

The Hermiston Herald

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FEDERAL AID FOR THE SMALL BUSINESS MAN

"Even as we laud the splendid efforts of these leaders of industry," said Dr. Julius Klein, Assistant Secretary of Commerce, speaking of the business conferences in Washington "let us not lose sight of the unnamed hundreds of thousands of 'little fellows' in the business world . . . the corner grocer, the small town druggist, the hardware dealer in a modest way, the woman selling 'notions,' the restaurant proprietor with a neighborhood trade . . . These smaller merchants with their innumerable stores where business, in whatever volume, constantly proceeds, form the backbone of our American business organism."

That was a splendid tribute to a class of citizens among whom are many who have been feeling lately as if they and their kind did not count for much in the scheme of things. What with chain stores opening up everywhere to compete with the local merchant, and the attention of the public centered on what the "big fellows" are doing, no wonder many a small grocer or druggist has felt as if it were no use to try to keep on going, that there wasn't room in the world any more for his kind of a business, or at least for him as a business man.

It is one of the most encouraging signs of the times that the Federal government recognizes the importance of the local merchant and that a man of Dr. Klein's ability and influence should stand out as the spokesman for the small business establishment. The Department of Commerce has been making a study of the reasons for the failure of local merchants in several communities, as the first step toward helping independent business men to hold their trade and share in the nation's prosperity. "Facts and their efficient application," says Dr. Klein, "are the indispensable road workers on the highway of success." And he and his assistants have discovered that most of the failures are due to ignorance of facts about their own business. Only about five or six per cent of the failures of neighborhood stores are traceable to chain store competition; many more are due to carelessness in credits and collections, to inaccurate bookkeeping, to inability to grasp the essential points of good merchandising and to inexperience.

This is a great work, and the facts discovered and their implications are available to everybody who will ask the department of commerce for

them.
 One of the nicest things a petty thief can do for the motorist is to carefully place your gas tank cap in the front of your car so when you are ready to leave you step on it, calling your attention to a dry tank. We know for we found our car in that condition a few nights ago—we were happy over the incident, but short seven gallons of gas.

Another reason why the long skirt skirt fad should be tabooed—men will have to walk with their heads lower than ever, causing disfigurement of the spinal column.

What we need is more Ole Olson's on the farm and less Ole-o-margarine in the stores—Hermiston is a dairy center, and the cow makes the butter.

Have you noticed all the crackling noises the past two days? That is the New Year resolutions breaking.

For 1930, Say dam—not die.

LOCAL NEWS ITEMS

To Washougal.
 Miss Agnes Little returned to Washougal, Washington, Tuesday night to resume her duties as teacher in the public school there.

Has New Sedan.
 George Newell is driving a new Buick sedan that he bought last week.

In Pendleton.
 Mr. and Mrs. Roy Hutchinson left Tuesday afternoon to spend New Year's in Pendleton with friends.

Young Daughter.
 On Monday of this week, a 7 and one-half pound girl was born to Mr. and Mrs. Frank Furrer of Hermiston.

GO-TO-BED STORIES

By Farmer Smith

The Rabbitville school bell stopped ringing on February 21st and Miss Rabbit, the teacher, arose from her seat and said: "Today we will have a short session and celebrate Washington's Birthday. Bobbie Rabbit, you may come to the board."

"Please write 'cat,'" Bobbie wrote CAT.
 "Pretty good," said Miss Rabbit.
 "Pretty good nothing—it's PERFECT!" snapped Bobbie.
 "That's correct, my dear, you must stand up for what you know is right in this world."

Finally Miss Rabbit rang the bell. "We will have our George Washington hour," she said. "Theophilus Rabbit, you may come up and say a few words about George Washington."
 Theophilus started to go on the platform. Suddenly he slipped and fell sprawling on the floor. All the Rabbits began to titter.

"My dear children," began Miss Rabbit, "this should be a lesson for you all. George Washington laughed at difficulties as people laughed at him. When he fell down, he got up and kept on going. Come, Theophilus, and let's hear what you have to say."

The Rabbit began: "When George Washington wanted to make the flag of the United States of America he went to Betsy Ross and asked her to help him. He said we should have a six pointed star on our flag, but she said we could make a five pointed star with one cut of the scissors."
 There was a loud clapping as the speaker stepped from the platform.

"Of course you know, dear children," said Miss Rabbit, "that the stars and the blue on our flag come from the stars in a blue heaven, and the bars from the beautiful rainbow. It is indeed a wonderful and very beautiful flag. Can any one tell us more about it?"

"It has never been defeated!" said Billie Rabbit.
 "Fine!" exclaimed Miss Rabbit.

Removing Egg Stains
 Egg stains on silver are removed with wet salt, others with precipitated chalk or whitening mixed with a little ammonia. After the stains have been removed, wash and polish the silver.

New Residence for Prince of Wales



This is Fort Belvedere, at Water, England, which the prince of Wales is having fitted up as his new residence. The place was built in the time of Cromwell but is being modernized. The prince will have his private airplane close by.

We Must Vacate in Ten Days. Biggest Slaughter on Groceries in History of Hermiston.

Mail Orders Filled in order Received.

PRICES DISREGARDED!

CIGARETTES, Carton . . . \$1.19

Buy Malt by the Case \$5.85
 East Side Malt, 12 cans . . .

ASSIGNEE'S SALE Of Hurly's Grocery Stock

9 Bars Palmolive Soap 50c

12 Cans Milk, large cans . \$1.00

2 1-2 Lbs. of our 45c Coffee \$1.00

Mt. Hood Soap Chips 10 Lbs. \$1.00

Crystal White or P. & G.

Naptha Soap, 10 Bars . . . 39c

Vanilla Extract, 4 oz. bot. . . 29c

3 lb. Can Royal Club Coffee

1 lb. Can Peanut Butter . \$1.45

25c Size K. C. Baking Powder, 2 cans for 39c

FREE CANDY for you or your Children with every purchase.



The Wisest of All Resolutions

It will ultimately mean more to you than any other resolution you can make if you firmly resolve to save more in 1930. Or to start saving if you have not as yet formed this most valuable of habits.

We welcome savings accounts, which may be started with one dollar, and pay 4 per cent interest.

First National Bank

of Hermiston
 Capital, Surplus and Undivided Profits Over \$50,000
 F. B. Swayze, Pres. R. Alexander, Vice-President
 A. H. Norton, Cashier

CONSOLIDATED Truck Lines

Eggs, 35c - - - - Empties, 10c
 Chickens, \$1.80 - - - - Empties, 20c
 Apples - - - - 40c per 100 lbs.
 Groceries - - - - 55c per 100 lbs.

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WE BUY USED CARS

HERMISTON—

We are pleased to announce that the Hermiston Bakery is again operating under my direction, and that a strictly sanitary condition will be maintained at all times. We will be pleased to please you. Ask your Grocer for Hermiston Bread.

W. R. HOWE

—BAKERY

BATTERY SERVICE

WILLARD

BATTERIES

FIRESTONE TIRES

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