

## Local Happenings

FOR SALE—A fine Shetland pony mare. C. C. Calkins.

O. C. and J. C. Stephens of Hardman were visitors in this city on Saturday.

J. D. Bauman was up from his ranch near Lexington on Saturday, accompanied by his son, Harvey.

J. M. Morrow who represents the Pendleton Marble Works, was looking after business here on Monday.

Attorney A. J. Fritz was in the city from Arlington on Friday and Saturday looking after some legal affairs here.

Chas. Barlow has taken a position with the Latourell Auto Co., and will act as salesman and bookkeeper for that firm.

D. E. Stephens of the Moro experiment station was in Heppner this week, participating in the farmers chautauqua.

J. B. Carmichael, A. E. Zochert and Ted Johnson were Lexington residents who spent Saturday evening in this city.

C. W. Valentine was in the city Saturday attending to business. He is preparing to add more good milk stock to his herd and will install a cream separator and market his butterfat at the creamery hereafter.

Edgar L. Ludwick, assistant secretary-treasurer of the Oregon Co-operative Grain Growers association, was here over Tuesday and took part in the Farm Bureau meetings held at the theater on Monday and Tuesday.

Mrs. Helen Lockridge arrived from Portland on Saturday and has been spending the week visiting at the home of her parents Mr. and Mrs. G. C. Aiken in this city. She expects to return to her home tomorrow.

Jerm O'Connor brought in a fine lot of hams and bacon which he delivered at the store of Minor & Co. Saturday. Jerm is an artist at curing meats and makes a practice of putting up a large amount of pork every fall.

H. C. Gay was in from his Rhea creek farm Friday and delivered a number of cans of butterfat at the local creamery. Mr. Gay has been engaged in the production of cream for a good many years, making a success of dairying.

Mrs. Melissa Clark had the misfortune to slip and fall one day the past week and injured her arm. An examination with the x-ray by Dr. McMurdo revealed the fact that no bones were broken, though the arm was badly sprained.

L. A. Anderson and Carl Peterson, two farmers from the Gooseberry section, were visitors in Heppner on Wednesday. They report the snow about all gone. It drifted badly in places but has been melting away slowly, the most of it running off the ground because of its frozen condition.

Mrs. Arthur Keene, who is a daughter of Judge W. T. Campbell of this city, was operated on at the Moore hospital late Tuesday evening for a very bad case of appendicitis. Dr. Chick performed the operation and reports that Mrs. Keene is doing very well at present but it will be a few days yet before she passes the danger point.

Mr. and Mrs. Chas. Mickley arrived here from Salem Saturday and spent a few days visiting at the home of I. R. Clabough. Mrs. Mickley is a niece of Mr. Clabough and accompanied them to Oregon last summer, remaining in Salem. Mr. and Mrs. Mickley are on their return to their home near Winfield, Kansas, where they have a farm.

Al Henriksen of Cecil was in Heppner a couple of days the last of the week. He had just closed up his deal with L. V. Gentry and Tom Eoylen and retired from the sheep business for the time being, and was feeling good over the outcome of his venture, glad to be done, too, with the prolonged job of feeding which he began about the first of November.

A splendid dinner was served to the fifty rabbit shooters of Heppner by the ladies of the Federated church on last Thursday evening. The John D's had to furnish the eats to the Ford's on this occasion, and they served a genuine treat, the ladies of the church doing themselves proud, receiving high praise from all those who were fortunate enough to be seated at the banquet table.

### A Portrait Free

In order to be doing something during these dull times, we will make you a 14x20 oval convex \$5.00 portrait FREE. We want you to show it to your friends and advertise our work. All we ask of you—send us 95c to pay for postage and boxing and we will send the portrait prepaid, free. Mail your photos, with 95c. Give us a trial. No frame catch—buy your frame where you please. We copy anything and everything. Money back if not pleased.

PALM ART CO., Hastings, Neb.

## PUBLICITY FIRST, THEN ADVERTISING

Motion Pictures Open Way for Vast Markets to World Visioning Merchants

Unity in Education of Buyers Brings Results for Units As Aftermath

By DR. FRANCIS HOLLEY.

EDITOR'S NOTE. Dr. Francis Holley, author of the attached, is Director of the Bureau of Commercial Economics and the Director General of the Motion Picture Theatre Owners of America. His work for the improvement and uplifting of the motion picture industry is known throughout the world. His work has been recognized by the nation's chief executive and his aides. He is a man of far-seeing vision of high ideals, and a great ambition to see the motion picture linked with all that is worth while and constructive in America.

To my mind there is a decided and well marked difference between advertising and publicity. They are often confused and still more often merged into a general whole by those who give the matter passing thought only.

Advertising is a direct appeal to a prospective purchaser. Publicity is a matter of education in order that the ground may be prepared for the seed of advertising. The most carefully selected of seeds if tossed on stony ground will not give growth; feeble seeds will often spring to vigorous life when soil conditions are favorable. These seem so obvious as to be bromides, truisms—and yet they are conditions all too often ignored by those who would promote the new.

### NEEDS ARE MINOR.

Man's actual needs are minor, his desires are limitless. The needs are born with him, the desires cultivated. A man without knowledge of music would have no desire for a musical instrument. The fundamental desires, that is, the things that give to man mental, spiritual or physical pleasure, have been widely exploited. He has responded to untold numbers of the things thus exploited, or in other words given publicity. There are other things as numberless that are craved by only a portion of man—not because they would not give him pleasure, comfort, ease, betterment, but because he is not convinced they would do so.

The motion picture offers a brand of publicity such as the world has never known before because it visualizes not only the article itself but its use. The two greatest mail order houses in the world sell the majority of their goods largely through the illustrations in their catalogues. The average man is mentally lazy. To visualize in words is a difficult task. It requires a master pen. If it is not a master's pen then the average man must spur his mind to this visualization. Modern life is too complex to waste mental effort, especially when the obvious result of that effort is to take from the thinker a part of his means of welfare—money. He must be convinced that what he receives in return will be of greater use, pleasure or comfort than that with which he parts.

### NEWSPAPERS BEST.

To sell an individual article, and the word is used in a collective sense to include lands, insurance, education, anything that may be transferred, the columns of the newspapers or other organs can not be approached for results. The blows given by the concrete advertising are aimed at a given point; they pound, pound, pound for individual recognition, and if the advertising is of the right character they get results.

Back of that, however, is the need of having the point of attack exposed, in other words, the removal from the field of the stones and roots of prejudice, selfishness, inertia, ignorance, indifference and all the other bars to selling. This is the work of publicity. This can be made one of the greatest fields for the motion picture.

Of all the senses man is heir to the sense of sight conveys the quickest to the mind the message it is given. If the eye is not convinced, then it is almost impossible to convince the mind through the other senses (unless the article exploited is a direct and individual appeal to one or more of the other senses). No honest article can have too much publicity. A dishonest article can stand advertising, has stood advertising countless times. Its dishonesty was made its own doom through publicity.

### USE PUBLICITY.

There is not a great corporation in America today that is not dealing with publicity, not expending great sums for publicity; the nation used publicity in its hour of need. Publicity is given new things by old companies often for months without a line of advertising. The results justify the means.

The creation of a demand through publicity is the duty of all those who have honest wares to sell. They cannot too quickly join hands in giving

the whole market the required education. They unite for the welfare of all, they reap for the benefit of each. It is not only a question of preparing a market but of creating a market, of expanding a small market to a great one so that when the individual sales are sought through the best medium (the newspapers) not only is the individual seller in fair competition

with his fellows in a prepared market, but he is facing a sales ground vastly larger than he could have found or made through his individual efforts.

Harry Duvall was down from Freewater the end of the week, looking after business affairs here. He spent Friday in this city.

OUR PRICES RIGHT—OUR PRINTING THE BEST—G. T.

# Why Do You Keep Chickens

## For the eggs they lay?

Or do you keep them around, like your canary, for company?

If you would have them lay eggs you must give them the proper feed.

We carry a complete line as follows:

Scratch Food	.....	\$4.00	100-lb. sack, 5c lb.
Egg Maker	.....	4.00	100-lb. sack, 5c lb.
Chick Feed	.....	4.00	100-lb. sack, 5c lb.
Eastern Oyster Shell	.....	2.25	100-lb. sack, 3c lb.
Coarse Grit	.....	1.75	100-lb. sack, 2c lb.
Fine Grit	.....	1.75	100-lb. sack, 2c lb.
Bone Meal	.....	4.75	100-lb. sack, 5 3/4c lb.
Charcoal fine	.....	3.40	50-lb. sack, 8c lb.
Charcoal, coarse	.....	3.40	50-lb. sack, 8c lb.
Meat Straps	.....	7.25	100-lb. sack, 8c lb.
Chicken Rolled Outs	.....	3.00	65-lb. sack, 5c lb.
Oak Groats	.....	6.00	125-lb. sack, 5c lb.

5% off of above prices for cash.

Don't let your hens waste their time setting. Let them keep laying eggs and use a

## Sure Hatch Incubator

170-egg Capacity.....\$31.50  
220-egg Capacity.....\$35.00

Less 5% for cash

## Gilliam & Bisbee

# We have just received a new shipment of Australian Jam

Made in Hobart, Tasmania

13-oz. Net, Pure Fruit - - - 25c  
\$2.75 per dozen

27-oz. Net, Pure Fruit - - - 45c  
\$4.75 per dozen

Many Flavors, Exceptional Quality, Attractive Prices.

Carload of Olympic Flour just in.

## Phelps Grocery Company

Phone 53

## TONSILETT'S

For Tonsillitis and sore throats. Keep them on hand and take right in the beginning. It relieves like magic. ABSOLUTELY HARMLESS, satisfaction guaranteed or money refunded. Send \$2 for a trial bottle, 130 doses and you will never be without them.

Reference 1st National Bank.  
J. F. TITUS, M. D.  
Eugene, Ore.



Albers Flapjacks  
the hotcakes of the West

# Central Market

FRESH AND CURED MEATS  
Fish In Season

Take home a bucket of our lard. It is a Heppner product and is as good as the best.

## Big Bargain in Small Creek Ranch

16 acres, all under ditch, partly in cultivation, alfalfa, strawberries, raspberries; good five room house, good barn and out buildings; stock and machinery; good spring and well. Price \$2250.00 if taken at once. 7 miles from town.

## ROY V. WHITEIS

Real Estate and Insurance, Heppner.

# Just Arrived!

From the Factory

Carload of Oliver Chilled Plows All Kinds

25 Per Cent Reduction of former prices

Come in and see us in regard to your future needs.

## Peoples Hardware Co.

**CALIFORNIA**  
The Sunny Southland

UNION PACIFIC SYSTEM  
OVERLAND

THE above picture is a photographic reproduction of a scene in the heart of Los Angeles—Westlake Park—chosen because it embraces at a glance so many of the ideal features for pleasure in Southern California, and is typical of numberless scenes similar in character. Representatives of the

will gladly furnish instructive and beautifully illustrated booklets giving complete information about this glorious playground of the West. Let them tell all about hotel rates, railroad fares, through car service, the famous Circle Tour through San Francisco and Salt Lake City, or a part of the way by ocean trip. No journey of equal interest in America.

Call on or address  
C. DARBEE, Agent, Heppner, Oregon  
WM. McMURRAY, General Passenger Agent, Portland, Oregon.