

### CROPS IN STATE 50 PER CENT OF 1923

#### Grain, Fruit and Produce Show Effect of Dry and Hot Season.

The grain crops of Oregon indicate about half the yield of the bumper crop of last year, the state over. There has been a general scarcity of rain. The yields are spotted, owing to local rains. Fall grains look fairly well, considering the limited moisture, but spring crops are in poor condition. Crops in the dry sections will run from 40 to 50 per cent, in the irrigated sections products have been slow in growth owing to the cool nights.

In the Willamette valley general production is spotted. The early potato crop does not promise a good yield and the late average depends almost entirely on what the rainfall may be. The grain crop will be about 50 per cent of last year. The southern part of the valley has had far more rain than the northern part. The general production in the Hood River section is fair. The early frost damaged the peaches to a considerable extent, and the apple growers state that frost rings may result in quite a little damage to the apples. Cherries are about half a crop. In general there will be about the same yield as last year.

The cherry crop of the Willamette valley is large, but the price is poor. Four cents has been the highest price paid, and many have been sold for less.

With one cent per pound paid for picking and with the added expense of boxing and delivery charges, the growers have not received very profitable returns. Fruit companies have been buying very carefully and in small lots, and many carloads have refused the Bings and Lamberts at any price, buying only the Royal Ann stock. Kentish cherries are about the same price as the sweet varieties.

Notwithstanding the extremely dry season, stock in the range country is generally looking good, but the pastures are getting very short. Stock men are rather discouraged over the results of the past year and the future prospects.

Farmers generally are buying only absolute necessities. The bumper crop of last year resulted in so small net profits that they have little purchase money. The farmer wage scale is very low in comparison with the trade scales—from \$2 to \$3 per day—and this also applies to the grain ranches. Realizing that they will be unable to get all the help needed at these prices, many of the farmers are arranging harvest schedules wherein they will exchange labor with each other and reduce hired labor to the minimum. Many of them state that what they will not be able to harvest under such arrangements they will let go, as they have not the money to pay the prices asked by competent laborers.

It is announced that the newly-organized Northwest Fruit Growers' Commission, which was organized to coordinate the marketing of the apples of Oregon and Washington, has been abandoned. This marketing association was organized and financed by the chambers of commerce and banks of the northwest and specialists were sent to California to work out a plan. An organization fund of \$8000 was provided, which has been exhausted, and the plan will now be abandoned. Many apple growers hope that the work and money expended will not be a total loss, but that a further movement along this line by another organization may bring this big projected association into a reality. Such failures do much to discourage cooperative marketing movements.

A. S. Goss, master of the Washington state Grange, gives notice to the business interests of the county that a condition which forces nearly one-third of the population of the county (the farmers) to lose money and run into debt is certain to react to business generally, and that the other two-thirds, which have been enjoying prosperity, are certain to feel the depression of agriculture—in fact, is already feeling it generally. He says agriculture has reached the limit of endurance, and the result is a distinct tightening up in industry and employment all over the country, and that further curtailment is certain until readjustment comes.

### Rupture EXPERT COMING TO

FENDLETON and THE DALLES Will Give Free Demonstration in FENDLETON on Wednesday and Thursday, July 9 and 10, at the Dorion Hotel and in THE DALLES on Thursday, Friday, and Saturday, July 17, 18 and 19, at the Dalles Hotel.

from 10 a. m. to 4 p. m. TWO DAYS IN FENDLETON and THREE DAYS IN THE DALLES They Come Many Miles to See Him.

On above date the noted rupture appliance expert, C. F. Redlich, will give a free demonstration.

You will at once realize the difference between his highly efficient and modern appliances and your mail order inefficient and harmful elastic bandages or ill-fitting steel or wire trusses that bring your obnoxious leg straps. These mostly make the rupture worse instead of better until at last it gets beyond control, whereas Mr. Redlich's special appliances will give you security and comfort for years to come, mainly because these effective devices are scientifically applied by an expert in person.

Recent, often curable cases and especially old, neglected, painful ones, should promptly avail themselves of this opportunity for relief, before work becomes impossible and eventually the surgeon's knife an urgent and immediate necessity.

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Home Office: 232 Boston Block, Minneapolis, Minn.

### CAN BUSINESS MEN IMPROVE BUSINESS

(Continued from Page Two)

through not being in close touch with them. Retain the friendship of old customers by all means, and good efficient work in canvassing is a splendid way of accomplishing this. A well trained efficient salesman or saleswoman can be an invaluable missionary in behalf of your store out among the trade.

If the trade is slow in coming to your store, bring your store to the trade. If merchants will follow out this plan and back it up with some good, hard hitting advertising they will have no need to complain about poor business. Business in any line is about what you make it, whether it be a retail store, a bank, or a brokerage business.

But, to the merchant who is befogged with the idea that business is so bad that no effort can make it better will have to get rid of this idea as his first move for better business.

There's nothing in the present business situation that warrants such an attitude. Yet, for some reason or other, a great many business men seem to expect that the United States should enter into another period resembling war prosperity. But, regardless of that sort of reasoning, or rather lack of reasoning, there has been nothing at any time to indicate money will ever roll up hill again.

Many business men appear to have an idea that they should get rich over night—that's an idea that still persists, handed down to us from the gun powder era. We may as well make up our mind that the world is not going to pay us a bonus, even though we all think we're entitled to it.

As to this business situation, we must admit that business does not come as easily now as it did in 1919 and 1920, but what of it? The work that is required to make your business show a profit is nothing, absolutely nothing, compared with the thrill that comes in knowing that your business is progressing, and knowing that you're making a success.

And in considering such plans for increasing your business as this idea of canvassing out through the trade, or any other idea that has the elements of practical business sense, do not be too easily discouraged. Remember, that a great deal you hear about business is mere propaganda.

I know of one instance where a merchant had quite a successful sale, and shortly after it was completed a competitor happened to drop into his store. He inquired how the sale had terminated.

The merchant who had the sale stated that it was very bad, he had not made expenses. He declared that everything had been done that it was possible to do, but that there was no

money in the country as far as he could figure it out. The visiting merchant went on his way, and stepped in to see another merchant, and he related all about the unsuccessful sale held by merchant No. 1.

"Why, that's strange. I have it from good authority that he sold a great deal of goods and made a pretty fair profit on the sale," said the third merchant. So in discussing this case the two merchants finally saw thru the game of the merchant crying hard times. He wanted them to think that he had made no money, he wanted them to be pessimistic about business, because if he had said, "Business is wonderful, I have made fine profits, I want you beyond my fondest expectations in the amount of goods sold," they naturally would be inspired likewise, and undoubtedly think, "Well, if he can get such business, I guess I can, he's no better merchant than I am."

So there's always two sides to every story, and about 95% of this talk about there being no money and no business should be taken with a grain of salt. We get to be more ready in the future than we have been in the past, and take up new promising ideas for increasing business, simply because something worked well five, ten, fifteen or twenty years ago is no assurance that it is equally effective today. A great many merchants confuse business principles with business methods—they are altogether different things.

There are a certain number of principles in doing business that remain the same, regardless of time, place or conditions, but the methods of doing business are changing constantly, and we're going to change with them if we're going to keep abreast of the times.

I have often seen the effects of conservatism brought to the point where it is mere inaction. There are businesses being conducted today not by the men who are in charge of the store, but by men who founded it and who may have been dead these twenty-five or fifty years. If these same men were living today they probably would be the quickest to change their methods to suit new times, whereas, their successors hold to them as if they were something sacred. This again is simply confusing methods with principles.

One merchant met my suggestion of canvassing out among the trade with the statement that they'd been established for sixty years and had never gone out tramping begging for business at the homes of their customers, and they did not think they had to start that now.

Such an attitude is about as senseless as if that merchant were to stock his store with the style of merchandise in vogue sixty years ago, and insist that inasmuch as it was the right thing for those times it is still the right thing. We must not lose sight

of the fact that methods must change with the times no less than the merchandise stock we carry.

Roger W. Morse, county agent, and family spent the Fourth in Vancouver, Wash., visiting relatives and friends. They returned home Saturday evening.

S. P. Wilson of Huntington Beach, Cal., formerly a resident of Ione and farmer in that vicinity, was in Heppner Tuesday on business.

**\$250.00 REWARD.** Stolen from my ranch near Kitter in the early spring, one bay mare, weight about 1100 lbs., white spot in forehead, branded A on left side; one half-faced sorrel mare, weight about 1150, white spots around eyes, branded LR connected on left shoulder. I will pay \$100.00 reward for the

**Gilliam & Bisbee's**  
Column

There will be a little harvest and a few Extras to buy.

We are going to allow a ten per cent discount for spot cash on all cutting machinery and extras. We have a good stock of extras and limited supply of machinery, and will appreciate all the business you can give us.

**Gilliam & Bisbee**  
EVERYTHING IN  
Hardware - Implements  
We have it, will get it or it is not made.

**MAURICE A. FRYE**  
Everything Electrical  
STUDEBAKER SIXES

—Ask us to prove it—

**CITY GARAGE**

Formerly Universal Garage  
Corner Willow and Gale Streets, beside Gilman Building.

WALTER L. LA DUSIRE, Prop.

**First Class Repair Shop**  
GAS, OILS, GREASES, STORAGE  
AUTO ELECTRICIANS

AGENCY FOR  
MAXWELL AND CRYSLER  
AUTOMOBILES

Every Job Absolutely Guaranteed

**Selling For Cash**  
increases the buying power of your dollar.

**LET US SAVE YOUR \$\$**

We invite a comparison of our prices.

A complete line of General Hardware.

J. I. Case and John Deere Agents

SEE OUR COLFAX DRAPERS  
A BETTER DRAPER AT A LOW PRICE

**Peoples Hardware Co.**

**WHEN SHIPPING LIVESTOCK**  
Consign to

**DUFFY COMMISSION CO.**  
Union Stock Yards, North Portland, Ore.  
Office Phone Empire 1661 Residence Phone Garfield 3501

**Can You Tell Wool?**

Do you know which fabrics give longest wear?  
Do you know why retail costs are so high?  
Our little booklet gives you answers to these questions and much other useful and interesting information for clothes buyers. J. B. Simpson made to measure all wool clothes come direct from the sheep's back to your back with the least possible expense. I would like to call and give you a copy of our interesting booklet and at the same time show you the hundred or more all wool fabrics which retail at \$31.50—fit, satisfaction and wear guaranteed.

The Best Virgin Wool Fabrics, per suit.....\$31.50  
Genuine All Wool Tropical Worsteds—  
2-piece suit.....\$21.50

Thousands of America's best dressed men wear Simpson made to measure clothes. The fit, style, quality and wear make them worth \$50.00 of any man's money.

Sold under a positive guarantee of perfect fit and satisfaction

**FRANK W. TURNER**  
HEPPNER, OREGON

**WANTS**

FOR RENT—My 7 room house, strictly modern, including furnace; four rooms newly painted and papered. Rent \$25. Mrs. Ray Moore. For information call on C. A. Minor. tf.

Good Horse Pasture—Fine bunch-grass, \$2 per month. Address Vern Pearson, Lena, Oregon. tf.

**GOOD MEATS OUR SPECIALTY**  
Nice tender roasts, sweet juicy steaks of beef. Then there is veal, pork and mutton.

THE BEST IN EVERYTHING.

**The Peoples Cash Market**  
HENRY SCHWARZ, Prop.

**ALL KINDS OF Loose and Dried-Out Wheels REPAIRED**

REAR GREASE **M. R. FELL** GAS AND OIL

*Ambition Without Thrift Is Treasure Lost*

Fabulous wealth lies hidden in the dark, unfathomable depths of the seas—impotent, worthless, because it is inaccessible to man.

Like this lost treasure is an unthrifty man's ambitions. Day dreams, air castles, and the far reaching plans for the future are NOT impossible for the man who learns the value of thrift.

The bank book is the guide to success and the realization of your plans. Save now; be able to make your dreams come true; be ready for opportunity when it comes.

This bank helps people save by paying 4 percent interest on saving accounts. Start yours today.

**Farmers & Stockgrowers National**  
Heppner Bank Oregon

**Star Theater**

Thursday and Friday, July 10th and 11th

Alice Brady in  
**MISSING MILLIONS**  
"Our Gang" in "GIANTS vs. YANKS"

Saturday, July 12th

SPECIAL CAST in  
**Ashamed of Parents**  
Story of parental sacrifice.

Also "THE MANDAN'S OATH"  
One of the Indian Frontier Series.

Sunday and Monday, July 13th and 14th

POLA NEGRI in  
**BELLA DONNA**  
The Dippy Doo Dads in  
"OUR LITTLE NELL"

Tuesday and Wednesday, July 15 and 16

CARMEL MEYERS in  
**THE DANCER OF THE NILE**  
Eleventh Round of FIGHTING BLOOD

**RED CROWN GASOLINE**

AT THE SIGN OF THE RED, WHITE AND BLUE PUMP.

There are thousands of these pumps and Red Crown signs where your Standard Oil Scrip Book entitles you to reliable Red Crown gasoline, Zerolene and other petroleum supplies. One or two books (\$5, \$10 and \$20 denominations) will last a season and save carrying cash. Convenient! Economical!

**STANDARD of QUALITY**  
STANDARD OIL COMPANY (CALIFORNIA)

**PEARL OIL**  
(KEROSENE)

Recent, often curable cases and especially old, neglected, painful ones, should promptly avail themselves of this opportunity for relief, before work becomes impossible and eventually the surgeon's knife an urgent and immediate necessity.

Remember that demonstration is free on above date only, and that a visit may mean a great deal to you and those dependent on you.

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