

HEPPNER HERALD

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BOARDMAN JERSEY SALE BRINGS GOOD RESULTS

28 FINE ANIMALS DISTRIBUTED TO DAIRYMEN

Condition for Profitable Industry is Laid in Progressive Community on the Columbia

That the enterprising people of the Boardman irrigation project are "hep" to what is required for bringing to their rich section a maximum of prosperity is shown by the fine community spirit they are developing over there and the activity they display in doing things.

Through the initiative of the farmers themselves, who, after watching the success of their children in the school pig club work last year, have been thinking and talking cow jargon pretty continuously, a cow club was organized on the project, the work being aided and abetted by County Agent Hunt. When it was known that the Boardman farmers really meant business and wanted to start their dairying industry off with the very best foundation stock available the First National bank, of Heppner, a financial institution always ready and willing to assist in the development of the county's resources, got into the game and offered to finance the undertaking. The sum of \$5,000 was advanced by the First National and County Agent Hunt, Fred Reiks, of Irrigon, and H. P. Mulkey, of Boardman, were delegated to attend the autumn Jersey sales in the Willamette valley and buy a foundation herd for northern Morrow county. About 20 head of pure-breds and good grades were purchased and shipped to Boardman and a distribution sale was held on day at which every animal was quickly disposed of to Morrow county dairymen.

McMenamin & Brown, of Heppner, handled the sale and Mr. McMenamin who is one of the best live-stock auctioneers in eastern Oregon, takes no credit for the good prices he secured at this sale, saying that such cows would sell themselves in any man's country.

The following persons bought stock Monday:

- C. C. Paine, 2 registered cows, \$495.00.
- J. W. Craig, 3 registered cows, \$560.00; 5 grade cows, \$685.00.
- J. R. Johnson, 2 registered cows, \$585.00; 1 grade cow, \$170.00.
- Fred Reiks, 3 registered cows, \$1245.00.
- H. V. Jones, 2 registered cows, \$270.00.
- W. D. Howard, 1 registered cow, \$300.00.
- Leslie Packard, 1 registered cow, \$500.00; 1 grade, \$260.00.
- Ed Hall, 1 grade, \$155.00.
- T. E. Hendrix, 1 grade, \$90.00.
- A. B. Cummins, 1 grade, \$85.00.
- W. W. Bechtoldt, 1 grade, \$140.00.
- Glen Brown, 1 grade, \$135.00.
- E. K. Mulkey, 1 grade, \$160.00.
- C. C. Coykendall, 1 grade, \$105.00.

Besides the cows brought in for this sale the purchasing committee also secured a splendid bargain in St. Heller Lad of Ingleside to head the herd. This bull is said to be one of the very best Jersey bulls yet produced in the Willamette valley. He is four years old weighs around 1400 pounds and at a recent sale in the valley 16 of his progeny brought an average price of \$300.00. The bull will be kept as a community investment at Boardman and will head the Jersey herds of the project.

STRIBODS BRING IN MEAT

Dr. McMurdo and W. W. Smead returned from a hunting trip Saturday evening bringing with them a fine buck which fell before the doctor's deadly fire. Smead didn't have good luck that trip but is flourishing on going again today and declares that he means business.

F. R. Brown returned Sunday night from the high mountains around the head of Rhea creek where in company with the Robinson brothers and Len Hill he had a successful deer hunt. Three big fat bucks were bagged by the party Sunday and had daylight lasted a bit longer Mr. Brown says they would have brought in the fourth.

FOOD SALE

The Catholic society will hold their Food Sale at the Humphrey Drug Store Display Window next Saturday, November 1.

CLAUDE JONES, U. S. N., VISITS UNCLE, J. W. CRAIG

Claude Jones, former Morrow county boy, who enlisted in the U. S. navy about six years ago, has been visiting with his uncle, J. W. Craig, near Ione, for a couple of weeks, returning to his ship at Bremerton a day or two ago. During the war Mr. Jones served on the transport, Jupiter, the biggest transport in the service, and in the course of his duties made many trips across the briny and experienced many thrills. The Jupiter was attacked by a submarine on one occasion and barely escaped being struck, by skillful handling of the ship when the torpedo was spotted.

Mr. Jones has worked his way up from a common job to chief boatswain since entering the service and is now studying navigation with a view to trying for a commission some time next year.

HEPPNER MEN VISIT BOARDMAN

W. P. Mahoney, of the First National bank, headed his Hudson with Heppner men Monday morning and drove them over to Boardman to attend the Jersey sale held Monday afternoon. Making up the party were F. A. McMenamin, who auctioned off the cattle, F. R. Brown, who kept a record of the sale; Claud Cox, manager of the Morrow County Creamery who is also around patting the producers of cream on the back, John Wightman, who used to breed and milk one of the best herds of Jerseys in the county; W. O. Hill, cash of the Lexington State bank, and S. A. Pattison, who went along to gather up ad herald forth the news of the occasion through the Herald.

Because of the lack of a decent road running directly from Heppner to Boardman the party went via Lexington, Ione, Cecil and Castle Rock making a trip of 64 miles to get a distance of 35. (The Boardman-Heppner road MUST be built). Taking the Hill road from Ione to Cecil a fine wheat country was traversed and a considerable view of the big John Day project was had. When the needed good roads are finished and the John Day project is an operating fact Morrow county will be the richest and best county in eastern Oregon, having none. We have the soil and the sunshine and we will have the water. What more can we want?

Willow creek valley shows all evidences of prosperity and it was remarked by one of the party Monday that if Jack Hynd, down at Butterby Flats, had produced any more hay last harvest he would have had to buy more land to stack it on.

A wonderful crop of rabbits are in evidence along the road on lower Willow creek and no doubt the promised rabbit campaign will be welcomed by the farmers all over the north end.

Boardman project looks fine. Hay stacks are numerous (6000 tons is the estimate crop this year) and the fifth crop is just now being harvested.

Two new wings 26x22 feet are being added to the Boardman school-house and on every hand are seen evidences of growth and development. Mr. and Mrs. O. M. Warner have their new hotel, The Highway Inn, open and are serving the traveling public as well as many local people with excellent service. A table loaded with the best of food without any restrictions looked mighty good after a 64-mile drive through the cold.

But—that Heppner-Boardman road—Don't forget it—Let's build it.

OLD COUPLE MARRIED

On last Monday morning at 9:30 o'clock occurred the marriage of Mr. J. K. Simon and Mrs. Tracy Newcomb, at the residence of John Smith, nephew of the bride, the ceremony being performed by Justice A. L. Cornett.

This will be both a happy and welcome surprise for the many friends of both the contracting parties as they are pioneers of Morrow county and are well and favorably known to all.

Congratulations are extended to Mr. and Mrs. Simon by their host of friends and acquaintances and The Herald wishes to be considered among them.

Ralph Benge, who with his family, is spending the winter near Salem, came in last Thursday to look after some business affairs. Mr. Benge seems to think Morrow county still looks pretty good and the chance are that he will return to Heppner in the spring.

COUNTRY NEWSPAPER READERS CONSTITUTE THE MOST POWERFUL-BUYING PUBLIC IN THE WORLD

(Printers Ink)

In the cities there are one million families each worth more than \$5,000. In the country there are six million families each worth more than \$6,000.

This creates a market with a buying power of more than thirty-six billion dollars—a veritable gold mine for business. The average yearly income among city families is \$750. The average yearly income among country families is \$2,500.

Not only in their aggregate number but as individual citizens, the people in Country America have the greatest buying power of any people in the world.

The people in Country America are the majority consumers of the necessities of life, and their increasing wealth has made it possible for them to satisfy their desires also for the luxuries until now they are the buyers of phonographs, pianos, silk shirts, silk hosiery and seventy percent of all the automobiles that are made.

Manufacturers looking for new business and more profits need look no farther than Country America, a waiting, ready cash market for everything from rubber boots to patent leathers, for farm tractors and tooth paste, and cement, up-to-date clothing, farm implements, chewing gum, typewriters, cigarettes, furniture, glassware, breakfast food, raincoats—everything that enters into life.

Get your share of the harvest that awaits you in this rich market. Advertise your product in Country Newspapers, the only medium that thoroughly covers and intensively cultivates Country America.

No matter how powerful all other mediums may be, the one ever-present visible factor to the local dealer in the small town is his home newspaper.

The Country Newspaper is the medium that tells the people in HIS town that your goods are for sale in HIS store.

It is the medium that "SELLS" THE CONSUMER and then tells WHERE THE GOODS CAN BE BOUGHT.

It is the medium that influences the dealer to put your goods on his shelves and it is the medium that creates the consumed demand that takes them off the dealer's shelves.

It is the medium that wins the dealer and ties him to you, and secures his cooperation and interest in the sale of YOUR products in HIS store.

The Country Newspaper is THE "CASH IN" MEDIUM.

As one friend talking to another about certain kinds of goods can influence a friend more than he can a stranger, so the Country Newspaper, the friend and counselor of its readers, can talk to the people in its community about your goods and carry a conviction of their value it would be impossible to obtain through any other medium.

MIXING PRINTERS INK with BRAINS

Printers' Ink has made thousands of men rich when it was mixed in the right proportion with Brains.

And we are ready to show you how to mix 'em RIGHT.

At your command here in this office is Bonnet-Brown Sales Service—a wealth of ready written ads, appropriately illustrated with live, interesting cuts. A combination that makes Advertising the great Force it is today.

This service is yours to use, any time and in any way. Let us call and explain how you can get increased results through it.

Phone The Herald and we will do the rest.

The Heppner Herald

"SERVICE" IS OUR MOTTO

OLD BELENBROOK PLACE SOLD

The old Belenbrook place, consisting of 120 acres, located on Rhea creek, 12 miles southwest of Heppner, owned by H. E. Warren, of Tacoma, was sold to Glen Boyer a few days ago.

This is one of the finest ranch properties in this section of the state. The transaction was put through by Roy V. Whites, real estate dealer in this city. The consideration being in the neighborhood of \$20,000, which included some stock and farm equipment.

Read the Herald classified ads.

IONE INDEPENDENT RE-APPEARS

After having been discontinued for a year the Ione Independent has been brought to life under the ownership and management of E. S. Ackerman, who recently purchased the plant and took over the paper in its entirety. Mr. Ackerman is a trained newspaperman and a good printer and the first issue of the Independent under his management, which appeared last Friday, is highly creditable.

The Herald congratulates the people of Ione on again having a newspaper in their town and extends fellowship and best wishes to Mr. Ackerman in his venture.

FARM LOAN BRANCH ORGANIZED AT BOARDMAN

About fifty citizens of the West Umatilla extension met at Boardman recently to perfect a Farm Loan association. The meeting was called to order by A. W. Cobb, president of the Commercial Club of Boardman, who introduced Mr. Camp, explaining the plan of the government in lending money to farmers—and those about to become such.

Subscriptions were then taken in the following amounts: C. C. Paine, \$5,000; A. Skonbo, \$1,000; W. A. Price, \$1,000; S. H. Boardman, \$2,000; E. Cramer, \$1,000; C. Hango, \$1,000; S. C. Shell, \$1,000; L. Kutzner, \$3,000; W. O. King, \$2,000; L. A. Doble, \$2,000; W. N. Hatch, \$1,500; Charles Dillabaugh, \$2,000; E. K. Mulkey, \$2,000; E. C. Mitchell, \$1,000; Joe Curran, \$1,000.

The subscribers proceeded to elect the following board of directors: M. E. Doble, Irrigon; C. H. Dillabaugh, Boardman; S. C. Shell, Boardman, and Mr. Glasco, Irrigon. The board of directors convened and elected W. O. King president; M. E. Doble, vice president and A. L. Larson, secretary-treasurer.

The name adopted for the organization is The West Extension Farm Loan association. The action of the meeting was confirmed by a second meeting Monday afternoon.

HENRY NAGL RETURNS FROM OVERSEAS

Henry Nagl, former well known citizen of Heppner and expert auto mechanic, who went to France with the First Division about two years ago, arrived in Heppner Thursday evening accompanied by his wife for a few days visit with her sister, Mrs. Eugene Slocom, and other friends. Mrs. Nagl has been in the east for several months where she met her husband as soon as he arrived from Europe and after his discharge they came west together. Mr. Nagl was employed in the auto repair service right up on the front and it was his duty to salvage and repair disabled cars and trucks which had been put out of commission by the enemy fire or other accidents of war. He was under fire practically all of the time when fighting was in progress and his position was generally more exposed and dangerous than that of the men in the trenches. However, he came through it all without a scratch returning in excellent health.

Following the signing of the armistice last November, Mr. Nagl was with the First Army of troops who entered Germany as an army of occupation remaining there until he was finally ordered home a couple of months ago. The time spent in Germany was rather monotonous, Mr. Nagl says, although the soldiers were given many liberties in the way of visiting places of interest.

Mr. Nagl returned to the United States at about the same time General Pershing came over and was in the big parade and review given in New York City and Washington in honor of the commander-in-chief.

Mr. and Mrs. Nagl left for Portland Saturday morning where they may decide to locate.

F. S. BRANWELL HERE TUESDAY

F. S. Branwell, representing the Oregon State Chamber of Commerce, who is making a tour of the state in the interest of a bigger and better Oregon, was a visitor here Monday evening and Tuesday going from here to Condon. Mr. Branwell came to visit the Heppner Commercial club but as a number of the officers and members were out of town he decided to return some time next week when a meeting of the club will be held. The exact date of the meeting will be announced later. Mr. Branwell says the Oregon State Chamber of Commerce is arranging to get behind the different irrigation projects of the state and send a representative to Washington to look after the state's interests. Morrow county is vitally interested in this matter and Mr. Branwell's efforts will be directed towards helping the club to perfect its organization and get on a basis for doing some real work for the town and county.

BUSINESS CHANGES HANDS

A. J. Wilkes, who has been operating the cleaning and pressing establishment in the rear of the Herald office, has sold the same to G. H. McFerrin and is going back on the Wilkes ranch for the winter.

Mr. McFerrin, who is well known in Heppner, will operate in the same location and guarantee satisfaction.

WATER BONDS CARRY NEARLY 15 TO 1

OF 246 VOTES CAST 230 ARE FOR PROGRESS

Recent Election Means Much to Future Growth and Prosperity of Heppner

Are Heppner people in favor of progress? Do they want to see the good old town grow and prosper like a green-bay tree? Well, rather.

If any one had doubts about how Heppner people line up on the question of progress they should be pretty thoroughly dispelled by the result of last Saturday's municipal water bond election.

Two hundred and forty-six voters cast their ballots on that day and of that number 230 voted "Yes" with a big "Y".

The vote means that the city will offer in the near future \$100,000 worth of municipal water bonds bearing 5 1/2 per cent interest and that the money will be expended in bringing in a gravity water system from the headwaters of Willow creek.

Civil Engineer Hickey, who has been completing the survey is now in Kansas City working out the final plans, etc., and is expected to return to Heppner within a month when, weather conditions permitting, it is expected that construction work may be started.

Mayor Vaughn has stated that he expects to see an adequate supply of mountain water flowing into Heppner before mid-summer when the water shortage season usually strikes the town.

COUNTY BUREAU ORGANIZED

Meeting in response to a call issued by County Agent Hunt, representative farmers from almost all sections of the county met here last Wednesday for the purpose of organizing a Farm Bureau. While the meeting was not large it was representative of the county and after a somewhat extended discussion of plans for future work the organization was perfected and the following officers were elected:

President—Oscar Keithley, of Elsieville.

Vice-President—Ed Reitman, of Ione.

Secretary—C. C. Paine, of Boardman.

Treasurer—E. M. Hulden, of Ione.

Committee chairmen were appointed by the chairman to have charge of the different activities of the bureau as follows:

Better Wheat Varieties—E. F. Stephens, of Lexington; Farm Labor—Edward Reitman, of Ione; Co-operative Marketing—R. W. Turner of Heppner; Rodent Control—Jack Hynd of Cecil; Good Roads—A. J. Knoblock, of Heppner; Orchards—John Wightman, of Heppner; Irrigation, Alfalfa and Alkali, Matt T. Hughes, of Heppner; Club Work—C. C. Paine of Boardman.

Meetings will be arranged for in each precinct in the county within the next few weeks when a membership campaign will be started and local organizations will be perfected. Chairmen of the different working committees will also complete the personnel of their committees and the work of the bureau will be fairly launched.

It is expected that an active membership campaign will result in a large majority of the farmers and stockmen of the county becoming members. The membership fee was fixed at \$2.00 per year.

There is undoubtedly a wide field for profitable work among the farmers of this county which if accomplished will result in much benefit to the farming industry and it is only through some organization as the farm bureau that such work can be put through.

A meeting has been arranged for tomorrow, (Wednesday), afternoon at 2:30 o'clock at the Star Theatre which will be addressed by Mr. Giberson, of Washington, D. C., and Paul V. Morie, of Corvallis, on the importance of organization among the farmers. Every farmer within reach of Heppner should make an effort to attend this meeting.

Mrs. Ames, mother of Mrs. S. E. Van Vactor, is visiting here for a few days. She leaves Saturday for Florida to spend the winter with a son who resides there.