

Announcing A NEW POLICY

Beginning January 1, 1928, Heppner Gazette Times subscriptions will be
Strictly Payable-In-Advance

THE price of the home town paper is a small matter when paid each year, but when a very considerable portion of the subscribers are in arrears it becomes a heavy burden to the paper if it continues to circulate to delinquents.

We believe most of our subscribers understand the reason for our past policy—which, we admit, is not altogether excusable. Many subscribers have desired to have the paper keep coming, however, and we have extended credit.

In doing this we have accumulated a "dead" list that we are desirous of eliminating, and we know of no other way of doing this than adopting the above stated plan.

We believe those who have received and read the paper, but who have become delinquent,

will reciprocate by getting in good standing before the first of the year, thus enabling us to cut off any "dead-heads," and get our list on a paying basis.

It is essential that we do this, not only for our own good, but in fairness to our advertisers, who pay good money for space and are entitled to know that the paper is going to bona-fide subscribers.

There is no ill-feeling involved toward anyone in making this change. It is purely a business policy, which we believe you will recognize as such. And if you are a delinquent subscriber and have appreciated reading the paper, we believe you will call or mail us a check at an early date. Those in arrears will receive a statement soon. The price of the paper will remain \$2.00.

As a special inducement to everyone to pay in advance
we are giving

3 Years for \$5.00

Heppner Gazette Times

Morrow County's Newspaper