

PROFESSIONAL COLUMN

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Physician & Surgeon
Office in Gunn Building.
HEPPNER, OREGON

Dr. N. E. WINNARD
Physician & Surgeon
Office in Fair Building
HEPPNER - - OREGON

Dr. F. N. CHRISTENSEN
DENTIST
Offices over the
New Postoffice.
HEPPNER, OREGON

A. D. McMURDO, M. D.
Physician & Surgeon
Office in Patterson Drug Store
HEPPNER :: :: OREGON

Dr. JOHN B. DYE
DENTIST
Room 16, Ione Hotel, Ione, Ore.

C. E. WOODSON
ATTORNEY-AT-LAW
Office in Palace Hotel,
Heppner, Oregon

SAM E. VAN VACTOR
ATTORNEY-AT-LAW
Office on west end of May Street
HEPPNER, OREGON

S. E. NOTSON
ATTORNEY-AT-LAW
Office in Court House, Heppner.

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**Sales Letters Valuable
In Securing Orders**

Oregon Agricultural College, Corvallis, Ore., Aug. 9.—The sales letter that is so effective in the hands of the mail order expert fails to appeal as strongly as it should to the local merchant, according to Clyde I. Blanchard, O. A. C. teacher of stenography and one of the four winners of the world championship efficiency contest. "Although the local man feels that he cannot use this weapon effectively it has been proved beyond a doubt that he can make it more effective than can the mail order man. We all know that by means of these letters New York and Chicago houses are continually taking business right from under our noses here in Oregon. It is needless to remind you what the mail order houses have been able to do with a two-cent stamp and a letter sent to people in all parts of the world, people they have never seen and in all probability never will see. "Surely the retail merchants should be able to do as well with friends and acquaintances as the mail order men do with entire strangers. If any have tried and failed to get business by personal letters in connection with consistent newspaper advertising their methods rather than the system was probably at fault. An important step in securing results is use of artistic and dignified dress for your correspondence. A neat return tastily printed on your envelope will often be the means of saving your letter from the wastebasket. "Dignity, good taste and orders are secured by having very little printing in the letter head to distract attention from the typed message, which is the all-important thing. In ordering your stationery have printed only the data necessary to enable the correspondents to transact their business efficiently. Never have the city and state off to one side at the right, connected by lotted lines to '19—.' The style never was artistic, and besides it is a bad time-waster. Far better have the state and city printed at the top with the heading, leaving room for the date at the usual place. "The personal letter may also be a means of keeping track of cash customers whose names are not entered on the firm's books. And certainly the cash customers are worth looking after. Sometimes they quit the firm because of some misunderstanding easily adjusted, and the personal letter will enable the proprietors to learn the fact and make the adjustment, thus retaining a most profitable patronage."

National Forests Take in \$2,500,000.

The National Forests turned into the U. S. Treasury during the fiscal year ended June 30, 1915, nearly \$2,500,000, an increase of more than \$400,000 over the receipts of the previous year, according to a statement just issued by the Forest Service.

The timber sales, which amounted to \$1,164,000 yielded on account of the depressed condition of the lumber industry about \$78,000 less than those of the previous fiscal year, but the gain was made possible by larger revenues from other sources. The grazing receipts, which totalled \$1,125,000, increased \$127,000 over last year, and the water power receipts, which amounted to not quite \$90,000 showed an increase of nearly \$42,000.

The demoralization of the turpentine industry on account of the war's curtailment of the naval stores market caused the receipts from the sale of turpentine privileges on the National Forest to drop to about \$9,000, as against nearly \$35,000 last year. The sale of special use permits, under which all sorts of enterprises, from aparies to whaling stations, are operated on the Forests, yielded nearly \$78,000, an increase of \$9,000 over last year. There was a decrease of nearly \$37,000 in the revenue derived by the settlement of trespass cases in which Government timber had been cut without intent to defraud, the revenue from this source being only a little more than \$3,000. More than \$7,000, however, was collected from other timber trespass cases. Grazing trespass cases yielded nearly \$6,000, an increase of about \$1,000; occupancy trespass cases, which occurred in only one of the seven forest districts, turned in something less than \$250; about \$60 was derived from turpentine trespass cases, and \$680 from fire trespass cases, the latter being more than \$7,000 less than the amount collected in the previous fiscal year for damage to Government property through fires carelessly or wilfully started in or near National Forests.

Grazing Figures For Fiscal Year 1915 Announced.

An announcement just made by the Forest Service, covering the grazing business on the National Forests for the fiscal year ending June 30, 1915, shows a decrease of over 100,000 in the number of sheep grazed on the Forests of Oregon, and an increase of approximately 44,000 in the number grazed in the Forests of Washington.

For several years past the grazing business in the forests of Oregon has been in excess of that in Washington, but the influx of settlers in those parts of Oregon where good forage was to be found has made it difficult for the big stock owners to find sufficient winter range for their sheep. This fact, combined with the recent high prices of wool and mut-

Few Forest Fires In Oregon In Past Year

Portland, Oregon, August 15.—Reports recently received by the Western Forestry & Conservation Association, from all protective agencies in the Northwest, show practically no loss of timber through forest fires up to the present time.

Favorable weather conditions and careful preparations for the season are the chief factors which have so far made for a clean record on the part of patrol organizations.

Following the plan of previous seasons each protective agency began, well in advance of dry weather, to get its territory in the best possible shape for successfully combatting any fires that might become started.

Additional lookout points were equipped, telephone lines extended and repaired, new trails constructed, and every effort made to secure the best possible co-operation between the various patrol organizations. These efforts are now bearing fruit in the prompt detection and suppression of all fires which become started.

Although the beginning of August saw conditions much more favorable than those of a year ago, there is still time for the woods to become dry and only the greatest care and vigilance will prevent fires from starting during the next few weeks.

Oregon experienced no fires worthy of mention for July. A few fires escaped as a result of slash burning but were speedily extinguished without loss of green timber. About 300 wardens are on duty outside of the National Forests and this number will probably be slightly increased if rains are not forthcoming in the next few days. The need for strict enforcement of the forest laws has been especially emphasized this season, and a campaign to eliminate the smoke nuisance has been vigorously carried on.

Washington reports some 35 fires during July, all promptly extinguished and with small loss of timber. The Washington Forest Fire Association has 87 men on duty, and the state, through its own and the Federal Weeks Law appropriation, nearly as many more.

Idaho has experienced a few small fires, none of which have caused loss of timber. Only the normal force of patrolmen is on duty, but every precaution is being taken to see that fires are promptly discovered. The Forest Service has this season constructed several emergency warehouses where fire fighting tools, available for immediate shipment to points needed, are stored. This is in addition to the tool supply which each National Forest maintains.

Montana reports a most favorable season as compared with last year. The Northern Montana Forestry Association has had no fires in its territory.

In spite of present favorable conditions the utmost care is urged to prevent damage the next month. August and early September can be counted upon to be dry and a few hot days are all that is required to produce a serious fire hazard.

ton has led many sheep men to sell out. In Washington there has not only been an increase in settlement, but also an increase in available National Forest range, which has induced many to go into the sheep business. Hence, the Oregon sheep men found the Washington ranchers ready to buy their sheep.

There has been an increase in the cattle business in both States,—over 10,000 increase in Oregon and nearly 3,000 head in Washington. Many of these new cattle men were formerly sheep owners grazing stock on the National Forests.

HERBERT W. COPELAND
EYESIGHT SPECIALIST

LEXINGTON, Ore.—Eleven o'clock till three, Monday, Aug. 23, 1915.
HEPPNER, Ore.—Four o'clock p. m. Aug. 23 to 6:30 a. m. Aug. 24.
HARDMAN, Ore.—Arrival of stage Tuesday, Aug. 24 to departure of stage for Heppner, Wednesday, Aug. 25.
HEPPNER, Ore.—Arrival of stage from Hardman, Wednesday, Aug. 25 to departure of train, Thursday, Aug. 26.
IONE, Ore.—Thursday, Aug. 26, from 10 a. m. till Friday, Aug. 27, 2:30 p. m.
LEXINGTON, Ore.—From arrival of afternoon train Friday, Aug. 27, till Saturday morning, Aug. 28.
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