

## Heppner Gazette Times

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JASPER V. CRAWFORD, Editor  
SPENCER CRAWFORD, Manager

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Official Paper for Morrow County



1937	AUGUST							1937
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		
1	2	3	4	5	6	7		
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### Honoring the Pioneers

EACH year many county pioneers come to the Rodeo. They represent the makers of the Old West which the Rodeo attempts to recall. Many of them have lived a life in the saddle, and there are among them those who still ride though the snowy years are upon them. In their youth many of them rode in a manner which the best tophands of today may not fittingly emulate.

These pioneers are passing from among us, and in years past their coming and going at Rodeo time has been given little recognition.

It is fitting and proper that directors of the Rodeo association this year should afford these pioneers an opportunity to picnic together while attending the show, and to single them out for special recognition and honor.

In doing this, no idea is had of interfering in any way with the annual pioneers' reunion held at Lexington. That occasion has become an institution in itself, gaining a place of high esteem in the hearts of all.

Organizations of various kinds have more than one meeting a year. There are business meetings, social gatherings and picnics. This Rodeo pioneer event is simply a picnic gathering of pioneers attending the show. It would be a good vehicle for use of sponsors of the Lexington event to create interest in the annual reunion to be held later.

Any misunderstanding about the matter is unfortunate. Through co-operation both the Rodeo and the Lexington Pioneer reunion can be made more enjoyable for everyone. Lack of cooperation might give the appearance of making a football of those it is intended to honor.

### WHY TRADE LEAVES HOME

Vale Malheur Enterprise

This morning we took from our box in the postoffice a 16 page circular advertising August sales in a neighboring town at the retail store of one of the great mail order houses. Page 1 featured mattresses, the next three pages living and dining room and bedroom furniture. A curtain sale and blanket sale took up several pages. There were refrigerators and radio bargains, paints and varnish bargains, plumbing equipment, tires, shoes, washing machines and auto supplies. The back page described a woman's coat sale. All the ads are well written. The merchandise is described so attractively and in such clear, concrete English that merely to read creates a desire to buy. All of the ads are profusely illustrated. It is safe to assume that a thousand or more of these circulars are being distributed this week to as many boxholders in the Vale trading territory.

It so happens that retail advertising incharge by Vale stores in this issue of The Enterprise is lower than

for several months. Thus prospective buyers in the Vale trading area, going to their postoffice boxes this week, receive but one invitation to buy—and that comes from an out-of-town store 40 miles away. Is it any wonder that business that should remain in Vale travels right down the highway to neighboring towns?

Looking over the out-of-town circular, we notice that all the merchandise, so attractively advertised, can be purchased in Vale stores; also that the out-of-town prices are no lower in most instances than they are right here in Vale. But what good does it do to stock a wide variety of merchandise and sell it at competitive prices if prospective purchasers aren't told about it?

This leads up to the point of this editorial. Newspaper advertising carefully written—just any old kind of newspaper advertising won't do it—but skillfully written newspaper advertising can be the salvation of the small town, even of small towns located near larger ones. Two instances come to mind. Buhl, Idaho, and Redmond, Oregon, are not much larger than Vale. Both are about 20 miles from a good sized town, Buhl from Twin Falls, Redmond from Bend. In this respect they are faced with much keener competition than is Vale. But both Buhl and Redmond are thriving business towns, keeping a large proportion of their local trade at home. And to do it, both lean heavily on advertising in their local weekly newspapers as a casual examination of either the Buhl or Redmond papers would prove.

### Crop Listing on Farms To Speed AAA Crecks

Farmers taking part in the AAA program in Oregon can speed up the work of checking this year's performance by having the necessary information ready for the supervisors to check, says N. C. Donaldson, secretary of the state committee at O. S. C.

It is suggested that growers prepare a list of 1937 crops grown on each field and indicate the fields in which they have performed practices entitling them to payment under the agricultural conservation program. Such a listing will cut the time required to prepare the compliance forms for checking and auditing, will cut the cost of checking performance, and it may enable the AAA to make payments earlier than it could otherwise. It will also be of assistance if farmers will notify their community committee chairman or their county committee as soon as all practices have been performed.

Certain amendments to the western division program as it applies to Oregon have recently been announced by George E. Farrell, western regional director. One of these extends the practice of applying landplaster in certain cases to four additional counties. These are Josephine, Jackson, Douglas and Hood River. Another change permits the use of poles or logs in the construction of range fences.

A third amendment permits the withholding of any payments in cases where a farmer adopts any practices which the secretary determines tend to defeat any of the purposes of the 1937 program. It also prevents the use of any scheme or device that would offset the performance for which payment would otherwise be made. These are "safety devices" to prevent rare attempts to take advantage of the program.

A few other changes, mostly technical in nature and intended to clarify former provisions, have been made, which are now in the hands of the various county committees.

### UNDERGOES OPERATION.

Mrs. Glenn Jones successfully underwent a major operation in Portland on Wednesday last week and was progressing nicely when Mr. Jones returned home Sunday after being with her. Mr. Jones was in town Tuesday for a short time getting supplies for the harvest crew which started work on his place that morning. The yield prospect he considered not too bright, estimating a 12- to 15-bushel average. The stand is quite spotted, he said.

Mr. and Mrs. John Turner spent the week end visiting relatives and friends in Morrow county from their home at Pendleton.

### Historic Wheel Find Recalls Lost Emigrants

Echoes of pioneer days were wakened last week on the Snoqualmie national forest, Washington, when U. S. forest service guard Edward Gross searching for smoldering fire after a lightning storm discovered a wagon wheel believed lost in the historic emigrant expedition of 1853.

White River district ranger McCullough to whom the discovery was reported, checked the find with W. T. Bonney of the Washington State historical museum at Tacoma. The wheel was believed to be at least 84 years old. Its rusty, iron rim was hand-welded. Its huge oak hub was of ancient ox-cart type and its spokes long since loosened revealed the craftsmanship of an old time wheelwright.

Mr. Bonney and a local resident, son of pioneer parents, believe that without doubt the wheel belonged to one of the two wagons which were known to have been lost in this approximate location in 1853.

George H. Himes of Portland, now 93, is one of two living survivors of the historic struggle over the Cascade mountains via the Naches Pass in 1853. He recounts that the expedition came to a seemingly hopeless impasse above a sheer bluff near Naches Pass in late fall of that year. John Longmire, head of the emigrant train, ordered oxen killed, strips made from their hides and the wagons let down to a safe landing below. Two of the wagons were lost in this process but the others were hitched again to patient oxen that had been led around the "jumping off" place. The weary party after conquering many other obstacles, finally arrived at the settlements south of Tacoma.

The old pioneer route near Greenwater river is now a U. S. forest service trail with the old cuttings of 1853 still visible.

### PINE CITY NEWS

#### School Opens 30th; Bus Bids Called for

By BERNICE WATTENBURGER  
L. D. Neill returned home Monday night from Montana where he has been shipping lambs to the eastern market.

Mrs. J. S. Moore is spending a month in Seattle with her daughter,

Mrs. Chris Broderson and Miss Audry Moore. Mrs. Richey is keeping house at the Moore home while Mrs. Moore is gone.

Mr. and Mrs. Marion Finch and family were Hermiston callers Tuesday.

Mrs. Reid Buseick and children of Long Creek are spending a week with her parents, Mr. and Mrs. A. E. Wattenburger.

Donald Plourd is spending a few days with his grandparents, Mr. and Mrs. W. D. Neill.

Sunday dinner guests at the A. E. Wattenburger home were Mrs. Reid Buseick and children, Barbara, Dona and Robert of Long Creek, Earl Wattenburger, Miss Dorene Witherell of Pasco, Mr. and Mrs. E. B. Wattenburger and children and Mr. and Mrs. Charley Morehead and family of Ellensburg, Wash., Mrs. Morey of Dayton, and Lloyd Baldrige.

Mr. and Mrs. H. E. Young were Hermiston callers Saturday.

The school board met Friday evening and called for bids on all bus routes, and having the building on the inside repainted for the coming year. School starts August 30 at Pine City.

Mrs. C. H. Bartholomew who has been spending the summer months

in Spokane returned home the last week. Mrs. Bartholomew is going east to St. Paul with her young lambs to market.

Mr. Kraten and daughter, Mrs. George Currin, and son Ronald spent Sunday at the John Harrison home.

### CALL FOR BIDS

Bids for transportation for school year 1937-38 from Dist. No. 9 to Ione will be received by the clerk of Dist. No. 9 up to August 25.

MRS. RUTH GORGER,  
Clerk, Dist. No. 9,  
Lexington, Ore.

### CALL FOR WARRANTS

Outstanding warrants of School District No. One, Morrow County, Oregon, up to and including Warrant No. 4243, will be paid on presentation to the district clerk. Interest on said warrants not already called ceases August 13, 1937.

MURIEL VAUGHN,  
District Clerk.

Mrs. Carrie Vaughn and sister, Mrs. Emma Doolittle, arrived Monday from Scottsville. They have taken quarters in the Yeager apartment house on Main street where they will make their home.

## Morrow County Grain Growers

LEXINGTON, ORE.

### Warehouses at

LEXINGTON and IONE

PHONES: Heppner, 1462; Lexington, 1711; Ione, 62

## Grain Bought, Contracted or Consigned

Get our market before you sell

GRAIN MARKET ADVICE CAN BE SECURED EACH DAY BY CALLING EITHER OF THE ABOVE PHONE NUMBERS

GRAIN BUYING, FEED, FUEL

## BELIEVE IT OR NOT--

Our New  
**Fall Suits**  
Are Here!



It may be a little early to wear a Fall Suit, but it is an ideal time to make a selection and have it set aside for you. (A small deposit will take care of that.)

We have sold a lot of suits, but at no time have we shown a more complete line of good **STYLISH Suits** than we are this Fall.

STYLES FOR MEN AND YOUNG MEN

We are really hot for them, and we know you will be when you see them.

Priced at **\$27.50 - \$32.50**

**WILSON'S**  
The Store of Personal Service