

# THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

S. A. PATTISON, Editor and Publisher

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TO THE PEARLY GATES AND BACK

Citizens stood in little knots about the streets, discussing the death of the home town paper.

"He must have been a mighty poor manager," commented one.

"The paper he got out was never no good, anyhow," said another.

"He didn't have any pep. When my daughter left for college he never even knew she had gone. I'll bet a dollar he didn't."

These remarks were added to various ones contributed until a monument of disgrace had been created in the minds of all who heard.

Meantime the publisher was seeking entrance to the pearly gates, and St. Peter was taking his measure.

"Did you give of your wealth to the community that it might have the enjoyment of all that civilization brings in the way of that which is good?" asked the gate keeper.

"I had no wealth; I could not even make expenses," replied the scribe.

"Fool!" cried the gateman, we have no room for you! Are not your townfolk this very moment denouncing you? Your family suffers; your business has gone to the dogs. You could not contribute as others do because you gave away your profits and expenses in service to the very community which now denounces you. Go back to earth, charge every person, partnership, group, organization which wants publicity enough to make a just profit. Only thus will you be able to toss a coin in the collection plate as your fellows do, and give those dependent upon you a fair chance in life. This is the secret of life—don't be the goat."

And the newspaper man journeyed back to earth. And, as he neared a town he recognized similar conditions.

There was a group on each corner denouncing the newspaper man.

He killed his business by asking folks to pay for what was really news," declared one. "Why when I gave him an item about my selling that 500 acres of land, he wanted me to pay him for running it; wanted a fine for it. And there I was running a little ad just to help him along."

"That's just what he did with me," said another. "I was making a good record as a salesman, but there wasn't no much money in it as in —. I told him what a record I was making and he wanted me to pay him for running it. I know if it had gotten into print I could have landed that other job. I lost just \$2,000 a year by reason of him!"

"Yes and there was our lodge," said another. You remember how we used to get our fraternal advertising free? Now, when I gave him news about our G. B. Z. fair, and all the things we were going to sell, he cut all the things except that we were going to have a fair and the names on the committees. Said the rest was advertising and asked if anybody donated the ice cream, oysters and crackers. That's different, altogether. He had to get out the paper anyhow, and it wouldn't ever hurt him to do that for us. That's how he killed his business—he made enemies."

A wise old attorney became thoughtful. "A contractor," he remarked, "goes to considerable trouble and expense to place a sign: 'This building erected by —.' If he is eager to do that why wouldn't mention it in the newspaper be worth something to him? The same way with a doctor who saves a life through his skill and experience; the lawyer who wins an important case and the young salesman who could have added \$2,000 a year to his salary, but wasn't willing to pay the publisher a line for opening such a great opportunity. What is 50c or \$5 to one or two hundred church members? Call it \$2 and 200 members—a cent apiece. Do you ever hear of any members standing up and saying I will give \$2? When he does you think he is a mighty good fellow. The newspaper boosts the lodge the school and the church, this and that association and the community as a whole the year 'round, and asks nothing but a fair profit for service which is classed the country over as advertising. Boiled down—it's misunderstanding that is at the bottom of it. Let's go!"—Poteau (Okla.) Sun.

### RESOLUTIONS OF CONDOLENCE

San-Son Lodge, No. 23, I. O. O. F. Heppner, Oregon, September 8, 1922.

WHEREAS the kind of death has removed from our midst our beloved sister, Miss ARLINE, and

WHEREAS the lodge has thereby sustained a loss that will long be felt; Therefore, be it resolved that the

lodge extend to her beloved ones their sincere sympathy, and that a copy of these resolutions be sent to the members of the family and that a copy be spread upon the minutes of this lodge and a copy published in the local paper.

THOSEBY  
MISS PEARL WRIGHT,  
MISS LETA SMITH,  
MISS MILDRED BAYLESS,  
Committee.

### Dick Robnett

Practical horseshoer  
AT CALMUS' SHOP

Special attention given to lame and interfering horses.

I Guarantee Satisfaction.

Give me a Trial

### Coming to

THE DALLES AND PENDLETON

## Dr. Mellenthin

SPECIALIST  
in Internal Medicine for the past eleven years

DOES NOT OPERATE

Will Be At  
THE DALLES  
Monday and Tuesday, October 2-3  
At Dalles Hotel  
PENDLETON  
Wednesday and Thursday, Oct. 4-5  
Office Hours 10 a. m. to 4 p. m.

TWO DAYS ONLY

No Charge for Consultation  
Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He visits professionally the more important towns and cities and offers to all who call on this trip free consultation, except the expense of treatment when desired.

According to his method of treatment he does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers, and renal ailments.

If you have been ailing for any length of time and do not get better, do not fail to call, as improper measures rather than disease are very often the cause of your long standing trouble.

Remember above date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Address 138 Boston Block, Minneapolis, Minn.

### NOTICE

To All Whom It May Concern:  
My wife, Annie Marshall, has left my bed and board and I will not be responsible for any debts contracted by her.

JOHN MARSHALL,  
Gentle Rock, Oregon,  
September 12, 1922.

## "I knew him when he was a boy"

What one is there of us that has not felt the glow of satisfaction over the outstanding success of a life-long friend! Often a surprise—seemingly "all of a sudden." Yet neither surprising nor sudden, when you stop to think back over each step of his progress.



THE United States Rubber Company—makers of U. S. Royal Cords—were first to conceive, make and announce the balanced tire. A tire in which there is such complete unity of action in tread and carcass that neither will give way before the other.

First to conceive, make and announce a complete line of tires—a tire for every need of price and use under one standard of quality.

First to tell the public about the good and bad in tire-retailing. (You remember the phrase "Go to a legitimate dealer and get a legitimate tire.")

First also to arouse industrial and trade minds to the need of a new kind of tire competition. (Competition for better and better values. Greater and greater public confidence.)

THESE high spots along the U. S. road to leadership indicate the future—the will to win by the quality made in a price market.

Now that so many car-owners have given their verdict for quality tires in general, and U. S. Tires in particular—a number of dealers and car-owners whose vision has been clouded by "discount," "sales" and what not, are beginning to remember that they "knew him when he was a boy."

United States Tires are Good Tires

U. S. Royal Cord Tires  
United States Rubber Company

Five Plants The Oldest and Largest Rubber Organization in the World Two hundred and thirty-five Branches

Where You Can Buy U. S. Tires:

Vaughn & Goodman, Heppner  
E. R. Lundell, - - Ione

## The Eats That are TREATS

We make it our business to sell meats for eats that are real treats. And we don't comply with the food laws because it is compulsory—we do it because we want, and expect to get good service and fair treatment from merchants and professional men with whom we deal, and because we know it is our business to sell only the best.

For breakfast, lunch, or dinner we can supply your wants, no matter how elaborate or how conservative. We have arranged to fill all orders and would like to see your meat order.

## Central Market

Heppner Herald \$2.00 per Year

## Fruits and Vegetables

Fresh, Clean and Palatable. Fresh Shipments Received Daily.

We Specialize in Things You like to Eat

Fresh Peaches and Melons

Sam Hughes Co.

## The Value of A Checking Account

Hope looks into the future and visions the home that will be yours.

But hope alone will not accomplish what you desire.

The practical man knows that no building can well be erected until the foundation is laid.

He also knows that no fortune can be acquired until he learns to save.

Start your Savings Account with this Bank and build for the future.

Farmers and Stockgrowers  
National Bank

Heppner, Oregon

Now is the time to order that new suit in order to have it before the Round-Up.

See our \$30 \$35 and \$40

SUITS

Lloyd Hutchinson

Tailoring

Where they

Clean clothes lean