

THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

S. A. PATTISON, Editor and Publisher

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Terms of Subscription

One Year\$2.00
Six Months\$1.00
Three Months\$.50

THE REASON WHY

You don't have to stop and think more than three or four times to know why the Herald job shop is kept busy all the time with just a breathing spell in awhile, at the very time the force is in good shape to stand the slump.

Yes sir! You guessed right. It is because we are always on the job, always living up to the promise we have made you that efficiency and service are our long suits, always ready to help arrange the copy, always printing it when we agree to print, and always ready to deliver it when we agree to do so.

It is not only the dependable printer who finally gets the long end of business. Anyone who does exactly as he agrees to do—and agrees to do something every once in awhile is going to get the bulk of the work to do, and, after all, that's what we are all looking for.

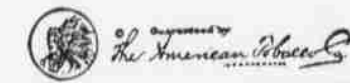
We are not ready to leave this vale of tears—not on your checked apron—but if we are later taken away, we'd rather have it said of us: "There's a mighty good fellow and leaves 1,000 friends in this county," than to have it said: "There was a money getter and left some \$10,000"—for heirs to spend trying to figure out which lawyer was right.

No sir! We are here to help you and we want you to help yourself by letting us do your printing. Then, after our profits have been spent for new machinery so we can do a still better job of printing, we want you to say: "He helped us while we were helping ourselves, and while he was helping us he was also helping himself."

We "ain't" trying to convince you that we aren't making a profit. The fact of the matter is that if we can't make a profit, we don't want to do your work, because if we can't make a profit, we want to be ready for the rainy day that is sure to come some time.

Anything you want printed, let us help you get it ready to print, and then let us print it.

George Henriksen, of Willows, was a business visitor here during the week.



TEACHERS' INSTITUTE THIS WEEK

The teachers of Morrow county will meet in annual institute Wednesday morning and will continue in session three days. While the institute is primarily for teachers, it is also of vital importance to the patrons and citizens in general. Make it a point to attend the sessions whenever you can. The opening program Thursday will be one of interest to all citizens. Keep the date in mind and go to the school building at 9 o'clock. You will be welcome at any and all sessions, and it will be an encouragement to the teacher, instructor, and superintendent if you will show your interest by attending whenever you can.

"Subscribe for Your Home Town Paper Week"

November 5 to 12

Herald Bargain Week

November 5 to 12

2 Big Events in One 2

Combining Sense and Sentiment in the Greatest Newspaper Circulation Campaign Ever Inaugurated in Morrow County

While "Subscribe for Your Home Town Paper Week" is a good business proposition for any community it also involves a lot of sentiment, which is a mighty fine thing, too. It is a fine thing to spend a little time during one week in each year boosting the Home Town Paper that has boosted you and your community and your business interests and your social affairs "10, these many years."

The HERALD appreciates the work its friends have done, are doing and will do during "Subscribe for Your Home Town Paper Week," to extend its circulation and influence.

The HERALD wants a bigger circulation. It wants to go into every home in Morrow county and in order to help its friends bring this about during "Subscribe for Your Home Town Paper Week," it has decided to announce a

Herald Bargain Week

November 5 to 12

When a Full Year's Subscription Will Be Sold for

One Dollar

This sensational price will be withdrawn at midnight, November 12, 1921 when the regular price of \$2.00 a year will be restored.

How can we do this?

Some newspapers wanting more circulation employ a "contest manager" who, by putting on a hurrah campaign and giving away an automobile or a piano, by the voting contest plan, induces a great number of people to spend their money for subscriptions who do not want the paper but only subscribe to please some candidate or help out some friend. Some girl gets the auto or piano, the contest man gets most of the money and the newspaper owner gets a lot of experience.

Others give away premiums with each subscription which cost at least one-half the subscription price, while others employ a regular solicitor to canvass the territory, his salary and expenses eating up most of the proceeds.

All these schemes cost the publisher at least 50 per cent, or more of the price of subscription and that money goes to some fellow other than the publisher or subscriber.

By Our Plan

THE SUSCRIBER BENEFITS By actually saving \$1.00.

THE HERALD BENEFITS By increased circulation, influence and prestige.

THE COMMUNITY BENEFITS By a stronger, better supported newspaper.

Don't let this chance to save a dollar slip.

Don't let this chance to help your home paper slip.

HERE'S ANOTHER CHANCE TO SAVE MONEY

OREGONIAN-HEPPNER HERALD Clubbing Offer

Between now and October 31st we make the following attractive offer.

	Regular Price		Clubbing Price
OREGONIAN (Daily and Sunday)	\$8.00	Both For	\$8.00
HEPPNER HERALD	\$2.00		
Total	\$10.00		
OREGONIAN (Daily)	\$6.00	Both For	\$6.00
HEPPNER HERALD	\$2.00		
Total	\$8.00		
OREGONIAN (Weekly)	\$1.00	Both For	\$2.00
HEPPNER HERALD	\$2.00		
Total	\$3.00		

NOTICE!

If you are already a subscriber to the HERALD and your subscription is paid in advance, PAY A DOLLAR NOW and have your subscription extended for one full year.

If you are behind with your subscription, square up your account to date and pay a DOLLAR more for a full year in advance.

BRING OR SEND IN YOUR MONEY ANY TIME BEFORE NOVEMBER 12 WHEN BARGAIN WEEK ENDS

Bank Your Own Money

By spending all you earn you are permitting the other fellow to bank your money for you. And in a few years he will be independent through careful saving of your earnings.

Begin by banking your own money; by opening a savings account here.

Farmers & Stockgrowers

National Bank

HEPPNER, OREGON.

Fresh Fruits and Vegetables

WE ARE HEPPNER'S HEAD-QUARTERS FOR ALL KINDS OF FRESH FRUITS AND VEGETABLES. EVERYTHING IN SEASON WE KEEP

Sam Hughes Co.