

# THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

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## ADVERTISING DOES NOT INCREASE COST OF GOODS

There may still be some dealers in the Pacific Northwest who believe that the manufacturer who advertises extensively must sell his goods at higher prices than the manufacturer who does not advertise.

This belief has caused the dealers who hold it to refrain from carrying advertised goods. Some of them have honestly felt that they could sell unadvertised products at lower prices, or give better values for the same prices, than they could with advertised products. The dealer who believes this, however honest his convictions, is standing in the way of his own prosperity.

Successful advertising reduces the cost of selling goods, and by doing this enables the manufacturer to sell his product at a lower price than he would otherwise have to get for it.

It costs money to sell goods. Any process which increases the demand and decreases sales resistance also decreases selling cost. The merchant who has a turnover of \$40,000 a year, with a 20 per cent selling expense and a 5 per cent net profit, can make a lot more money if he can increase his turnover to \$60,000 a year without corresponding increase in overhead expense.

The manufacturer who turns out a million dollars' worth of merchandise a year without advertising, and who by spending fifty thousand dollars a year in advertising can increase his sales to two million dollars a year, is going to make so much more money on his total operations that he can reduce his percentage of profits, reduce his final selling price, and still have more net profits at the end of the year.

Successful advertising does not increase the cost of merchandise. It decreases sales expense and increases profits for the retail dealer, the jobber, and the manufacturer.

## OREGON NEWS NOTES OF GENERAL INTEREST

### Principal Events of the Week Briefly Sketched for Information of Our Readers.

There are eight inches of snow in the mountains south of Mt. Hood. The Jackson county farm bureau, with 700 members, has the largest farm bureau in the state.

Cottage Grove mills report that the crop situation, although greatly improved, has not yet attained normal.

It is expected the general average of taxes this year in the towns of Coos Bay county will not be short of 5 per cent.

Because of a scarcity of stock the plating mill of the Willamette Valley Lumber company at Dallas has closed down.

Paving of 11 blocks of Pendleton city streets will start next week and bids have been made on four more blocks.

Lloyd Heyne, 19-year-old Albany boy, was killed in an automobile accident on the Canada road, four miles from Fister.

Frank Clugman, 22, a farmer who lives two miles southeast of Pooria, was killed when his tractor fell back upon him.

Herman Fregge, Oak Grove rancher, killed two fat bears near Hood river after they had killed two of Mr. Fregge's sheep.

A hill of potatoes on the property of J. F. Harris in Mountain View addition to Oregon City produced 78 good sized potatoes.

A professionally trained secretary, E. F. Van Schoick, has been engaged to manage the affairs of The Dalles chamber of commerce.

To reduce the working force to the base of a year ago, 15 men in the Southern Pacific railroad shops at Albany have been laid off.

Eighty thousand lambs have been purchased and shipped from Lakeview since September 1 by a sheep-buying concern of Salt Lake city.

Walter Kaino, 26, will probably die of a wound received from a rifle in the hands of T. M. Colver, a neighbor, who mistook him for a deer.

On account of the low price of starch and potatoes being scarce at Heaverton, the Pacific Potato Starch company will

not operate there this season.

A general farm products show, to be held in Eugene December 13 to 15, is being planned by the agricultural council of the county grange.

State highway bonds in the sum of \$1,500,000 will be sold at a meeting of the state highway commission to be held in Portland November 6.

Within a month an iron foundry will be in operation at Cottage Grove, by James Feeney. It will be able to handle a turning up to three tons.

Robbers dynamited the safe in the store of John Hedden, postmaster and pioneer merchant of Scottsburg, and escaped with between \$20,000 and \$30,000.

Rumor has it that 1500 men will find employment in the construction of the railway from Willamina to Grande Ronde before the winter is over.

Marshfield and North Bend American Legion post jointly will observe the second anniversary of Armistice day with ceremonies and entertainment.

Commercial organizations in conjunction with the county court have let a contract for 20,000 booklets to be used in advertising the resources of Coos county.

The county board of equalization has increased the assessment against the four principal corporations operating in Clatskanie county by over half a million dollars.

The teacher shortage is not so great this year as it was last year, according to J. C. Almack, assistant director of the extension division of the University of Oregon.

A number of stock raisers at The Dalles are planning on entering thoroughbred stock at the International livestock exhibit which will be held in Portland next month.

Absolute prohibition of Japanese immigration was urged by George A. White, adjutant-general of Oregon in an address to members of the Albany post of the American Legion.

A corn show will be held in the community house in Albany, Armistice day, November 11, under the direction of the Linn county farm bureau and the Albany chamber of commerce.

The Salem water supply is pure and was not in any way responsible for the several cases of typhoid fever at present prevalent in Salem, according to Dr. R. E. Pomeroy, city health officer.

The Colton Water company of Colton, has filed with Percy Cupper, state engineer, application covering the ap-

propriation of water from Canyon creek for domestic and irrigation purposes. This development contemplates the construction of an eight-inch pipeline, approximately two miles in length.

A check for \$33,296.59, covering sale of distillate and gasoline in Oregon by the Standard Oil company of California, for September, was received at the office of the secretary of state.

The body found recently on the beach near Fort Canby has been identified as that of Mayer Johansen, a fisherman who was drowned at the mouth of the river on May 6 last.

Clayton Long, expert horticulturalist of the extension service of Oregon Agricultural college, will visit Clatsop county November 17 and 18 and make a survey of the loganberry possibilities of that county.

Salem is to be the center of the manufacture of equipment intended for the destruction of flies and rodents. The company will be known as the American Fly & Rodent Destroyer, and has a capital stock of \$100,000.

Two masked and armed men entered the Shipplington pool room at Shipplington, a sawmill suburb of Klamath Falls, held up a crowd of 35 patrons and escaped with loot variously estimated at between \$700 and \$1200.

Delays in securing a roadstead to its holdings on the water front in North Bend will likely cause the Menasha Woodenware company, which contemplated constructing a large plant this fall, to abandon the idea until spring.

The Columbia Valley Power company, with headquarters in New York, has made application for a permit for power development on the Deschutes river in Wasco and Jefferson counties. The application was filed with the federal power commission.

It is unlawful in Oregon to hunt for or have in possession mountain sheep, goat, antelope, elk, moose, caribou, female deer or spotted fawn, except for scientific or breeding purposes, according to a legal opinion given by I. H. Van Winkle, assistant attorney-general.

As a result of the three-inch snowfall, Lake county farmers in the Goose Lake valley will suffer a loss of more than \$100,000. A three-inch covering of snow is the only protection for thousands of acres of wheat still standing in the shock which probably never can be harvested.

Improvement of the Portland-Tillamook highway, which was made impassable because of the operations of the Willamina & Grand Ronde Railroad company, is being pushed with all possible speed, according to a letter received at the offices of the Oregon public service commission.

Oscar Bair, engineer on Southern Pacific extra freight No. 2560, was killed instantly at Parkplace when his engine and three cars telescoped and were thrown into the ditch after a flange on a gondola car had broken. Blair's engine was running as a helper, and was near the center of the train.

Arrangements for establishing the proposed farm home for dependent children have been completed and are dependent now upon success of the campaign drive for \$125,000 which the Oregon Woman's Christian Temperance union, sponsors of the movement, will inaugurate during the week of November 15 to 23.

The pear crop for the Medford district of the Rogue river valley for this season will equal that of last season year, 767 cars, of which up to date 743 have been forwarded to the eastern auction markets. The season's apple shipping crop, however, will only be one-half that of last year's shipping crop of 475 cars.

The sale of 6000 acres of high-class

timber located on the Eccles logging railroad, which is being extended into the Nehalem country from the end of the United Railways line, has been consummated, the purchase involving transfer of 250,000,000 feet of standing timber. The consideration was given at \$1,250,000.

William T. Reed of Kansas City, Mo., has filed with the state engineer application to construct the Winona reservoir on Jumpoff Joe creek for the storage of 2872-acre feet of water. The development contemplates the construction of a dam of 83 feet in height at an estimated cost of \$100,000 for irrigation of land in Josephine county.

### ATTENTION LADIES!

You will be interested in the display of Dresses, Blouses, Skirts, Coats, Suits and Corsets now being shown at my store. Come in and look them over.

Mrs. L. G. Herren. 27-1f

### NOTICE

Notice is hereby given that I, the undersigned, under the laws of the State of Oregon, have taken up the animal hereinafter described while running at large on my premises, on Hinton creek, in Morrow county, Oregon, to-wit:

One unbroke sorrel mare, weight about 1000 pounds, age about 4 or 5 years, branded B on left shoulder.

That I will, on SATURDAY, NOVEMBER 20, 1920 at the hour of 10:00 o'clock in the forenoon of said day, unless the same shall have been redeemed, at my ranch on Hinton creek, 5 miles south-east of Heppner, in said county and state, sell said animal to the highest and best bidder, for cash in hand, for the purpose of paying the costs of taking up, holding and selling said animal, together with reasonable damages for injury caused by said animal running at large on said premises.

L. V. GENTRY.

Dated and first published this 2nd day of November, 1920.

# Star Theatre

WEDNESDAY, NOVEMBER 3

## The Rathapel Unit Program

A complete motion picture entertainment—Magazine, Drama, Comedy, Epigrams

THURSDAY, NOVEMBER 4

## Constance Talmage

In

### "A Virtuous Vamp"

The cutest vamp story ever told. Also

## Harold Lloyd

Two-reel comedy, "Bumping Into Broadway."

FRIDAY, NOVEMBER 5

Paramount Artercraft Special

## "The Career of Katherine Bush"

Story by Elinor Glyn

Also Two-Reel Comedy

SATURDAY, NOVEMBER 6

## Dolores Cassinelli

In

### "Tarnished Reputations"

Drama of Studio Life and City Life

SUNDAY, NOVEMBER 7

## Dorothy Gish In "Nugget Nell"

# Star Theatre

## She Keeps Faith With You— Will You Keep Faith With Her?

Quietly, but effectively, the Greatest Mother in World is toiling and drudging for you and yours.

She has not forgotten the crippled, blinded remnants of the war in army and navy hospitals. To the victims of disaster in war she still brings blessed relief.

She does more. She takes to her arms the victims of disaster in peace, the victims of floods, fires, tornadoes and other catastrophes. Over 30,000 such unfortunates were shielded and sheltered by her this year.

In preventing diseases through education, in saving lives through careful nursing and by teaching first aid in accidents the Greatest Mother in the World—your RED CROSS—is keeping faith with you; keeping faith not only in your own country—aye, in your own vicinity—but also in devastated foreign lands.

Will you keep faith with her? The good she has done in the past has been possible entirely through the help of your membership. Will you continue to sustain her as she continues to sustain you? Then join the Red Cross or renew your membership. Send your application on the enrollment blank below to your nearest Red Cross Chapter.

Tear off and send to your nearest Red Cross Chapter

# RED CROSS

## FOURTH ROLL CALL

November 11-25, 1920

H. A. DUNCAN, Chairman

Tear off and send to your nearest R. C. Chapter

### ENROLLMENT BLANK

## THE AMERICAN RED CROSS

In response to your appeal for members to carry on the humanitarian work of the RED CROSS I enclose my membership fee of \$..... and desire to be enrolled a member for 1921.

MORROW COUNTY CHAPTER, Heppner, Oregon

Name ..... Address .....

Membership Fees—Annual, \$1; Contributing, \$5; Sustaining, \$10; Life, \$50; Patron, \$100

### WANT ADS

FOR SALE—Ford Touring car in first-class condition. Enquire of Snyder, Heppner Soda Works. 1f

LOST—Large valise brooch at Star Theater or on streets. Suitable reward for return to Mrs. S. W. Spencer or P. & S. Bank. 26f

FOR SALE—1915 Ford, A1 condition. Price \$450. See Chas Osten Heppner, Oregon 26-28pd

PASTURE FOR RENT—Horses taken for pasturage on my ranch thirty miles from Heppner. \$1.50 per month. Good water and feed. Inquire at Herald office. 26pd

EXPERIENCED office girl desires position in Heppner. Best of references. Phone Main 622 or write P. O. box 542, Heppner. 26-27pd

WANTED—Experienced women for general housework. Call or address Moore Hospital, phone 54, Heppner, Oregon. 26f

FOR SALE—A house and two lots. Fruit, shade trees and an excellent garden. Mrs. A. E. Binn—34ff

LOST—Lady's black fur scarf. Finder will be suitably rewarded if left at Thompson Bros' store.

FASHIONABLE DRESSMAKING — Remodeling and Ladies' Tailoring. Mrs. Curran, Church street. 27ff