the state than is any dollar or dollar and a half or even two dollars of outside capital that we are all so anxious to see brought to Oregon and put into some big industry that may or may not help in a real way to develop the state's resources and make it a better state in a general way for common, ordinary people to live in?

The dollar you have to spend today is already here and if you spend it for a dollar's worth of some Oregon product that you need, it stays here and it costs nothing to keep it. The outside dollar that we are all so anxious to bring in is not here—yet, Oregon has still got to get and if we finally succeed in landing it, it is pretty sure to cost us something in the way of advertising and promotion expenses.

About the best advertisement to attract outside capital to Oregon is a statement of fact to the effect that Oregon people are loyal to Oregon industries and that they spend their money, whenever possible, for Oregon made goods. That sort of bait will catch the wariest kind of capital and if we once get the habit of encouraging Oregon industries by buying their product rather than making fine speeches at banquets about how important they are, we will find plenty of wide awake business men not only looking but actually traveling this way.

Every dollar of Oregon money invested in an Oregon industry that is loyally supported by Oregon people is a real, live asset to the state and it will attract other dollars here just as surely as a well charged magnet will attract iron filings.

Payrolls and Progress, a little trade paper published by the Associated Industries of Oregon, has something to say along this line in a recent issue that is worth repeating. Here it is:

"You have heard the adage that 'A prophet is not without honor, save in his country.'"

"So it is with Oregon products in many cases. 'Why, that can't be much good', someone may say; 'it's made right around the corner here.'"

"Kill that idea, quick, whenever you hear it. It's the most fallacious and dangerous sort of unreason you can find.

"Why, millions of Europeans, rich and poor, are living on Oregon flour.

"Refreshing fruit drinks from Oregon are quenching aristocratic and humble thirsts alike on both sides of the equator.

"Logging machinery made in Oregon is snaking together the timbers of Sumatra.

"South America got a taste of Oregon candy and is asking for more.

"Cough drops made here are sold in every state in the Union.

"Oregon furniture is sold everywhere—even in Grand Rapids.

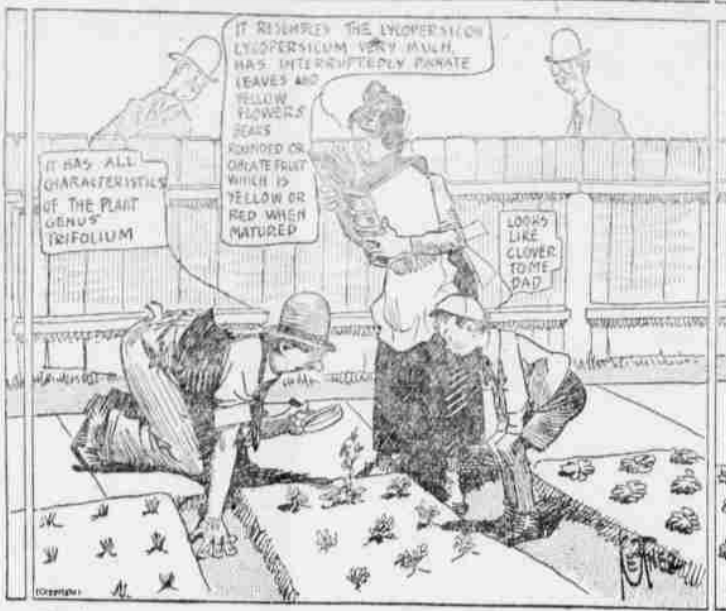
"And so it is with scores of other things. They are well thought of outside of their home state, but still there are a few people who believe that the best goods must bear the 'imported' label.

"That is one idea we expect to get rid of through consistent advertising like this. We believe that our previous efforts have gone a long way toward eliminating it, and with your help, we can eliminate it entirely."

SAVING THE COUNTRY FROM PANIC

The Federal Reserve Board's current monthly review of business notes marked improvement of late in the crop outlook but tendencies toward "chaotic" conditions in manufacturing centers.

A Mystery in the Garden Plot



It is now becoming clear that the country was afflicted less with underproduction than with overconsumption, which is largely a psychological product. People become moved to buy more than they can readily pay for in fear that prices are going still higher, and merchants accordingly overbuy, and the mills in turn are smothered in orders and the whole distributive system finally becomes choked. When this overconsumption finds that it can continue no longer, it stops and turns the other way. Then the strained situation begins to break down all along the lines.

This began some two months ago with the slashing of retail prices, which was followed by cancellations of orders on the mills and then by shut-downs and unemployment in various sections. These tendencies may continue for a time. The Reserve Board's report and current discount rates show that the credit situation is still under strain such as to compel further liquidation.

But the board takes a cheerful view of the outlook, and it has reason to. The existence of the Federal Reserve System is that reason. Under the old system such a development and collapse of overconsumption always meant a panic and but for this great reform of the first Wilson administration it would mean panic now.—New York World.

OREGON AND COOLIDGE

That Oregon should have been the state which nominated Calvin Coolidge for vice-president at the republican convention is not surprising. Massachusetts furnished Oregon with the largest percentage of her pioneers. Portland, Oregon, was founded by two New Englanders. One was from Portland, Maine, and the other from Boston, Mass. The flip of a coin decided whether the future leading city of Oregon should be called Portland, Oregon, or Boston, Oregon. Surely it was no more proper that the state in the west which owes most to Massachusetts' stock should nominate Massachusetts' governor for vice-president of the United States.—Wall Street Journal.

THE HEPPNER HERALD, ONLY \$2.00 A YEAR



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First National Bank Heppner.

Titles Occupational.
An English newspaper suggests the use of generic names for household help, as, for instance: "Palmer" for parlor maid, "Jenny" for general, "Scully" for scullery maid, and so on. All very well, but suppose in the first case there were three parlor maids, would it distinguish them as "Palm," "Palmer" and "Palmerst"?—Boston Transcript.

Dallas, Ore., July 12—Motor trucks will be used to haul logs to a new sawmill which is being built here by the Valley Lumber Company. The company recently purchased a large timber tract which are not connected with the mill site by rail.

STUNG
Met a pretty girl one day,
Took her down to see a play;
Bought her candy, cake and cream,
Other things that were besem.
Thought I was in good all right,
When I took her home that night,
So hung around and bade a kiss,
And what think you she said, this miss?
Of all the cheap skates I ever lapped with my one overs you are the crustiest two-by-twice, hair-brained gaseko on Gawd's earth. Shake those gunboats of yours and

evaporate. Good night!—The Great Divide (Denver).

Portland ranks second among the coffee roasting centers of the Pacific coast but the only large port on the coast without direct steamship connection with the coffee producing districts of South America.

Wears U. S. Marine Uniform But Has Never Seen the U. S.

Pecking, China, July 12—The only U. S. Marine in the world who has never seen the United States is on duty at the American Legation here. He is Private C. W. F. Childres, who was born of American parents in China. When he became of age a few weeks ago he decided to join the Marines and enlisted at the Legation.

Childres is a tall, good looking lad who can speak the Chinese language like a native. His services as an interpreter are especially valuable to the Marines.

Through association with his parents and other American residents of China he is thoroughly familiar with the traditions and customs of the United States. He is looking forward to the day when he will see the country whose flag he serves.

Ease and Comfort

HOW MUCH EASE AND COMFORT YOU CAN GET OUT OF A PROPERLY REPAIRED OLD SHOE THROUGH THE HOT SUMMER DAYS. IT'S EASY AS AN OLD GLOVE AND EVERY DAY'S WEAR YOU GET OUT OF AN OLD PAIR MEANS THAT MUCH SAVED ON THE NEW PAIR WHEN THE STORMY SEASON COMES. BRING US THE OLD ONES AND WE WILL MAKE THEM

LIKE A NEW PAIR AT A SMALL COST.

A NEW PAIR? IF YOU REALLY NEED A NEW PAIR WE CAN SAVE YOU MONEY AND GUARANTEE YOU SATISFACTION.

Bowers' Shoe Shop