

THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

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THE CAUSE OF THE LANDSLIDE

(American Press)

When the Democratic National Committee was organized those in charge wisely called into council an expert on advertising, Mr. Lee Hood, of the Foley Advertising Agency, Philadelphia. Mr. Hood knows advertising from the ground up. He knows the value of a proper contact with the people and above all he knows that to yield 100 per cent results that contact must be based on frankness, on honesty of purpose and on a business integrity. All of this was explained to the Democratic National Committee and the Democratic National Committee agreed to it.

But when Mr. Hood got down to work, after he had spent an interminable amount of thought on the subject of Democratic advertising, he returned to headquarters to find the cards had been shuffled and to meet a situation as absurd as it was suicidal.

Country publishers, particularly those conducting Democratic newspapers, have wondered why in this national campaign there was no Democratic advertising. Let it be stated here that the failure to advertise was due to a failure by the national committee to sense the power and influence of the country newspapers as insisted upon by Mr. Hood.

Months ago the Foley agency, under the guidance of Mr. Hood, prepared an advertising campaign for the Democratic National Committee which embraced an expenditure of \$750,000. The country newspapers were largely represented. They were to receive a very large share of this appropriation. Mr. Hood knew that a majority of the voting population is found in the country. He knew that the intricacies of campaign issues should be frankly set forth to the people of the country, and he fought for his advertising plan in the face of the hardest possible opposition. The army of old time political space grafters was on the job. There was money for free publicity, money for men to write the stuff, money for the printing of the stuff, money to send it out in all possible forms, money for overhead, but not a cent for country newspapers. Mr. Hood fought until he saw it was useless to fight longer, and then he quit and went back to Philadelphia. Following this a limited amount of advertising was prepared by the national committee, but it was confined to the cities, the country being completely ignored.

These facts are put before the publishers of the country in considering the national campaign of 1920 from the angle of advertising, not from the angle of politics, with which "The American Press" has no concern. There may be some publishers of Democratic newspapers who in the light of results will see this at a glance. The situation has been regrettable in the extreme, but it is the fact that must be considered. "The American Press" did not shape the advertising policy of the National Democratic Committee any more than it wrote the answers of Harding and Cox to the questions put before these candidates for the benefit of country publishers. "The American Press" backed up the Foley advertising plan to the limit, nor was it the only influence brought to bear to make the Democratic National Committee see the light as shown by Mr. Hood. The plain fact is that the war costers of free publicity got into the saddle and they rode the donkey off the cliff.

Mr. Hood, the Foley agency, "The American Press," and all the forces combined could not make the Democratic National Committee see the wisdom of advertising in country newspapers. Had the committee shown good judgement Democratic advertisements would have appeared in every country newspaper from coast to coast, Democratic, Independent and Republican alike. As a fact, even the Republicans were quite short sighted. The idea of confining political advertising to the newspapers of the party faith is absurd and a violation of the first principles, which is to seek extension of the market. The principles of merchandising apply to selling convictions as much as they do to the selling of safety razors.

Of course the fact is that the politicians have been so long traveling the same lane that they cannot see anything but the cowpath. They still regard political advertising in a measure as a reward for party service and hesitate to place copy in other than papers of their own faith for fear they will be accused of feeding the pocketbook of the enemy. This foolish and destructive thought has been encouraged by jealousies existing in the minds of many unthinking publishers. Political advertising is not a matter of political pap. It is a vital force to be used for the promulgation of what may be considered by different men as the best form of government. The country would be benefitted were each party to spend \$5,000,000 in advertising in the newspapers of opposite political faith as well as a like amount in the papers that supported their ticket. Nothing more nearly touches the heart of the nation's welfare than an enlightened public, and up to date no method of enlightening the public has been found outside of the columns of the newspapers.

Persons who are so fond of idealizing the newspaper profession, those who are always first to contend that newspaper making is more than a trade, that the sole province of the publisher or even his first thought must not be of making money, but public service, ought see in this broad treatment of political advertising the greatest possibility for public service, the most impelling demand for breadth of vision in the interest of their readers. It was this conviction that has led this publication to point out the indisputable fact that the prosperity of the nation is inextricably linked with the prosperity of the country news-

paper. That was the reason underlying the presentation of certain questions to Governor Cox and Senator Harding.

There are a few publishers who have been disposed to think "The American Press" has linked itself with politics. Far from it. When the incoming administration shall have taken up the reins of government the closest possible watch will be kept on it to see how far performance squares with promise, and criticism will be measured out without fear or favor if there be a departure from principles that link the public service with helpfulness to America's great educational force—the press.

Some Democratic publishers felt disappointment as the method of conducting the Democratic campaign unfolded itself. They had good reason for disappointment, but it was not because every reasonable effort was not made to convince those in charge of Democratic affairs to see the light. What a wonderful thing it would have been had "The American Press" been permitted to be the medium through which two candidates for the presidency instead of one expressed a joint belief that the press of America should be fostered and strengthened, that the people would be the gainers by the use of the commodity of advertising in the functioning of government, that the nation would be the stronger for a closer contact between the people and the people's government. The effort was made to get such a joint expression. The response readers of this newspaper know. There was nothing partisan in its presentation, only regret that the scale was tilted by the publication of these facts.

Four years must elapse before the question of advertising can again come up before the national committees. In that time perhaps the publishers of all country newspapers will have given to this subject deeper thought and will see that loose talk about campaign corruption funds is simply inconsequential twaddle, that their highest duty in the public interest is to see to it that comprehensive advertising campaigns are conducted by both parties, that there should be no condemnation for the expenditure of money, no matter how much, to enlighten the American people and that the most important issue before the American publishers will be then, as it is now—the attitude of candidates toward the questions upon which the influence and power of American newspapers depend.

We must have prosperous, well informed and intelligent teachers if the pupils are to reflect a proper Americanism. The newspaper publishers are the teachers of the nation. They can never function properly if they have not the necessary time and freedom from worry to think.

JENNY LIND'S BROTHER



Little of the glory of his famous sister, Jenny Lind, has come to the life of Chas. Gustave Wilhelm Lind, superintendent of a Brooklyn, N. Y., apartment house. He says he never even saw his sister, who left home before he was born. He was twenty-nine years younger than the great soprano, and was born in 1840, the year of her first great success. He came to this country when a young man.

Afforestation in Canada.

The Quebec government plans to plant two pine or spruce trees for every one cut down, and has at present six hydroplanes patrolling forest areas, while at the same time it is encouraging private forest protection. Three million pine and spruce trees have been planted this year and seven associations of lumbermen organized for timber development.

Headaches.

"You don't suffer from that next morning headache any more."
"I won't say that," rejoined Uncle Bill Bottletop. "The headache comes around just the same; only you get it from listening to a jazz band."

Worthy Beliefs.

I believe in working, not weeping; in boasting, not knocking, and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.—Elmer Hubbard

WANT ADS

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

FOR SALE—1919 Ford, A1 condition. Price 1450. See Chas. Oster Heppner, Oregon 24-28pd

FASHIONABLE DRESSMAKING—Remodeling and Ladies' Tailoring. Mrs. Carron, Church street. 27f

Star Theatre

WEDNESDAY, NOV. 10

A Rebellious Wife and A Determined Husband

Love, Honor and ?

Featuring Stuart Holmes and Ellen Cassidy

THURSDAY, NOV. 11

A Twilight Baby

A Henry Lehrman Comedy
Henry Lehrman's comely treatise on why boys leave home, why girls stay home, and how to make the world safe for chickens (poultry).

The Comedy Distinctive—Nothing Like It Ever Shown Before



LLOYD (HAM) HAMILTON IN "A TWILIGHT BABY"

FRIDAY, NOV. 12

"FIRES OF FAITH"

With Catherine Calvert, Eugene O'Brien and Ruby de Remer

Showing Commander Evangeline Booth in Authentic Scenes of Salvation Army Activities. A love story of the most popular service organization of the Great War.

Also Two-Reel Comedy

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, \$0; Patron, \$100