

# HEPPNER HERALD

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## HAPPENINGS IN THE IONE NEIGHBORHOOD

### LATEST NOTES FROM CENTER OF RICH WHEAT BELT

#### Costly Fire on Ferrans Ranch—City Will Lay New Water Mains—Wheat Yield Great

To the casual observer, unacquainted with conditions in the wheat belt during the harvest season Ione might give impression of being a mighty quiet town these days but to those on the inside, who understand that every available man is in the harvest fields doing his bit at saving the big wheat crop the period of quiet in town spells PROSPERITY in capital letters.

In spite of the dry season the wheat crop around Ione is, generally speaking, considerably above the average and reports from practically every farm where harvesting operations are in progress show that the crop is running from six to ten bushels better than was expected.

C. B. Sperry, Ione buyer for the Northern Grain & Warehouse company, who is keeping in close touch with crop conditions, estimates the crop in the Ione district at right around 20 bushels per acre, and the quality is strictly No. 1, testing from 60 to 62 pounds per bushel.

Mr. Sperry told a Herald reporter last Saturday of the experiences of A. L. Douglas which shows there is money in farming in the Ione country. Mr. Douglas bought 1000 acres of wheat land two years ago at \$30 per acre. Pessimists told him the land was not worth the price but his reply was that if wheat land of that character is not worth \$30 it is not worth anything. Last season he summer fallowed 640 acres of his tract, cultivated it thoroughly and planted the seed in good season. The result is that he is harvesting a crop of 23 bushels per acre worth \$2.65 per bushel. He will pay for the section from the first crop with \$16.00 and here are left to pay expenses and interest. Another such crop will give him his ranch as velvet and put him on Easy street.

J. E. Cronan, president of the Bank of Ione also gave the reporter the story of Dwight Misener's experience. Two years ago Mr. Cronan sold Mr. Misener 1130 acres at \$17 per acre. Last year he had a fine crop but a hail storm struck it July 15th and wiped it out. It was a discouraging experience. Mr. Misener could not make his payment nor pay his interest but Mr. Cronan told him to go to it and put in another crop. He did so and is now cutting a crop of 800 acres making 18 bushels per acre. Another such crop or even less will put Mr. Misener also on Easy street with plenty of velvet to go on.

J. T. Knappenburg also had a story to relate about the crop of E. C. Heliker who recently bought a tract of \$13 per acre land. From 160 acres of his tract this year he cut 54 big loads of hay and threshed 1100 sacks of wheat making in the aggregate a pretty good crop.

Such instances might be duplicated indefinitely but the foregoing are sufficient to show that with proper farming methods there is no need for farmers in the Ione district to worry about getting good returns from their labor and investment. All seem to be coming to the proposition that the man who plows his ground early in the spring, keeps it well cultivated and free from weeds will get a good crop whether it rains in May and June or not.

#### Some Good Lambs

J. T. Knappenburg, whose ranch is near Ione, is making a specialty of pure-bred Lincoln sheep and is meeting with success. His 200 pure-bred ewes brought him a good percentage of lambs last January and he now has buck lambs that weigh 110 pounds each.

Mr. Knappenburg will show a few pens of his flock at the Morrow County Fair and expects to carry a number of awards home with him.

#### Destructive Fire at Ferrans Ranch

Fire destroyed the fine ranch home on the R. A. Ferrans ranch near Ione last Friday the origin of which being unknown.

Henry Clark and brother, of Ione, have the place rented and their loss

## SAND HOLLOW FARMER HARVESTS FINE CROP

O. A. Devin, a successful farmer of the Sand Hollow district, was in town Thursday taking out a load of grain bags in which to handle his fine crop of wheat. Mr. Devin's crop is making from 20 to 30 bushels per acre which is pretty good for this season, although, he says, not quite so good as last season. He attributes his success to good farming methods being a firm believer in the doctrine of not farming too much land but farming it well. He owns about 1800 acres out there but has only 500 or 600 acres in cultivation. His present crop is about 300 acres.

## WOMEN TO ORGANIZE LEGION AUXILIARIES

Oregon has fulfilled predictions of national headquarters of the American Legion, the nation wide organization of American veterans of the great war, that women will have a direct interest and active participation in the work of the legion. Portland has organized the first auxiliary on the Pacific coast and one of the first in the country with a membership composed of wives, mothers and sisters of men who were in the war.

The constitution of the American Legion was adopted by the auxiliary. Not only such auxiliary posts will be formed but there also will be local posts of women who are entitled to full membership in the legion by reason of their enlistment in the service.

In response to inquiries from many states, where women who organized during the war to help their relatives and friends in the service and the families of these men, desire to continue their interest in the returned veterans, the National Executive Committee has announced its approval of the organization of women auxiliaries of individual posts. States branches of the legion have been notified to encourage the formation of these auxiliaries, which it is believed will assist materially in completing the organization of the veterans themselves.

The purpose of this action is to enable these auxiliary agencies which were recognized as district assets to the morale of the army, navy and marine corps during the war to continue and preserve their service and usefulness in the civilian activities of the war's veterans. The permanent status of women's auxiliaries of local posts will be determined by the national convention of the American Legion at Minneapolis in November.

The organization of women who were actually enlisted in the United States service will be conducted by the state branches. Yeomanette posts have already been chartered and others that have applied for charters will receive them in a few days. Among those now under way are the Edith Cavell Post in Brooklyn, composed of yeomanettes who served in the Brooklyn Navy Yard, the Betsy Ross Post in Washington, D. C., Bothwell Kane Post at Fort Worth, Texas, Martha Washington and Nelly Pitcher Posts on the Pacific coast. Barbara Fritchie Post is New York.

#### THE LATEST JUG STORY

Jim Franklin and Jack Hynd were in town from Cecil Thursday and while whiling away the time waiting dinner at the Elkhorn cafe, Jim told a story of a farmer back in Minnesota he heard of while on a recent Eastern trip who when the state went dry lined the floor of his silo with tightly corked, empty, unglazed earthen jugs, then filled the silo with corn silage and awaited results. When the silage was finally fed out and the floor of the silo reached, he found the jugs all so full of first-class, high-proof corn whiskey that they couldn't even gurgle. Jim says the story was given him for absolute truth and that most every farmer in that state is building a few silos.

Jack listened attentively to the story and when it was finished started hot foot for a lumber yard to place an order for some silo lumber. Jack says he is getting tired of the sheep business anyway and thinks he will start a dairy at Butterby Flats, build plenty of silos, and fill 'em all with corn except the bottom layer which will be mostly the right kind of jug.

## Modern Advertising Methods

THE HERALD today invites a careful scrutiny of its advertising pages believing that in them will be found something of more than passing interest to every reader.

Today The Herald inaugurates a new advertising service—one which the publisher believes will not only help him in the way of building up a more profitable business but one which will prove also of great value to every business man in Heppner and to the general public as well.

In the business life of every community the interests of each individual are more or less interwoven with the interests of the community as a whole. The man without capital has a better chance to succeed in a live, prosperous town than he can possibly have in a dead, unprogressive town and by the same token the modern, up-to-date business man can achieve greater success in a community where the people who patronize him have money to spend and where they know that they can get what they want when they want it at prices and on terms equally satisfactory with those they can secure in any other town or city in the country. In order that the people shall know these things, however, some means must be provided for the business men to get the information to them and that newspapers are the best medium for the purpose has been so frequently and so thoroughly demonstrated by the most successful business institutions in the country as to permit of no argument.

In common with other lines of commercial activity the advertising business has been developed within the last few years into a system that closely approaches a science. Experts, men who by years of experience and study have demonstrated that they are qualified to produce advertising ideas that will get results for the business men who employ them, are, in a way, directing the advertising business of the entire country and their knowledge and the results of their experience are now available to every progressive newspaper in the country and through them to every advertiser.

Under its present management the policy of The Herald has been, and will continue to be, that of SERVICE to the community that supports it and in keeping with this policy the paper has secured an advertising "sales service" from one of the very foremost concerns in that line in the United States. Through the use of this service The Herald is able to place at the disposal of its advertising patrons the very latest developments in advertising cuts, borders, ideas and suggestions. The service does not mean any "hand-me-down" "ready to run" advertisements such as some ad writers sell to business men at big prices but it offers up-to-the-minute cuts, suitable for practically every line of business, borders and designs which feature almost any article the merchant may wish to offer at that particular time, and advertising ideas and suggestions of value to every man who wants to write an attractive, business-getting ad.

The service comes to us every month in the form of matrices of the different cuts and designs and after the customer has made his selection from the proof sheets which accompany the matrices the cuts are cast in the stereotyping plant The Herald has just installed especially for this service and are quickly mounted and ready to go in the customers ad.

In securing this service and installing the equipment with which to handle it The Herald has added a very considerable item to its expense account but for the use of the service by our patrons we charge not one penny. Our return from this investment, which by the way must be paid for in hard cash and not in any exchange of advertising space, will come from the improvement of our advertising service, the increased satisfaction of our patrons, the growth of the advertiser's interest in his own advertising and the consequent increase in our advertising patronage.

Again we invite a careful reading of every ad in this issue of The Herald. You will find them at once, attractive and profitable.

Proofs for the service for August are now on file at The Herald office and advertisers are invited to call at their earliest convenience, look them over, and make selections. Don't wait or our advertising man to call. We are pretty busy and he may be delayed.

If the old fashioned, sloppy, change-once-every-few-months method of advertising without cuts or other attractive features paid, certainly a modern, attractive, up-to-the-minute system such as we are now able to offer you AT THE SAME PRICE will pay you better.

Study the new ads in this paper, think it over and then come in and look our proofs over and try it out.

## Coming Morrow County Fair Will Offer Many Attractions

Plans for the annual harvest gathering of Morrow county, are gradually taking shape and it is confidently anticipated that the coming Fair will be a real event.

A good line of grain exhibits are being gathered at present and aside from the grains gathered by the special committee every farmer is especially urged to bring exhibits and help make a big display.

During the afternoon of each of the three days a Chautauqua program will be given, lasting two hours.

A splendid band will be present in full regalia and among the speakers already secured are Superintendent Stephens of Moro experiment station, who will again discuss Dry Farming practice, in which all our wheat farmers are deeply interested. Manager O. M. Plummer of the Pacific International Livestock Show will speak upon the livestock conditions of the coast. Professor Gus R. Hynd probably the best agronomist in the west will have something for every grain farmer and elevator man

of special interest, for his talk will be along the lines of grain classification and marketing. Another lecturer, who is one of the most eloquent speakers in the state will be Mr. Flavill, editor of the Western Farmer, who will reach for every citizen of the county and if he runs true to form will surely make connections.

A good tractor show is promised, to consist of at least the Yuba, Holt, Best and Trundar track layers and probably two or three round wheels. The amusement program is also taking shape and the livestock display is coming in for its own.

Of these and other items we shall have more to say in a few days.

Everybody should plan to help boost for Morrow county's BIGGEST ANNUAL EVENT.

L. A. HUNT, County Agent.

Donald B. Lewis who holds a good position with the O. W. R. & N. Co., at The Dalles, came out Saturday to spend the week with his parents, Conductor and Mrs. Lewis.

## MUCH STOCK BEING SHIPPED

G. M. Blakely, of the firm of the firm of Blakely & Clough, big sheepmen of Grant, Gilliam and Morrow counties, was in town last week looking after the shipment of 2400 fat wethers to the Chicago market. Mr. Winfield, a partner of Mr. Blakely, accompanied the stock east.

The same firm expect to ship 1500 head of lambs from Heppner today to the same destination and will follow them with several other shipments later in the season. The firm are now running about 35,000 sheep and rank among the biggest sheepmen of the state.

## REGARDING LONG AND SHORT HAUL QUESTION

The railroads' argument that if they are not permitted to meet the boat rates at the Pacific coast and other water ports they will lose a large amount of business because the steamship lines will get it; that this will cause a reduction in their income returns and therefore justify higher rates at the shorter haul interior points in order to pay returns on their properties, in part it perhaps tenable, but how, may I ask, would the short haul territory alone be injured? Would not the equalization of rates throughout the country have a highly beneficial effect by placing all communities upon an absolute equality? We of the intermediate territory will not object to our railroad rate as long as they are reasonable and free from unjust discrimination, undue preference and prejudice, for we would then be upon an equal footing with all other localities, and would obtain the advantage of community betterments and prosperity and permit of our spending of our own money at home instead of allowing it to go to eastern industrial centers. Such industrial development would increase our population, wealth and taxable property.

This threat of it being necessary to increase rates in the intermediate territory if not permitted to haul to the coast at a rate that will prohibit the operation of boats is always held up by the railroads to frighten the people of the intermediate points. We are not so easily frightened, for our rates will not be raised out of proportion to all other localities. As we view it, the rate, in no event, could be in excess of the boat rate plus the local rate back to intermediate points, and the local rates cannot be increased upon the whim of the carriers. Such increase would, under the law, require the approval of the Interstate Commerce Commission or the State Commission. Furthermore, the law prohibits unjust discrimination. Rates must be fixed and usually have been fixed in the past with reference to the traffic and the needs of the public, and not with reference alone to the needs of the railroad. It is entirely a matter of expert judgment. Regulatory bodies, for years, have endeavored to build up a scientific rate structure by justly distributing the cost of operation of railroads among the industries and commodities that can best afford to stand said cost, and make such lower rates as are necessary for such industries and commodities should be protected by law from building up carrier earnings at the disadvantage of certain localities, and to the advantage of others. Our rates on apples, lumber and fish are not higher to intermediate points than to the Atlantic coast. These, of necessity, must have blanket rates to get them to market in competition with lumber and apples from the south and east; and our fish with the New England product.

With the enactment of Senate Bill 360 zone rates might be established basing New York to Pacific coast, graded back to say Spokane, eastern Oregon points, Reno, Phoenix as one zone, and then Ogden, and Salt Lake then Denver, etc. Then another set from Rochester, Syracuse, etc., then from Buffalo and what is known as western terminal of trunk lines. Higher rates to the coast would force eastern manufacturing interests to locate there instead of shipping their products from the east.

I am not an advocate of the theory of making rates on a mileage basis. I am, however, opposed to the granting of a lower rate for the longer haul over the same route and in the same direction. This practice can be discontinued, I believe, without detriment to the carriers.

At a meeting of the stockholders of the Heppner Hotel Association held in the offices of Woodson & Sweek last Friday evening, John V. Benes, architect, submitted his plans and specifications to the stockholders and after full and free discussion of the situation it was carried by a unanimous vote, that his plans be accepted and that building operations be undertaken at the earliest possible date.

While the directors of the company had the power to let a contract without consulting the stockholders they preferred to submit the matter to the men who are putting up the money before closing.

The plans call for a three-story building of hollow tile construction with stucco finish. There will be 48 guest rooms all supplied with hot and cold running water and one-half with private bath. All are outside rooms. The first floor will be occupied by a spacious lobby, a large dining room, ladies parlor, kitchen, storage, etc.

While the original plans called for a full basement it was decided to eliminate that feature with the exception of enough room to accommodate the heating plant and storage room for supplies.

The cost of the building will approximate \$70,000, the estimated cost of furnishings is close to \$20,000, bringing the cost of the plant, including the site, when ready to open to about \$100,000.

Approximately fifty percent of the estimated cost of the building has been subscribed and the balance will be secured in the form of a loan on the property.

J. P. Vaughn, president of the company, went to Portland Sunday to complete the financial arrangements and it is expected everything will be in readiness for active building operations to commence by August 1st.

## ARCHITECTS PLANS FOR HOTEL ARE ACCEPTED

WILL COST \$100,000 FURNISHED READY TO RUN

New Structure Will Be Strictly Modern and Supplied With Latest Conveniences

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## \$500 IN CASH PRIZES FOR OVERSEAS EXPERIENCES

Nearly every lad who went overseas has an interesting story to tell—pathetic, amusing, or tender—of some child in France. Perhaps it is little Pierre who crept in to eat with him at mess; or Marceline whom he found, white-faced and terror-stricken, in the cellar of a ruined house; or Henri, whose father was killed in the trenches and whose mother was taken to Germany by the enemy; or it may have been Almee who insisted upon being adopted by the "Americans." At any rate, there is always a story and a child.

For such stories as these, or simple ones telling of the friendship between the French child and the American soldier, 175 cash prizes are offered. Soldiers, sailors, marines, men and women who were in France during the war in any capacity, or their families, sweethearts or friends, are invited to compete for these prizes. Literary ability is not required. Anybody who can write a letter home can write well enough for the purpose of this contest. Conditions of the contest can be secured by writing "The Fatherless Children of France, Room 624, 410 S. Michigan Ave., Chicago." There is no expense attached to entering the contest, which is open to anybody who wants to compete. Mothers, sisters, sweethearts and wives should turn over their letters from Bill or Tom or Jack which they have been so proudly treasuring, and hunt up the references to the little French children. Just some little incident told simply in a letter may win a prize!

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