

# HEPPNER HERALD

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## NEW FAIR ASSOCIATION IS NOW ASSURED FACT

### JOINT STOCK COMPANY TO BE INCORPORATED

Suitable 22-Acre Tract Secured on Wightman Ranch. County Court Assists

That Morrow county will have a real County Fair next fall and during the succeeding years, in place of the 2x4 affair we have been limping along with, was assured last Thursday when a joint committee from the Heppner Commercial Club and the Morrow County Farm Bureau met with the county court and completed preliminary arrangements for the organization of a joint stock company with a capitalization of \$25,000 for the purpose of establishing and operating the Morrow County Fair association.

After discussing the pros and cons of the situation from all angles it was finally decided that the county court should retain ownership of the old fair grounds and buildings on lower Main street in Heppner and buy outright a suitable tract for the new organization which would be leased to the fair association for a term of years.

Two tracts were offered the county court as a site for the fair, one being a tract of about 18 acres, owned by Roy V. Whiteis. The tract is located on Hinton creek only a short distance from the school grounds and was priced at \$6,000. Another tract of approximately 22 acres was offered by Wightman Bros. on the Oregon-Washington highway about one and one-half miles north of town, priced at \$5,000. This tract, after some deliberation was accepted by the county court and is now under option to a dozen or more business men and farmers pending the completion of the organization of the fair association when the county court will take over the property and lease it to the association for a term of years at an agreed rental of \$300 a year.

Articles of incorporation are being prepared and will be forwarded to Salem at the earliest possible moment and it is expected that the entire deal can be closed at the March meeting of the county court. It is the intention of the promoters of the fair project to construct a first-class one-half mile race track on the property, commodious exhibit halls, dancing pavilion, grand stand and such other necessary buildings and fixtures as may be required to make the Morrow County Fair a strictly modern proposition.

While many of the promoters of the project at first strongly favored the Hinton creek tract because of its close proximity to town the difference in price and some advantages in location outweighed that factor. It was pointed out that the Wightman tract is only a mile farther from town than the other tract and contains 4 acres more ground than the tract that the Heppner Branch railroad runs through the tract a decided advantage for exhibitors who ship in race horses or show stock by rail. A spur can be put in on the grounds and all stuff for the fair can be unloaded there.

That the county court made a good deal for the county is indicated by the fact that under the new arrangement the county steps from under any further responsibility on account of the fair except that of making an annual appropriation to the farm products and stock premium fairs.

It is understood the court is considering selling the old fair grounds and also county poor buildings on upper Court street in Heppner. In view of the county will receive the same amount in the fair grounds which, should future occasion arise, a home for the poor could be erected. It is believed that this property will sell for enough money to pay for the new fair grounds and leave a handsome surplus besides.

### ST. VALENTINE'S BALL

All ye who love to dance should not fail to attend the St. Valentine's Ball at the pavilion next Friday evening, February 13. Baldwin's Jazz Orchestra will evoke the music from their liddles and horns and things and the dancing will be good all night.

For all the local and county news you should read the Herald, only \$2.00 for a full year.

## EMOTION IN ADVERTISING

"The advertising in the future will be emotion writing." The romance of life will be played up in the advertising pages. Just as novelists inspire us today with appeals to our hearts, our affections, our feelings. It will be the Mary Pickford type of advertisement, not the Dr. Mary Walker type, that will win out."

Such is the belief of Mr. James Wallen as given to an interviewer from the staff of the Cleveland News-Leader who gave Mr. Wallen a page write-up in a recent Sunday issue of that newspaper. The interviewer describes Mr. Wallen, who by the way is a son of Mrs. E. J. Bettner, of Heppner, as a "nationally known advertisement campaign counselor and writer, in appearance more like a poet than a business man."

For several years before the death of Elbert Hubbard, Mr. Wallen had charge of the advertising end of Mr. Hubbard's big publishing business in East Aurora and since then he has been engaged in business for himself in Buffalo, N. Y.

Mr. Wallen says he considers the 22-acre Paulin the greatest advertisement ever written and in a few paragraphs of advice to advertisement writers he advises them to memorize that wonderful Psalm "for the good of your art as well as your heart."

## HEPPNER BUSINESS MEN STRONG FOR THE FAIR

As an indication that the business men of Heppner are strong for the new organization of the Morrow county fair the following list of those who signed the option given by Wightman Bros. Saturday as a guarantee against loss by the Wightman Bros. pending the completion of organization and the closing of the deal for the 22-acre tract for fair grounds is given.

R. C. Wightman; John J. Wightman; A. Hendrickson; M. D. Clark; Chas. Thomson; W. P. Mahoney; Frank Gilliam; W. O. Minor; E. R. Stinson; L. A. Hunt; J. H. Padberg; H. F. Taylor; Phil Cook; T. E. Ferguson; Sam E. Van Vactor.

## BIG AUCTION SALE MARCH 6

Walter Rood, who recently sold his ranch on Heppner flat to Alex Green is arranging to hold a big auction sale of his personal property on March 6. Brown & McMenamin, expert auctioneers and sales managers will handle this big sale which, it is understood, will aggregate between \$5000 and \$10,000 in value.

Mr. Rood does not expect to leave Morrow county but will probably buy a stock ranch and engage in that line of business.

## A GENTLEMAN DEFINED

This definition of a gentleman is old, but it's worthy of repetition: "A man that's clean inside and out, who neither looks up to the rich or down on the poor; who avoids bad company, who can lose without squealing and win without bragging, who is considerate of women, children and old people; kind to animals; who is too brave to lie, too generous to cheat and who takes his share of the world and lets other people have theirs."

## WILL THE VOTER HELP?

The Hot Stove Club of Boardman, the New York World and the Oregon Voter are all agreed that Herbert Hoover is the best man for president. All that remains is to persuade and send him.—Oregon Voter.

## PACIFIC STATES BUYS SCHOOL BONDS

M. D. Clark, resident agent for the Pacific States Fire Insurance company, calls attention to the fact that that company has just purchased \$5,000 worth of Morrow county school bonds and also states that the Pacific States is the only Fire Insurance company holding Oregon School Bonds. The Pacific States ranks among the strongest fire insurance companies and their faith in Morrow county securities commend them to our people when looking for protection for their property.—Adv.

## HOW TO BUILD UP OR TEAR DOWN THIS COMMUNITY

### WHY YOU MAY BUY CHEAPER ABROAD

A prominent Morrow county stockman, and a heavy buyer of camp and ranch supplies, said to the Herald man the other morning: "I've been reading your 'Buy at Home' articles the last few weeks and I think you are a pretty good writer. Understand, I am not finding fault with you or with anybody else in particular, but now that you have written up one side of this question why do you not give us the other side?" "How do you mean?" the newspaperman asked. "Why is it?" replied the stockman, "that we can very often save money by sending away for our goods or by giving an order to the traveling salesman who work this county during the summer months?" "Well," replied the scribe, "you will notice that the Herald has not been advising the people to buy goods at home if the home merchants are really and truly holding their customers up and charging them exorbitant prices. That sort of thing would be foolish and it would indicate that the Herald is not fair in the matter—that it is not conducting this campaign for the general good of Heppner and Morrow county but solely in the interest of the merchants. That sort of a policy on the part of any local newspaper that depends for its support and future growth on the good will and loyal support of ALL of the people of its territory would indicate that the publisher should be furnished with free transportation to the Home for Feeble Minded."

But to the stockman's question, which is a perfectly fair one and one that should be expected in this connection:

Why do consumers sometimes save money by sending away for their goods or by ordering from traveling salesmen who work the country districts during the summer months?

There are a number of reasons why, in some cases, people may be able to buy goods cheaper from the outside houses than they do at home. One reason is that when they buy on the outside they invariably buy for cash while in dealing with their home merchant they very often buy on credit. No merchant can do business on a credit basis on as close a margin as he can on a cash basis. When he sells for cash he is able to buy his goods on a closer basis and discount his bills every month. He has no dead beat accounts to charge off to profit and loss at the end of the year and he has no interest losses on dead capital to carry.

Only a day or two ago a Heppner merchant, discussing this matter with the Herald man, told of a customer who came in his store that morning and laid down an order for more than \$100 worth of goods he had ready to mail to a well known mail order house in Portland. How near, you come to filling that order for the same money, he asked the merchant. The merchant looked over the order and told the customer that he would be glad to fill the order for the same money for cash. He got the order. This merchant also told of another customer who buys most of his supplies from the mail order houses, paying cash in advance, and who has a great deal to say at times about the high prices charged by Heppner merchants. However, when money is short and he has to use his credit, he buys in Heppner. This man came in the merchant's place the other day to pay up his bill of several hundred dollars that had been running for more than two years. "And yes," sighed the merchant, "I expect me to sell him goods as cheap as he gets them from the mail order houses where he pays cash in advance besides paying the freight or express on the goods from Portland or Seattle."

Another reason for this apparent difference in prices at home and abroad is that in many cases the mail order houses handle an interior line of goods, while the home merchant handles standard brands of goods produced by manufacturers who have a reputation of long standing to maintain.

Still another reason is that in ordering from mail order houses people generally order in quantity. They buy sugar by the sack, canned goods by the case and so on down the line but when they buy at home they buy in small quantities and, if they live in town, have it delivered by the merchant.

The Herald recently interviewed several of the leading merchants in Heppner and every one of them asserted that he would be glad to meet the prices of the mail order houses, ON THE SAME TERMS AND FOR THE SAME QUALITY OF GOODS. This would mean that he would receive spot cash for goods and with freight or express charges added, the same as when you buy from the mail order concern.

Does the mail order merchant pay any taxes in Heppner or Morrow county? Does he buy any of your butter and eggs and bacon and vegetables or take these things in exchange for his goods? Does he help build any roads here, or will he subscribe for any stock in the new Morrow County Fair? Will he donate anything to support the Commercial Club or the Farm Bureau or will he dig up any money to help build that new hospital the county is badly needs. Not on your life.

The home merchant, however, will help support every one of these things. Then why not do like the man referred to above. The next time you have an order ready to send to Portland or Seattle or Chicago for a bill of goods, take it in your home dealer and let him figure on it. Give your neighbor the same chance you are willing to give the outsider and thereby help to build up your own community.

## EGGS FOR SALE

Standard-bred Rhode Island Reds, the breed that lay in the winter. Carefully selected, fertile eggs \$2.00 per setting of 15. Ten per cent off for incubator settings of 100 or more eggs. Call or phone, A. W. Gamwell, Lexington, Oregon. 410

## LIBERAL REWARD

Lost on Main street, Heppner, Saturday afternoon, January 31, a mounted Elktooth charm. Finder will be liberally rewarded by returning same to the Herald office. 40-41

## FOR SALE

Two 80 acre tracts in the West Irrigation District, near Elba, Oregon. One wooded to 1/2. For further information address "A. L.", care Los Herald office, Heppner, Oregon. 410

F. A. McMenamin re-appeared on the streets again Thursday after a week's vacation caused by sickness of himself and family.

## KEEP YOUR EYE ON HOOVER, MR. CHAPMAN

At a recent session of the Hot Stove League in Boardman, that new and thriving town in the West Unatilla irrigation project, all who gathered around the hospitable stove heater agreed unanimously that Herbert Hoover is the man of men for president of the United States. Then those individuals of the gathering who possessed literary ability took their pens in hand and informed the Heppner Herald of their decision. The Heppner Herald, ever-rehearsed, concurred with enthusiasm. And we don't know but that the hot stovers and the Heppner Herald are about right. As the Oregonian suggests, the eagerness of leading democrats to claim Hoover as a democrat who could be nominated for the presidency is a confession of bankruptcy of worthy candidates who have won the democratic label conspicuously and consistently. And as it also suggests, there is no reasonable hope that the democratic party would nominate a man of Hoover's efficiency and entire lack of democratic standing. So Hoover may not be nominated. But of all men in America, who really is quite so well qualified for the presidency of our country.—Oregon Voter.

Chapman should keep his eye on Boardman—and the S. P. convention—and watch the Hoover boom grow. Of course the people will both nominate and elect Hoover regardless of his party affiliations or lack of them.

## ALPINE FARM BUREAU HOLDS BASKET SOCIAL

On the evening of February 7th the Alpine school house Farm Bureau met according to plans made at the last meeting and spent a very enjoyable evening listening to a program prepared by Miss Francis Doherty the local school teacher and the school children, and topped the evening off with a basket social. C. D. Morse acted as auctioneer and the twenty-one adult baskets and six children's baskets brought a total of \$136.00. It is the plan of the Farm Bureau to buy an organ for the Sunday school and to have it to use for local meetings. These are a bunch of real live people, and have a habit of having good times.

## MRS. MATT T. HUGHES PASSES

Mrs. Ida Coppenhaver Hughes, wife of Matt T. Hughes, and daughter of M. and Mrs. W. L. Coppenhaver, of this city, passed away at her home in North Heppner at an early hour this morning. Mrs. Hughes had been suffering for a few days from an attack of influenza from which pneumonia developed and the end came suddenly. Her husband, one young daughter, her parents and several brothers and sisters survive. The funeral will be held Thursday.

## GRAB THAT FREE ROAST

Don't fail to get your guess in on the weight of that fine dressed beef hanging in the Central Market. Best guesser gets a 12-pound roast free. Contest closes at 1:00 P. M. Friday. Go on hand.—Adv.

FOR SALE—Or will trade for house and lot or a vacant lot in Heppner or for an automobile, 150 even or more wheat land with 120 adjoining that can be homesteaded. See F. E. Bivona, Bivona Building, for particulars. 41-42

Upper-ribsed repeat are to the effect that there will be many homes built in Heppner during the coming year. For all hope, the records may be secured in these sections. If there is one who thinks Heppner needs just one more home that another it is home and then more homes.

Wonder if anybody is going to me for a county office in Morrow county this year? If some of the new boys get their hats in the ring soon the Herald will begin starting up some of the folks to get into the game. With a few more to put the old record books would be with a lot of winners besides filling the office. 40-41

Quite a demand for Marston and other hard spring wheat is reported in Pendleton by leading growers. Last year there was but a small amount of hard wheat grown in the northwest and with a heavy demand big prices resulted. The prospects of a good figure, together with the fact that a larger area probably remains unseeded at this time, leads to the demand for the hard varieties.—Echo News.

## NO BLINDFOLD PLEDGE CONSIDERED—HOOVER

### PEOPLE'S CHOICE SAYS PARTY MEN MUST SPEAK FIRST

Can Make Up His Mind on Party Matter Once Issues Are Clearly Defined

Herbert Hoover, who just now seems to be the popular people's choice for president regardless of party has issued a statement in which he says that he is not a candidate and that no person is authorized to speak for him in matters political. If the league of nations is made an issue he will vote with the party favoring the league. Regarding requests from his friends to declare his party allegiance he says it is up to the party managers to first let it be known what each party proposes to stand for in the coming campaign. His statement follows:

"In order to answer a large number of questions all at once, let me emphasize that I have taken a day off from the industrial conference in Washington to come to New York solely to attend to pressing matters in connection with the children's relief.

"I want to say again: I have not sought and am not seeking the presidency. I am not a candidate; I have no organization." No one is authorized to speak for me politically.

"As an American citizen by birth and of long ancestry, I am naturally deeply interested in the present critical situation. My sincere and only political desire is that one or both of the great political parties will approach the vital issues which have grown out of the war and are new with a clear purpose looking to the welfare of our people, and that candidates capable of carrying out this work should be nominated.

"If the treaty goes over to the presidential election (with any reservations necessary to clarify the world's mind that there can be no infringement of the safeguards provided by our constitution and our nation-old traditions) then I must vote for the party that stands for the league. With it there is hope, not only of the prevention of war but also that we can safely economize in military policies. There is hope of earlier return of confidence and the economic reconstruction of the world.

"I could not vote with a party if it were dominated by groups who seek to set aside our constitutional guarantees for free speech or free representation, who hope to re-establish control of the government for profit and privilege. I could not vote with a party if it were dominated by groups who hope for any form of socialism, whether it be nationalization of industry or other destruction of individual initiative.

"Both these extremes, camouflaged or open, are active enough in the country today. Neither of the dominant parties would promote those constructive economic policies that will set us down from the un sound economic practices which of necessity grew out of the war, nor would they secure the good will to production of our farmers and workers or maintain the initiative of our business men.

"The issues look forward, not backward. I do not believe in more than two great parties. Otherwise, combinations of groups could as in Europe, create dangers of minority rule. I believe in party organization to support great issues and to carry out great issues and consistent policies. No one can say that the people are not in a position to create dangers of minority rule. I believe in party organization to support great issues and to carry out great issues and consistent policies. No one can say that the people are not in a position to create dangers of minority rule. I believe in party organization to support great issues and to carry out great issues and consistent policies. No one can say that the people are not in a position to create dangers of minority rule.

"I am being urged by people in both parties to declare my allegiance to either one or the other. Those who know me, know that I am able to make up my mind when a subject is clearly defined. Consequently, until it more definitely appears that the party managers stand for, I must exercise a prerogative of American citizenship and decline to pledge my vote blindfolded.

"I am not unappreciative of the many kind things that my friends have advanced in my behalf. Yet, I hope they will realize my sincerity in not tying myself to undefined partisanship."