

# THE HEPPNER HERALD

S. A. PATTISON, EDITOR AND PUBLISHER  
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### Newspapers and Community Development.

No movement ever attained success without publicity and in the nature of things any movement requiring for its success the support of numerous persons must have the invaluable aid of a common mouthpiece. The kind of publicity needed in this development is afforded by the local paper at every stage of its progress. The local editor should be and usually is conversant with the community's needs; he is wholly in sympathy with and is an enthusiastic supporter of every undertaking that is calculated to make his town bigger, better and more enterprising.

The first evidence, therefore, of a community's awakening is to be found in its local newspaper, and the first act of those initiating a movement for local development is to enlist the services of and work hand in hand with that paper.

But this fact must not be misconstrued. The newspaper is a business institution, the same as in a dry goods or grocery store. It must give a financial return for the money invested in it and for the labor expended upon it. The greater part of the exploitation performed by a newspaper is more directly for the benefit of something or somebody else than for the publisher himself. But paper, ink, type and everything necessary to produce a newspaper cost money and for financial support the newspaper publisher must look to those who derive benefit from the publicity it affords.

The benefits arising from the publishing of a newspaper are not limited to subscribers and advertisers. The paper is a constant worker in every movement that tends to improve conditions in the community. Its subscribers and its advertisers make its existence possible but they usually are a small part of the community of which it is a benefactor.

The indirect benefits derived from subscribing to the local paper and from using it for advertising purposes are double and triple the direct benefits. It is thru the newspaper that the community speaks on all occasions on which the community desires to be—and if its best interests are to be served—must be heard. But the community must not as a community forget that the publisher of the paper is at his own expense exploiting the community and benefiting each member of it as much as—perhaps more—than himself.—Ex.

Portland and Oregon should get behind the John Day irrigation project vigorously. Other states will get money for even larger projects, and will get the money because they go after it vigorously. No state has a more meritorious project than the John Day, especially considering the fact, that the lands to be irrigated are at a low altitude and close to rail and water transportation.—Oregon Votor.

### 63,554 SHEEP, 9,599 STOCK FEED IN FOREST

Sheep grazing on the Umatilla national forest during the past year numbered 63,554, while the cattle and horses totaled 9,599, according to a report issued today by R. A. Bostcher, deputy supervisor, of the local forestry office.

Timber was sold to the extent of 5,153,830 board feet, the value being \$7,847.75, and 2,118,990 feet have already been cut. Free use of timber has been granted for outwood purposes to the extent of 942,000 feet, valued at \$785.84. Most of the timber for lumber sold was for the Teel project.

Eleven grazing permits, the report states, were revoked because of non-payment of fees. Crossing permits for 180,000 head of stock were issued. Other permits issued including those for the use of cabins, telephones, etc.

There were 8 cases of trespassing on the forest, two being proved ignorant of trespass and four being convicted and fined for intentional trespass. The report shows that eight miles of new road has been constructed within the national forest, which is added to the 24 miles already completed and 77 miles of old trail. 4 miles of road were also added by the operation of the 10 per cent fund. One hundred forty-seven miles have been built without the aid of forestry service funds within the national forest, and a total of 195 miles of telephones are now installed in the forest.

To date over 28 miles of fence have been constructed for drifting stock and 28 watering places have been developed.—East Oregonian.

Heppner Herald only \$2.00 a year

## JAP HIGH HAND IN MANCHURIA

### They Are No Longer Restrained by Allies, Says Chinese Newspaper.

### CALLS IT "REIGN OF TERROR"

#### Semenoff Troops Assisting the Japanese Terrorize Inhabitants of Khabarovsk—Seem Bent on Brewing Trouble, Says Paper.

Peking, China.—Reports reaching here indicate that the Japanese are carrying things with a high hand in Manchuria now that the other troops of the allies are virtually out of the country. The Peking and Tientsin Times has received from its correspondents reports which it presents under the heading "Reign of Terror in Manchuria." It says that at Imampo two Russian workmen, who made some disparaging remarks about the Japanese emperor in talking to a Japanese soldier in the Russian railway hospital, were seized by Japanese soldiers and "summarily shot on the spot."

At Harbin, the newspaper says, Japanese sentries stationed on a bridge threw one Russian off the bridge, breaking his collar bone, and stabbed another in the face a bayonet when the Russians insisted upon crossing the bridge.

The Japanese are reported by the newspaper to have taken full possession of Khabarovsk and arrested there 11 Russian workers and handed them over to the representative of General Semenoff and the Times adds that by this time "no doubt they have been shot by Baron Unger Steinberg."

Local Population Terrorized. The Japanese are declared to have brought to Khabarovsk and armed 500 Semenoff troops, who are reported to be actively assisting the Japanese and helping to terrorize the local population. The Times predicts that similar incidents are likely to increase as the Japanese hold on the Russian far east becomes more intense, and states that the Japanese garrison at Harbin is to be increased by 1,000 more men. This reinforcement is declared by the paper to be absolutely unnecessary "as the Chinese troops stationed there are sufficient to maintain order."

The situation along the Chinese Eastern railway was characterized by the Times correspondent as very critical. He stated that the Japanese military authorities had decided to place their own guards and sentries along the whole stretch of the railway, which crosses Upper Manchuria, because they were about to send troop trains and military supplies along that railway and were afraid the Russian railway workers, who were opposed to Japanese intervention, might try to stop the Japanese from carrying out their plans.

The Japanese seem bent upon brewing trouble among the Russian population residing inside the railway area by giving them a series of principles so as to bring about open strife which will give them an excuse to take determined action even to the seizing and working of the Chinese Eastern," wrote the correspondent.

The correspondent admitted that the Japanese had the right to send troops over the railway to protect the frontiers against invasion, but that this did not confer the right to occupy settlements along the line, or interfere with the rights of local populations. He declared that the purpose of the Japanese to seize control of the railway called for an immediate protest on the part of the allies.

Forced to Work at Bayonet Point. In Nikolsk, he reported, the railway workers having gone on strike, Japanese soldiers were rounding them up and forcing them at the point of the bayonet to do the work of laborers.

Since the foregoing situation was described, information has been made public in Moscow that Chinese and Russian military commissioners in conference at Verkhne-Ulinsk, Transbaikalia, have reached an agreement under which "inherent rights of the Russian soviet government in the Eastern Manchurian railway were recognized and the Chinese guaranteed to withdraw their troops from along the railway lines." It was pointed out that China's agreement that the Russians should retain possession of its road deprived the Japanese of one of their best excuses for keeping troops on it.

New Experience for Somebody. Franklin, O.—If some queer rasting whetky gets on the local market people will know where it comes from. When revenue officers raided a farm three miles from here they found part of a still, consisting of raine and wash. They couldn't find anybody to arrest, but they put kerosome and soap on the raine and in the wash, and if any of it is used it will develop a new kind of "kick."

Down in the Coal Mines. Fairmont, W. Va.—Hoodlums got the best of Cupid when Miss Grace McDougal, aged 10, eloped with George Male, 19 years old. Parents of the girl learned of the elopement and dogs took the trail. The couple led the hounds a circuitous route through a number of coal mines, but were finally overhauled.

## ALASKAN FOREST NOTES

Within the last ten years the Forest Service has brought about the sale of 420,000 feet of timber in the National Forests of Alaska, for piling, sawlogs, and shingle bolts.

The National Forests of Alaska contain 100,000,000 cords of timber suitable for the manufacture of paper, according to estimates made by the Forest Service, under careful management these forests can produce two million cords of pulpwood annually for all time, or enough to manufacture one third of the pulp products now consumed in the United States.

The commercial trees of Alaska are western hemlock, Sitka spruce, Alaska cedar, and western red cedar. Cottonwood, birch, lodgepole pine, and white fir are also found in small quantities.

In 1918, 145,583 cords of hemlock pulpwood and 35,385 cords of spruce were consumed in Washington, Oregon and California.

Work in the open is possible at all times of the year on the Tongass National Forest, Alaska, but logging operations are not profitable in the short days of winter.

### NOTICE OF ESTRAY

Strayed to my place about January 1920, one red two-year old steer, earmarked and branded as follows: One overlope in each ear and underbit in right ear. Branded N on left side and three horizontal bars on right side. Unless owner calls for the steer and pays pasture and advertising costs he will be sold for same. Grover C. Curtiss, Willows, Oregon. Publ. June 29th and July 20th.

### LOCAL NEWSPAPER BEST PUBLICITY MEDIUM

To the Secretaries of all Commercial Organizations:

I have found during the past fifteen years that the most valuable publication that can be sent to an inquirer for general information about any particular city or community is the newspaper. Its usually typical spirit of its citizens, shows the nature and variety of the business enterprises and gives the market value of any class of real estate in which they may be interested. I am suggesting, therefore, that we have two semi-annual newspaper weeks and that from July 25th to the 31st of this year be the first one; that every commercial organization throughout the Pacific Northwest urge their citizens to send as many newspapers as possible each day during the week to their friends in the east or south.

It is not proposed that the newspapers shall be of a boosting character, but simply the ordinary issue, with the exception that the editor write one leading article each day on some outstanding asset, resource or opportunity possessed by the community.

I believe most of the newspapers will be glad to mail these papers to addresses furnished them by citizens upon payment of the usual price of the paper.

I am sending a copy of this circular



### Ask Questions

- What is insulation?
- Why do batteries wear out?
- Why does lack of charge hurt a battery?
- Why must water be put in?

Ask us these or anything else you want to know about batteries or Threading Rubber Insulation — selected by 136 manufacturers of cars and trucks.

Electrical Service Station  
J. W. Fritsch  
Heppner, Oregon



## HUNTING SUCCESS?

From what angle are you approaching success? Is your advance steady with no retracing of steps?

Set your goal—the amount of money you wish to save—\$500, \$1000 or more—within a given time. Go straight to your goal by way of a Savings account—a fixed sum deposited regularly. It's the one, sure way.

The interest earned on your savings brings success more quickly.

## First National Bank Heppner.

to each newspaper. A copy will also be sent to the advertising agencies so that they may prepare the copy for their clients in a way they will be interesting not only the citizens but out of town people.

Our newspapers are a credit to their respective cities and to the Pacific Northwest. There are probably 400 in the northwest, and if only fifty citizens in each community send out a paper each day, there would be 120,000 copies of the best class of advertising of our territory that could be distributed sent to a picked list of people who would, no doubt, be greatly interested in receiving them. Of course, it is anticipated that hundreds will be sent out in our larger cities. It is to be hoped that every commercial organization will interest itself in this simple but very effective and inexpensive publicity and carry on a campaign to secure the desired results.

Herbert Cuthbert,  
Executive Secretary,  
Pacific Northwest Tourist Association.

### HURRY THE CARS ALONG

The volume of commercial freight loaded in May on the Pacific System of the Southern Pacific was 1,750,

911-tons, compared with 1,523,265-tons the same month of last year—an increase of 228,706-tons, or more than 15%. Gross ton miles in May 1920 amounted to 1,931,749,000, compared with 1,762,347,000 in May of last year—an increase of 229,382,000 gross ton miles, or more than 13.4%. Thus, despite the many handicaps due to labor disturbances and shortage of equipment, the Southern Pacific actually increased its service to the public.

Every car saved by heavier loading, every car day or car hour saved by prompt loading and unloading, say those who are still keeping up this campaign, increases correspondingly the carrier's ability to better serve all shippers.

### NO PEACHES THIS YEAR

There will be no peach crop to harvest at Stanfield this year, reports the mayor of the town, James Kyle. The apples are normal and as usual, there will be plenty of alfalfa, but the peaches simply ain't. This is the same sort of peach story that has been brought to Portland from most of the peach districts of Oregon and Washington, so that there promise to be an acute shortage of branded peaches.—Oregonian.

## 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