

Help support Heppner Business
Men who help support Heppner.

HEPPNER HERALD

Central Oregon gets on and off
the train at Heppner Gateway.

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OREGON BOYS FIGURE IN MAGAZINE STORY

A recent interesting article in the Saturday Evening Post by Irvin S. Cobb, "When the Sea-Asp Stings," tells of the sinking of the Tuscania and the narrow escape of the big ship upon which Cobb was a passenger, which was steaming about 200 yards in advance of the Tuscania when that vessel was hit. In fact, according to Mr. Cobb's story, the torpedo which sunk the Tuscania was aimed at his boat but by quick action on the part of the captain, who was on the bridge and saw the projectile coming through the water, the big ship was swerved from its course just enough that the torpedo barely grazed her plates and struck the Tuscania in the bow. Cobb describes the sound of the torpedo grazing the plates as like that made by a boy raking a picket fence with a stick.

Describing the sinking of the Tuscania in the gathering gloom, as witnessed from the deck of his ship, Mr. Cobb continues:

"There was silence among us as we watched. None of us, I take it, had words within him to express what he felt; so we said nothing at all but just stared out across the water until our eyeballs ached in their sockets. So quiet were we that I jumped when right at my elbow a low, steady voice spoke. Turning my head I could make out that the speaker was one of the younger American officers. 'If what I heard before we sailed was true,' he said, 'my brother is in the outfit on that boat yonder. Well, if they get him it will only add a little more interest to the debt I already owe those damned Germans.'"

The young American officer referred to was Lieut. John Dunn, a former Condon boy and son of Judge and Mrs. Edward Dunn, now residents of Portland, and the brother referred to was Edward Dunn, jr., 16 years old, who is said to be the youngest wireless operator in the service of the United States.

A letter received from Mrs. Dunn by a Heppner friend tells of the incident, she having learned of it in a letter just received from her son, Lieutenant Dunn. Young Edward, it appears, had been slated for service on the Tuscania, but on the eve of sailing he received orders transferring him to the sending station at Fort Leavenworth, Kan.

If You See a Gold Brick, Duck It!

By MOSS.

Permit us to call your attention today to the man behind the ad. He is important.

The cleverest ad., the most striking ad., the most appealing ad., is economically unsound if the man or the company or the corporation back of the ad. is an unknown quantity.

Don't be fooled by alluring buncombe. Don't fall for cunningly worded statements calculated to palm off a gold brick on you.

Advertising in this reputable newspaper carries with it the warrant of genuineness. You know the people back of the ads.

Political Pointers

T. J. Humphreys, present incumbent of the treasurer's office, announces his candidacy for re-election. He is a capable official, and so far we have heard of no opposition to his re-nomination.

Jake Wells, Morrow county's efficient assessor has announced his candidacy for the nomination to succeed himself in that office. Mr. Wells has made an obliging and painstaking official and will make a strong candidate for re-election.

J. A. Waters, present County Clerk, who is a candidate for re-nomination, is so busy county clerking and exemption boarding around that he has no time to spend campaigning for re-election. "He should worry," however.

George Bleakman, of Hardman, is so far the only aspirant for the Republican nomination for County Commissioner. Mr. Bleakman is an old resident of the county, a good business man and with many friends in the county. He will doubtless make a good showing when the time comes.

The only office for which, so far, two aspirants have appeared is that of sheriff. Willard Herrin and E. M. Shutt have both announced for the Republican nomination, and both gentlemen seem to be smilingly sitting up and taking their Hooverized nourishment as though they didn't have a thing in the world to worry about.

C. E. Woodson announces this week that he has consented to become a candidate for the Republican nomination as Joint Representative for Morrow and Umatilla counties. Mr. Woodson is a first-rate citizen, a conservative, level-headed business man and is conversant with the needs of the district. He will make a strong candidate for the position.

W. T. Campbell announces his candidacy for the Republican nomination for County Judge in this issue of the Herald and will no doubt make a good showing in the primaries as well as at the regular election. Mr. Campbell served the county as commissioner several years ago and in that position made a good record. It is understood that Judge Patterson, who has held the position of County judge for a number of years with general satisfaction to the public without regard to party, will not be a candidate for re-election, having definitely decided to retire from public life for private reasons. Many leading citizens, without regard to party, are of the opinion, however, that if "Pat" wanted the position again he could have it with practically unanimous consent.

A. M. Phelps received a letter the other day from his son Marshall, who is now at the aviation camp at Miami, Florida, to which place he was recently transferred from the San Francisco training station. Marshall made a high record as an expert rifleman at the California camp and also as a machine gun operator. With nine others he was selected to go to Florida for a course of training as machine gun operators in the aviation corps, and it is probable that it will not be long until they are flitting with a cloud camouflage over the battle fields of France while jockeying for a position from which they can give their best service at cannoning the kaiser.

Notice to Customers

These are indeed trying times, not only for our Nation, but for each individual as well. We are repeatedly called on to show our loyalty in many and various ways.

The most serious problems now confront us as a nation and as individuals as a result of our entrance into the greatest world conflict in history. These problems must be patriotically met and solved with a view to as little disarrangement of conditions as possible.

In the stress of the existing circumstances the Grocers and Merchants are facing grave problems of their own. The recommendations of the Emergency Board of the Council of National Defense advise that all stores should prepare to operate with smaller forces and less equipment, and that delivery expenses be curtailed as much as possible. The Food Administration advises that they have under contemplation the licensing of approximately two-thirds of the items usually handled by the grocer, that the sale price to the consumer will necessarily be restricted to a small margin of profit.

The cost of merchandise has advanced to such an extent that it now takes over 100 per cent more money to carry the same stock than it did in pre-war times.

The wholesalers, however willing, are unable to furnish goods for an indefinite time and have made their terms 15 to 30 days, instead of 30 to 90 days, as before. In view of the facts above mentioned, it becomes necessary for us to adjust our terms to our customers to conform with the changed conditions.

It has, consequently, been unanimously resolved, that on and after April 1st, 1918, we will continue to extend a limited credit to those who have formerly been accorded this privilege in the past, but will positively be limited to 30 days. This means that the bills for the preceding month are due and payable on the first of the following month. You will also be allowed 10 days grace in which to settle in full, after which the amount will become delinquent, and positively no further credit can be extended. In order that each one may be treated with perfect fairness this rule will be strictly adhered to regardless of whom it may concern.

Also, beginning with the same date, the DELIVERY of merchandise will be reduced to two (2) deliveries per day; one each in the morning and afternoon.

Please bear these new rules in mind and make your arrangements accordingly, as we positively cannot deviate from them in any respect.

Thanking you for your highly appreciated favors of the past, and by fair and square treatment in the future, still to merit a share at least of your business, and promising that this new arrangement will help us that we may help you in reducing the present high cost of living as much as possible, we beg to remain.

Sincerely yours,

Minor & Co.
Thomson Bros.
Sam Hughes Co.
Phelps Grocery Co.

Will Serve His Country

W. E. Moore, popular assistant cashier of the First National Bank, left for Portland Sunday morning to enlist in the service of the United States for the duration of the war. Mr. Moore expected to enlist in the Spruce division of the service and, for a time at least, will probably be stationed in Portland. He came to Heppner from Montana a few months ago and during his short residence had made a host of friends in the community.

Mr. Moore is succeeded in the bank by Mr. E. L. Wallace, of Missoula, Montana, who took up his duties Monday morning.

R. J. Carsner came in from Spray Tuesday and went out to Butter creek, where he has ten car loads of beef steers in the feed yards about ready for market. He was expecting a Seattle buyer out to see the cattle and expected to make a sale on the ground.

Miss Ida McAtee, whose home is in Montana, arrived here Tuesday evening to visit for a few days with her father, Dave McAtee, her brother, Arthur McAtee and other friends and relatives.

HARDMAN HAPPENINGS

Mr. and Mrs. Gil Coats moved out from Heppner last week and will make their home in town.

Mrs. Cora Walker and son Es- lie are visiting Mrs. Walker's sister, Mrs. Bob Buschke, in Heppner.

Mrs. J. W. Stevens is visiting her daughter Cecile in Heppner.

Miss Evelyn and Albert Rue came out Friday last and attended the Rhea Creek literary and visited over Saturday and Sunday with their sister, Mrs. O. C. Stephens.

Mr. and Mrs. Charles Hams are back from Portland, where they had their son Roy in school. They will again make their home in town.

Among the Hardman people who attended the Hawaiian show in Heppner on the 17th were Mr. and Mrs. Chester Saling and son Archie, Mrs. Hannah Dean, Tom and Ada Ingram.

Mr. and Mrs. P. B. Bleakman motored to Heppner Monday.

Miss Bernice Bennett, who has been attending high school here, visited over Saturday and Sunday with her home folks in the Spray country.

Woodson for Joint Representative

To the People of Umatilla and Morrow Counties:

The only representation Morrow county has in the state legislature is that of joint representative with Umatilla county. For the past three sessions such representation has been a Umatilla county man. Out of a spirit of fairness the Republicans of Umatilla this year seem to concede the naming of a Republican candidate to Morrow county.

Under the circumstances and at the solicitation of many people of my county I offer myself as Republican candidate for joint representative for Morrow and Umatilla counties at the coming primary election.

By profession I am a lawyer. I have lived in Oregon nearly all of the 45 years of my life and in Morrow county for the past 15 years. My small accumulations have been gathered in Eastern Oregon and my interests are here.

If nominated and elected as your representative, my first concern in general shall be such legislation as shall secure the most hearty and efficient co-operation of our state with the National government in the winning of the present war and in paving the way for a speedy and sound reconstruction after its close. Locally I shall favor every legislative effort for the betterment of the people of my district consistent with the paramount duty of bringing victory to our armies.

Sincerely,

C. E. WOODSON.

Father Abbott Adelnelm Here

Members of the Hibernians observed St. Patrick's Day last Sunday by attending church services in the morning, holding a meeting of the Hibernians and the Ladies' Auxiliary in the afternoon and with a banquet and social session at the Palace hotel in the evening. Rt. Rev. Father Abbott Adelnelm, president of Mt. Angel college, was the guest of honor of the occasion as well as the principal speaker of the afternoon and evening. The Abbott is the founder of Mt. Angel college and has spent 44 years in missionary work in Oregon, and during his 40-minute address in the evening he related many interesting experiences of his long ministry. Rev. Father O'Rourke also delivered a stirring patriotic address during the evening.

Red Cross Notes

Attention of the ladies is particularly directed to the fact that Wednesday and Friday of each week are the regular sewing days at headquarters and all loyal members are expected to be present as regularly as possible. There is much work to be done.

All persons wishing to make donations or turn in money from any fund, entertainment, etc., are requested to make remittance to the secretary, Mrs. A. M. Phelps, or leave the same at the Phelps Grocery Co. The duties of the secretary are very arduous and this request is made for the purpose of making her work lighter in this regard.

Gazette-Times in New Quarters

The Gazette-Times moved into their new quarters in the Roberts building adjoining the telephone office last Saturday and are getting settled nicely. The Herald congratulates its neighbor on the evidence of prosperity which this change into modern and convenient quarters indicates.

Herald Office for Job. Printing

JUDGE PHELPS HOLDS CHAMBERS SESSION

Judge Phelps was in Heppner for a couple of days the first of the week going over the docket and getting things in shape for the coming regular term of circuit court.

Tuesday was naturalization day and Charles Henry Luckman, of Lena, a subject of England, was admitted to full citizenship.

The coming spring term of circuit court promises to be the longest held here for a number of years.

An important damage case has been transferred from Grant county for trial and it is expected it alone will take up at least two weeks time. The case is one in which James T. Johnson is bringing suit against Ben Colvin for an amount exceeding \$30,000 and it is expected the case will be vigorously fought on both sides.

It is understood there may be a number of local cases tried out during the term also.

Pat Connell Returns With Bride

Mr. and Mrs. Pat Connell arrived in Heppner Thursday evening of last week from New York city, where they were married February 9, 1918, his charming bride being Miss Beattie Corr, of that city.

The marriage was the culmination of a romance which started in Ireland in their childhood days but which was temporarily deferred by Mr. Connell's departure for America some 12 years ago. Since that time he has made a notable success in the sheep business and now owns a 5000-acre ranch on Rhea creek stocked with some 6000 sheep.

Miss Corr was a passenger on the ill-fated Titanic and is one of the survivors of that tragedy of the high seas and since reaching America has been a resident of New York.

Mr. and Mrs. Connell have been the recipients of much social attention and many congratulations and good wishes from his large circle of friends here since their arrival. They will reside on Mr. Connell's ranch on Rhea creek.

Two Ways Of Hitting A Nail!

By MOSS.

Advertisements must hit the nail on the head.

Now, there are two ways of hitting a nail on the head. One way is to give the nail a light tap that sends it only part way in. The other way is to give it a good hard clip that sends it home.

Some advertisers use the first method, raining repeated blows upon the public mind to force in the desired facts. Other advertisers use the second style, hitting hard and swift with a broadside.

Each applies successfully to its respective lines of business. Up to date merchants use both methods in this paper.