

# Made Right Here

THE PRODUCTS  
OF THE HEPPNER  
FLOUR MILL  
**NONE BETTER**

**Prices and Quality Guaranteed**

Our payroll is larger than any  
manufacturing concern in  
the county

## People's Cash Market

Phone Main 73

All kinds of Fresh and Cured Meats, Poultry, Lard  
We pay highest cash prices paid for Stock, Hides and  
Pelts.

**HENRY SCHWARZ, Proprietor**

# GOOD JACKS FOR SALE

The People of Morrow and Adjoining  
Counties

Have the opportunity now to get good Jacks, the best in  
the Northwest if not in the United States. 22 head to  
select from. On the **EASTERN OREGON JACK FARM**,  
Seven miles northeast of Lexington.

I keep no high salaried men to sell my Jacks and any-  
one in the market for Jacks who can come to my farm  
will save commission fees, etc.

If you do not find as good Jacks here as there are in  
the Northwest or the United States, I will pay expenses  
of your trip both ways, providing you are a competent  
judge and know a good Jack when you see it.

Let your wants be known. I solicit your correspondence.

**B. F. SWAGGART**

LEXINGTON . . . . . OREGON

## THE FIRST NATIONAL BANK OF HEPPNER

### We Invite Your Banking Business

We pay four per cent. on funds left with us in the form  
of a Time Certificate, for either six months or a year.

We also pay four per cent. on Savings Accounts.

We rent safety deposit boxes by the year at reasonable  
rates.

Information cheerfully furnished regarding the above.

THE  
**First National Bank**  
OF HEPPNER

Advertising Will Pay You If You Use The G.T.

## THIS IS STRAIGHT TO YOU MR. FARMER AND TO YOU MR. CONSUMER AND MR. MERCHANT

Sent Evans in The Northwestern, Klamath Falls.

IN another column of this newspaper today you will see a dispatch  
from Chicago announcing that the great mail-order house of  
Sears, Roebuck & Co. of that city has declared a dividend of \$20,-  
000,000—count 'em, twenty million—to holders of common stock of  
that corporation. The common stock of the corporation amounts to  
\$40,000,000. The money to be cut will be distributed in the form of  
additional stock, which will make a total capitalization of \$60,000,-  
000—count 'em, sixty million.

Four years ago a similar dividend of 33 1-3 per cent was paid  
to the stockholders. This means that the \$20,000,000 capitaliza-  
tion of the company as it stands does not represent capital originally  
invested in that corporation but is composed in a large part of the  
earnings of the company. The reason that the dividends are paid  
in the form of additional stock is that the earnings of the corpora-  
tion are so huge that the capital stock must be increased from time  
to time so that the earnings can be disclosed. For instance, if the  
company made \$20,000,000 in the past year on a capitalization of  
\$40,000,000, that's fifty per cent. Rather a neat little pile of in-  
terest on your money don't you think? But if this capital stock is  
increased to \$60,000,000, and the company earns \$20,000,000 next  
year, that's only 33 1-3 per cent as a dividend. And the directors  
of the corporation don't blush so much when they vote it. And the  
money has poured into the company's coffers so fast for years that  
the directors have had to keep busy issuing new stock.

What does this mean to you?

Just this: Klamath County is contributing her share of that  
\$20,000,000, believe me. Ask Postmaster Delzell how much money  
goes through the postoffice here each year to Sears, Roebuck & Co.  
He'll not tell you. He isn't allowed to by Uncle Sam. But he'll tell  
you it's plenty. Ask the cashier of either of our local banks how  
much is represented by drafts sent by Klamath residents to that cor-  
poration.

Well, what of it, you say, suppose I do send money to Sears,  
Roebuck & Co.?

This is it: You are helping to make Chicago a very large city.  
And you are helping to maintain an institution that reaps huge prof-  
its from underpaid women and girls, many of whom are driven to  
prostitution because they cannot get a living wage. The Federal in-  
vestigation in Chicago two years ago proved this.

And you are helping to keep Klamath Falls a very small city.  
Just suppose that the money sent out of here each year to Sears,  
Roebuck & Co. were to go to local merchants. How much better  
that would be for Klamath Falls. The local stores could employ  
more labor and all of us would be benefitted. And if perchance, the  
local stores should get rich and have a surplus in the bank, that sur-  
plus would be loaned out at interest to the farmers and manufactur-  
ers of this county and as the surplus grew interest rates would be  
lowered and money would be cheaper. It would be pretty nice,  
wouldn't it? Then, too, if you should help to build up your local  
stores, you could help make them large enough so they could afford  
to carry many more articles than they now carry and when you  
wanted something in a hurry you would find it right here at home.

IF the people of Klamath County only knew it, there is enough  
wealth produced every year in this county to build up a rich  
county and a big city. This country is more than self-sustaining  
and the surplus ought to be kept right here at home. If by some  
miracle this gospel could be incubated into the minds and hearts and  
souls and common sense of every man, woman and child in Klamath  
County and all mail-order business could cease, within five years this  
city and county would be the envy of every community in Oregon.

Have to pay more for goods here than you can get 'em for in  
Chicago?

Well, what of it? You sell your produce for more than the Chi-  
cago farmer gets for it, don't you? And you want local merchants to  
buy that produce, don't you? Get in and boost a little for your own  
home town and county and see what happens. Prices wouldn't stay  
up here long if everyone would purchase at home. In the first place  
the merchants could move goods more often and they could afford to  
reduce prices and in the second place Klamath County's reputation  
would spread so far and wide that outside merchants would come  
here and open stores and so cut down prices by competition, if the  
local merchants wouldn't give you a square deal.

The only trouble with Klamath County is that the people here  
haven't enough common, ordinary late-blooming garden variety of  
horse sense to see that patronizing home merchants is the most  
profitable thing for them. They can't understand that sending money  
to Chicago doesn't help Klamath any. Why, I know a clothing mer-  
chant who buys his groceries outside and I know a grocery man who  
buys his clothing outside. Think of that! And then merchants ask  
the ordinary run of people to support home industry.

And, bless you, until recently the merchants were sending their  
advertising money outside the town in trading stamp companies and  
scrip bureaus in the effort—unconscious, I'll admit, but none the less  
effective—to starve the local newspapers to death and build up a  
few more foreign millionaire concerns; all on the mistaken theory  
that their buyers wanted to dupe themselves into the idea that they  
were getting something for nothing and were not loyal enough to  
home industry to patronize local stores unless green trading stamps  
were given them, or sensible enough to know that green trading  
stamps were costing money and that they were paying the bill. I  
know the merchants have seen the light about this trading stamp  
matter after they have already sent out of town in a year more  
money than they would spend with their local newspapers in five  
years; but I mention it to show that it is not always the consumer's  
fault that mail-order houses get the business.

I was talking to a farmer the other day about this mail-order  
business. I had talked the farmer blue in the gills and myself black  
in the face and thought I had convinced him of the error of his ways  
when he came back at me with this: "I realize what you say is all  
right. But what am I going to do? The mail-order houses all flood  
me with literature and catalogues right along. When I want a new  
chair, there's a picture of the chair and the price right in the cata-  
logue. And it's the easiest thing in the world to sit down and  
write out a check or a postoffice money order for the thing. I want  
a few bolts and there they are all described and priced in the cata-  
logue."

That got me interested right away. I asked the farmer if he  
read the advertisements in the local newspapers. "Oh, yes, I read  
them," he said, "but they don't mean much to me. I see that So-and-  
so sells hardware and that So-and-so sells furniture. The ads are  
little cards carried in the newspapers and some of them are not  
changed from month to month but look the same every day. And  
they don't tell me anything about what I want to buy. To read that  
Jones & Co. sell hardware doesn't mean anything to me. I know  
that already. But if Jones & Co. would put in an advertisement  
saying that they have reapers of such-and-such a description for  
sale at such-and-such a price that would suggest something to me  
and I might be interested. Farmers are not so much interested in  
who is selling articles as they are in what articles are for sale and  
for what prices."

I liked that kind of talk. I've been trying to tell the local de-  
alers that for three years. Lots of them don't take time to write any  
advertisements at all. And most of them will not spend as much in  
Klamath County for advertising as Sears, Roebuck & Co. do counting  
only the postage paid on catalogues and figuring the big catalogues  
at cost price. The farmer I was talking to that day asked me how  
many hardware merchants there were in Klamath Falls and when I  
told him he said that a farmer who read the local newspaper couldn't  
tell it because only one or two of them advertised.

If I could only make the merchants believe that, before they can  
expect the farmer to trade at home, they must at least solicit his busi-  
ness as much as the mail-order houses do, I'll have helped a lot.

Selfish, you say? Sure it is. I run a newspaper and it's my  
business to purvey publicity. And I believe it pays when rightly  
handled, and pays big.

If only we could get together for Klamath—farmer and mer-  
chant and everyone, get together and keep all our money at home  
and boost hard, what a fine place this would be—prosperous farms,  
prosperous merchants and big, independent, fearless newspapers.

It takes some people a long while to get anything through their  
skulls. I am going to keep hammering at this home-trading propo-  
sition just as long as I am able. The readers can help a lot by buy-  
ing goods that are advertised in The Northwestern. You can make  
sure they're honest goods or we wouldn't carry the advertising.

Mrs. Enoch Cave returned Thurs-  
day evening from Portland where  
she visited at the home of her daugh-  
ter, and also the John McFerrin fam-  
ily. Mrs. Cave says that Mrs. McFer-  
rin is greatly improved in health and  
is able to attend to some of the house  
work. Her many friends here will  
be glad to hear of her complete re-  
covery.

Edgar B. Ayers returned from a  
visit to Portland on Friday. He spent  
several days in the metropolis arrang-  
ing for a "movie" outfit which he  
will install in the Star theater.

W. B. Tucker, of Blackhorse, was  
in Heppner Saturday.

Matt T. Hughes was a business  
visitor in Heppner from Lone Rock  
on Saturday. He was accompanied  
by his family.

Ralph Corrigan of Butter creek  
visited with his sister, Miss Ruby  
Corrigan in this city on Saturday.

W. B. Tucker, of Blackhorse, was  
in Heppner Saturday.

JUST RECEIVED  
by

## Gilliam & Bisbee

A carload of FAIRBANKS &  
MORSE Gasoline Engines  
direct from the factory  
**At Greatly Reduced Prices**

At least 25 per cent un-  
der last year's prices

We are fully equipped for installing  
**Deep Well Pumps and  
Irrigation Systems**  
of all kinds, and guarantee all work to  
give satisfaction

**When you want water**  
get our prices before closing a deal

Licensed Embalmer

Lady Assistant

**J. L. YEAGER**  
FUNERAL DIRECTOR

Phone Residence

Heppner, Oregon

## The PALM

has a complete line of  
CONFECTIONS, CIGARS and SOFT DRINKS  
Try our Pop Corn—always fresh.

**R. M. HART**

## FLOWERS FOR ALL OCCASIONS

FUNERAL DESIGNS OUR SPECIALTY

The Jewell Green Houses

THE DALLES, OREGON

Phone B. 2721

## CITY MEAT MARKET

J. FRANK HALL, Prop.

Best in the line of meats handled at the lowest possible prices.  
FINEST HOME-MADE LARD AND FRESH AND CURED  
MEATS.

See Me Before You Sell Your Fat Stock.

## HEPPNER WOOD YARD

E. E. BEEMAN, Prop.

DEALER IN

**Wood and Coal**

Leave orders with Slocum Drug Co. or phone Main 60.

**Choice Flour, Feeds, Wood, Coal and  
Posts, for Sale by**

**HEPPNER FARMERS' UNION  
WAREHOUSE CO.**

**Handle Wheat and Wool. Highest  
Price Paid for Hides and Pelts.**

## FUNERAL SUPPLIES

MODERN EQUIPMENT  
PAINTAKING SERVICE  
CASE FURNITURE COMPANY