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The First National Bank
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Capital & Surplus \$30,000

LODGE DIRECTORY

QUEEN ESTHER CHAPTER No. 101, O. E. S.
meets second Tuesday evening of each month at 8:00 sharp in Skinner hall. Visiting members welcome. Frances Phelps, W. M. M. Delo O. Bushnell, Sec.

HERMISTON LODGE NO. 138, A. F. & A. M.
meets in Masonic Hall on First Tuesday evening of each month. Visiting brethren welcome. R. C. Walber, Secy. C. H. Skinner, W. M.

VINEYARD LODGE NO. 206, I. O. O. F.
meets each Saturday evening in Odd Fellows hall. Visiting members cordially invited. W. R. Longhorn, Sec. Geo. Strohm, Noble Grand

PROFESSIONAL CARDS

W. J. WARNER
Attorney-at-Law
HERMISTON, OREGON

J. T. HINKLE
Attorney at Law
HERMISTON, OREGON

F. V. PRIME
DENTIST
Hermiston, Oregon

Office Bank Bldg. Office Hours: 8 to 5 Sundays & evenings by appointment.
Office Phone, 53 Residence Phone 32

ALEXANDER REID
Physician and Surgeon
Hours: 10 to 12 A. M., 2 to 5 P. M.
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Adjusts Spine, Ribs, Hips or Whatever is Wrong.

NATURE THEN CURES
DOCTORS
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Do not confuse Osteopathy with Chiropractic or Magnetic Healing.

TYPHOID
is no more necessary than Smallpox. Any experience has demonstrated the almost miraculous efficacy of the latest Antityphoid Vaccination. Be vaccinated NOW by your physician, you and your family. It is more vital than house insurance. Ask your physician, druggist, or send for "Have you had Typhoid?" telling of Typhoid Vaccines, results from us, and danger from Typhoid Carriers. THE CUTLER LABORATORY, BERKELEY, CAL. PREVENTING TYPHOID & OTHER DANGERS. U. S. GOV. LICENSE

The Herald for job printing.

An Editorial from the Oregonian
of September 6, 1917

IS LUMBER REALLY DEAR?

It is generally understood that the lumbermen of the Northwest have had a tough time for quite a number of years, but there are few people, aside from those interested in some branch of the business, who understand fully, or even partially, the great slump several years ago and the prevailing unfavorable conditions at present. It is estimated by government officials that in normal times about 1,000,000 people are employed in the lumber industries in the United States, and one quarter of these, or 250,000, are employed in the Northwest—Oregon, Washington and Idaho. But during several years, up, say, to the first of July, 1916, 25 per cent of these men were idle.

With the loss of wages to over 60,000 people and the low price of lumber, it can be seen that the lumbermen have had their worries. But many think that once more the lumbermen are profiting. Is that true? Is it not a fact that lumber comparatively is today one of the cheapest commodities on the market?

An advertisement of the Tum-A-Lum Lumber Co. makes the following statements: In 1914 a Tum-A-Lum barn cost 40 hogs; in 1917 same barn cost 24 hogs. In 1914 a Tum-A-Lum house cost 480 bushels of wheat; in 1917 same house cost 225 bushels of wheat. In 1914 a Tum-A-Lum silo cost 220 bushels of corn; in 1917 same silo cost 110 bushels of corn. In 1914 a Tum-A-Lum machine shed cost 20 tons of alfalfa; in 1917 same shed cost 10 tons of alfalfa. Nowhere have we seen the facts as to the present comparative prices of lumber so tersely stated.

DAIRY AND HOG SHOW
OCTOBER 26 AND 27

The dates for Hermiston's annual fall festival was set for the above time at a meeting held Wednesday in this city, and now Manager Stillings wants everyone to do their bit toward making the show a well-merited success.

WILL PAY ONE DOLLAR FOR LARGEST POTATO

The Herald will pay one dollar to the farmer who shall produce at this office the largest and most perfect potato of this year's growth. We have made a wager that this valley will produce tubers with more weight and more perfect shape than any other irrigated section in this state, and to back up our judgment that this is so we offer the above premium.

COMMUNICATION

To the Editor of The Herald:
In the second last edition of The Herald I read a very interesting and probably also correct article regarding the mail order houses vs. the local dealers. As I am one of the farmers you roasted I would like to say a few words in favor of the mail order house as seen from the farmers point of view.

I personally prefer to favor the local dealers with our trade, and I believe most people do, and only real or imagined ill treatment forces us to send away for things that rightly ought to be bought from the local dealer. Neither do I believe that the local dealers are wholly to blame; the consumers often forces the circumstances onto the dealers, which in turn causes conditions unsatisfactory for both consumers and dealers.

While city people insist on good service, small quantities and credit, the farmers as a rule prefer low prices and are willing to take larger quantities and pay cash in order to cut the price. The service which the city people get usually does not apply to the farmers, but they have to pay their share of the expense just the same. There is where the mail order houses get 10 per cent of their business. The farmers have to go to town a couple of times a week, and it is just as easy for him to get his week's supply at the depot as at the store, while the city people are up against it if they cannot have their goods delivered at least twice a day.

I also believe that competition often causes the stores to raise prices in order to exist, but why should the consumers pay for that? A 40 acre alfalfa tract is supposed to support a family in good shape, but would anybody expect it to support 8 families if it were cut up in five acre tracts? As a rule there is twice as many stores in a small town as there ought to be, and all of the storekeepers expects to take a profit. Where one good store would prosper and compete with any mail order house, often six to eight stores try to exist. There is where the mail order houses get 10 per cent more.

When a farmer starts in cultivating new land he knows that for a year or two he must expect only expenses and no profit. The dealers do not seem to get that idea; they usually figure on getting a living and if possible a profit from the start, and in order to do this they have to raise the price. Most well-to-do farmers do not care so much for high prices but poor farmers do. If the stores keep down the prices while the farmers make their hard fight and gradually raised the prices according to the income of the farmers, these would not so easily get the habit of favoring the mail order houses. But giving them the butt-end first they get the habit and keep on long after the local prices come down to normal.

When a novice starts sending to the mail order houses he usually loses, because he does not know the tricks of the houses. As he gains experience he learns to pick out things where he knows he will make a profit; often things where the dealer expects to make good profits, too, he loses his best trade and has to handle the goods on which he makes little or no profit.

Often we send away for things we could buy just as good and as cheap of the local dealers. We are making out an order to a mail order house and as we have to pay the freight anyway, we order all we need whether we save anything or not. Often we do not know for sure what they charge at the stores, and I believe the dealers could get more trade if they sent out price lists, say once a month or so, covering the most common articles; then we could compare the prices.

While the farmers often cooperate by sending away for large quantities of goods, the dealers do not seem to realize the value of co-operation, not even amongst themselves. Each of the dealers pay local freight where they could buy in carload lots, buy in 100 pound lots where by co-operation they could buy by the ton.

Often the dealers in one town charge much more than dealers in the neighboring town. I have, for instance, often saved a couple of dollars by buying a week's supply in a neighboring

Our New Fall and Winter Book of Samples

The Ed. V. Price Line is in and we are surprised at the moderate price for strictly all wool suits in view of the price of raw material at this time. We would advise those contemplating having a winter suit made, to do so now as prices are certain to be higher and the good patterns closed out early.

A Gordon hat in the new blocks and colors is in order now for early fall wear at \$3.50. We have to arrive this week our new fall Gordon caps, 75c to \$1.50.

New Cretones in very pretty patterns for cushions and fancy work at 25c to 35c. We are showing some pretty colors in Messalines and Fancy Silks suitable for waists at \$1.50 per yard.

Outings will be in order now and white prints will be high quality and good price at 15 to 18c

We are Prepared for Your Wants in Fruit Jars

And the extra covers and rubbers, covering almost all the different makes. Canning season will be on in a few days now. Parowax at the old price, 15c per pound.

All local vegetables and fruits will be in abundance and at reasonable prices.

Exclusive Selling Agents in Hermiston

For Ed. V. Prices suits for men, Gordon hats and caps, Cluett shirts, Arrow collars, Palmer suits and coats for the ladies, Queen Quality shoes for ladies, Home patterns, J. A. Folger teas, coffees and spices, Chase & Sanborn teas and coffees, Preferred stock canned goods. These are the best in their classes.

Hermiston Produce & Supply Company

"Best of Good Service"

Phone Main 34

town when visiting there. Now I may be wrong, but I really cannot see why one dealer should charge 20 per cent more for an article than others, unless he expects to make more profit, and it seems as if the prices are highest in the new districts where we need the low prices the worst. The store rent and expenses are highest in the bigger towns and the competition is keener, and yet a dealer in a little one horse town will raise the prices in spite of lower store rent, poorer service, etc. He gets all the local trade but forces the farmer to study the catalog and send away for 75 per cent of his supply.

Now about the high prices at local dealers: I know from experience that shoes, clothes and a lot of other things often cost the most in the long run when bought from the mail order houses, and I rarely get these articles from them, but on staple articles like breakfast foods, flour, enamelware, a lot of other hardware and machinery, mostly advertised goods, etc., they cannot fool us. That is where we make a smaller but surer profit by sending to the mail order houses. Still the profit is not always small. For instance, I inquired about a mattock at a local store that sold them at \$1.65, I believe. I sent for one and got it for \$1.00, and it was a good one, too. This is only a very common case, often it is still worse. I heard of a case where a farmer sent to the neighboring town for a sack of flour, paid local freight, hired the drayman to haul it out to the farm and got it cheaper than he could buy it of the local dealers. In a neighboring town we had to pay 30 cents a gallon for kerosene, while here they charged 20 cents. In both cases we brought our own containers. We sent for a barrel of 50 gallons and had it laid at the depot for 144 cents and free use of the barrel while we used the oil.

Of all the mules the farmer is the easiest to handle if you know how. If you handle him right you can coax him anywhere, but if you try to drive him he is stubborn as a pig. If you try to use force he has a powerful kick—and he always hits the soft spots. A SUBSCRIBER

Dr. R. G. Gale, office in Hotel Oregon. Phone 61. -adv52tfc

For Sale—Harrow, plow, 2 horse gas engine, buggy, hay rack. E. Maher. -adv51-tfc

For Sale—A good saddle, regulation man's size. See F. H. Bone. -adv49-tfc

For Sale—Bartlett pears, clean and wholesome. H. E. Hanby, Phone 186. -adv 49tfc

For Sale—A few nice fresh Jersey cows. Leathers. adv. 52 tfc.

Wait for Dr. Freeze, the eye specialist, if you need glasses or have any other eye troubles headaches. Regular visits to Hermiston, Stanfield and Echo each month. Watch for dates. -advtfc

Notice of School Meeting
Election will be held Saturday, September 22, at 10:00 a. m., to fill unexpired term of office of clerk
R. C. Walber, J. D. Watson,
(adv1 2tc) Clerk Chm. of Board

"The Movie"
is now at
Hermiston Auditorium
TWO GOOD SHOWS EACH WEEK
Wednesday and Saturday
Evenings

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We are ready at any time to go any where or haul anything.
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HERMISTON, ORE.

Steamer J. N. Teal
LEAVES UMATILLA
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FOR PORTLAND
Sept. 4, 9, 15, 21, 27 and Oct. 3
Stock Trips Sept. 4 and 21

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Shower and Plain
BATHS
Scientific Tonsorial Treatment
WE ENDEAVOR TO PLEASE
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Our Prices Always Right
Give us a trial order

Just received a shipment of
FRUIT JARS
Mason and Economy
Quarts and Half Gallons
We have a few Economy Jar Caps at 25c per dozen

Jar Rubbers, 10c per dozen, or 3 for 25c
Try a loaf of
Cream of Wheat Bread
It is the
Largest Loaf in Town for 10c
If you get one you will get the second

If you give us a chance
We Can Save You Money on Groceries, Meat and Lard
Free Delivery to Any Part of the City

Pure Bred Percheron Stallion

The Registered Pure Bred Percheron Stallion "Young Milton," State License Certificate No. 2310, will be AT THE RANCH OF JAS. SCOTT, IN HERMISTON, THE BALANCE OF THE YEAR FOR SERVICE. Young Milton is dark brown and weighs 1920 pounds.

Hermiston Horse Company