IF YOU HAVE A GOOD BUSINESS, AD VERTISE AND KEEP IT: IF YOU WANT A GOOD BUSINESS, ADVERTISE AND GET IT

VOLUME VII.

TUESDAY, MARCH 15, 1921

HEPPNER BALL TEAM MADE ENTERTAINMENT HIT OF THE SEASON

LADIES PROVE ROME TALENT IS BEST ELKS'

Traveling theatrical troupes may as well cut Heppner from their inn-ery for a few gionins, or until the town forgets what a real show looks like, if we are to judge from the expressions of admiring approval that were voiced by citizens who attended the home talent entertainment at Elks' Temple last Tuesday evening. The show was a scream from start to finish and the audience was the

to finish and the audience was the largest gathered in Heppner in many moons. But what else was to be expected? Didn't the Elks' ladies plan the big show, train the performers and put it over? We should say YES. Everybody was pleased with ex-

put it over? We should say YES. Everybody was pleased with cy-ery number on the program except a few of the baldheaded members of the order who had been flimflamed into the belief that the "Rosebud Chorus" was to be the real thing, and they went early in order to get seats in the first row. While even the old boys had to admit that the chorus act was a crackerjack they couldn't help being a bit peeved when they realized towards the end of the act that they were looking at a let of Bll Elks enmoutinged as chorus girls, and made up rather long on paint, false hair and fur-belows and exceedingly short on hosiery. hosiery.

Dean Truman Goodman, who The resignation of Mr. Laville, orwas a good man and true for the place, acted as stage director and ringmaster, and to say that he han-dles a plug hat and cutaway frock with considerable dignity, and a whole lot of eclat, whatever that means, is only stating a scientific fact.

The program was varied, cubrac-ing numbers from several of the city's best vocalists, artistic daneing acts, burlesques, sketches, song and dance acts and-the Rosebuds.

Vocal Solo-Miss Zeimy Engelman Song and Dance Act-

Eleanor Cohn and Patcicia Manoney.

Dance Miss Lola O'Neill.

Sketches-By Ted Young.

Song and Dance Act-

Mins Leola Benneif. Iriah Songe and Dances-

Mrs. Emmett Cochran. The Rozobud Chorus was composed of the following artists: Jack "first O'Neill, jr., the prima donna; Bert

GOOD SHOWING AT SALEM Henoner's basket ball term returned from Salem Sunday evening, where they represented this section of exstern Oregon at the sinte con-test on last Thursday. Friday and

HEPPNER

Saturday. While the boys failed to bring Everybody Pleased But a Few Old Codgers Disappointed in The Rosebud Chorus Disappoint in the big meet and their captain, Jared Aikon, brought home the highest individual tall.

The boys are all well pleased with

The boys are all well pleased with their trip and with the treatment they received at Sales. The greatest handleap they went up against was in the size of the floor on which they played. Accus-tomed, as they were, to their own small floor where they were able to play in close formation, they felt rather lost on the big floor at Salem and failed in their best work on that account.

OREGON GRAIN GROW-EES ORGANIZE

association, however, is not obliga-

ganization manager, was accepted, and Edgar P Ludwig, who assisted in the organization of the Washington wheat growers association, was placed in charge of the organiwas placed in charge of the organi-zation work. An aggressive cam-paign will be put on with a 7,000, 000 bushel goal before harvest. Mor-rew county is certain to sign up 90 per cent of the coming crop before harvest, those in charge of the work chain. claim.

COUNTY FIELD AND TRACK PROGRAM

TRACK PROGRAM The county field and track pro-aram, to be held in ione on the 14th of May, is to consist of two separate contests—one for the high school students and the other for the grade nuples. The track and field even in kinet order for the high schools are to be as follows: 50-yd, dash, hever 50-yd, dash, siefs; discus; bodyd, dash, boys; 100-yd, dash, tide: rounning ligh Juno; 250-yd, tide hurdlos, boys; 100-yd, dash, tide: rounning ligh Juno; 250-yd, tide hurdlos, boys; arefin; baseball here, siris; 140-yd, refay races b wil 200-yd, twiay race girls; con-ning bread pump; 440-yd, dash, hoys; baskerball throw, girls; shot; mith men, boys; findian dun race, siris; ydle ramit; and obsincle, rame, rights;

Some Thoughts on Community Cooperation

(American Press)

Present-day merchandising is quite a different problem Prescrittary merchandising is quite a different problem to what it was twenty or even ten years ago. First, competi-tion is no longer local. As a fast, local co-operation to off-not outside attack is aim at a necessity. Good roads, which have means so much to trade development, have put the far-mer in closer touch with the n as est big town, and the devel-opment of the automobile has beyond. The result is many farmers ride through the towns nearest their farms to the larger towns fitteen twenty and even fifty miles away and there do their shopping. there do their shopping.

The merchant must not only meet this competition but he must meet even a more serious competition from the outside. The automobile, the fast express train, the parcel post and the printed catologue are all lined up against the "crossroads" increhant, and unless he senses these facts and actually moves to combat them his business is bound to remain a hand-to-mouth existence. His success clearly is in danger unless he adopts better methods in busing, better displaying of goods, better selling advertising, better salesmanship and improves his keeping of business records.

A close investigation of forty towns in the cast, supposed A close investigation of fairly lowns in the east, supposed by some persons to be more progressive in merchandising, discloses a desforable lack of business understanding. Mer-chants are too close to the picture. They can are broadly the fundamentals of the trouble, but each believes his partic-ular store would not be affected by any change it is possible for him to bring about. He is sold on direct action. He fails to find the link between his start and on direct action. to feel the link between his store and general town improve-ment. His eye is fixed on his individual cash drawer, and he does not concern himself in conditions that have for some time been depleting the cash drawer.

Basically, the farm is the hub of merchandising prosperity. Basically, the farm is the hub of merchandising prosperity. The young men and women are attracted to the cities because they can make a better living in the cities. The demand for social activity is a natural impulse that cannot be set aside. It must be met, Rural life is dull in many parts of the coun-try. It is uninteresting. A new craving for livelier contact with humanity is manifest, and it can no longer be met by a nightly gathering at the postoffice or a trip to the station to see the trains see the trains pass through the town.

Hundreds of lowns have got into a rut. They providel no amusement, no inspiration. They fall to function properly. The talking machine and the telephone helped a great deal, but they served to whet the appetire, not to satisfy it. Had it not been for the motion picture the situation would be much worse today than it is. As a fact the motion picture theatre is one of the most important factors in the development of a small town trading and knowling the development of a is well town trading, and everything possible should be done to help the local picture mail to success and to the develop-ment of a higher standard of program. After all, a town is simply a collection of people. They will

remain together as long as life together is more agreeable and more profitable than it is unsewhere, and no longer.

Half of the small town ac wales consist of trading. The other half comprises churches, schools, recreation, legal at-fairs, outdoor sports, health and so on. This being so, the merchanis hold in their hands the key to the situation. If 50 per cent of the town activities—trading—be up to stand-ard, the rest of the activities will take care of themselves.

Perhaps not enough attention is paid to the forming of associations, though they provide a medium through which merchants obtain reforms in merchandiaing. In trade practic-en, in unfair composition and in local legislation at least. They can obtain the co-operation of the farmer whose intercals are task served by having a good town near his farm. The nu-unerical strength of merchands, associations is not the impor-ent farmer whose in the farm. ant factor. Strongth is relative. An organization of 100 per cent of morelmants in a town is 100 per cent effective even though there be only ten men involved

In this way valuable trude information can be carried on with other irade organizations with a view to improving the conduct of business. Credits can be effected. Buying to ome extent can be organized. A proper co-operation with the local newspaper can be established. The local editor is often unfamiliar with merchandising. He should be educated and will be glad to learn because his prosperity depends largely on the prosperity of his local business men. He should not be transfer to be avoid f or viewed with suspicion of working solely for his own inter-est. He wants to be the battlimite friend of every merchant As a fact he do to not work selfishly town if he were so disposed, because the moment he fails to serve his public, that moment he hits the tobogram. That town is very fortunate which has merchants who know the inside of the newspaper business and a newspaper publisher who understands the high lights of merchandising. It is a combination that is bound to spell prosperity for both.

FATHER-SON BANQUET LAST MGHT A BIG SUCCESS

The father and son banquet given by the Brotherhood, last night at Hotel St. Patrick was a success from every standpoint except, perhaps, one. If manager Hart made any money out of that feed he must be a wizard at conjuring profits out of a depleted larder, for the way those boy guests and dad hosts put away the provender was not slow. Following the ice creau and cake president James called the meeting to order, and after a somewhat mys-terious address in which he said he had found the thing that is chiefly responsible for what is the matter with Heppner, he produced a large The farher and son banquet given

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with Heppner, he produced a large hatchet, which he declared was the cause of most all our troubles, "What shal we do with this thing?" inquired the president. "Bury it", responded the members, Whercupon a committee composed of Ed Hous-ton, Vawter Crawford and Fred Tash was appointed to perform the last and rites. "Mark the grave," enjoined president James, "for while the Brotherhood will notneed it any more, there may be some other or-canization that will need it in the

future." The playeround committee re-ported that they have made satisfac-tory orrangements with L. V. Gentry for the use of a part of the Marlatt Lield for a baseball park and playgrounds.

Teddy has a better chance ahead of him to develop into a second Chaun-

Time and space forbid a detailed report of the speeches but all were good and to the point.

SUIT IN JOHN DAY MATTER IS FILED

A petition has been filed in the circuit court by the board of directors of the John Day irrigation dis-trict, asking the court for an axamination and confirmation of the pro-ceedings of the board from Septem ber, 1919, to the present time. The inscriment is a voluminous one containing 59 pages and some 12. 600 words.

RAILROAD TO CUT WAGES

The Southern Pacific company an nounces a ware reduction affector all unskilled or common labor in al departments to take effect April 16 The new rate has been fixed at 20 cents an hour for the southern dis-trici, with slightly higher rates in



Morow County

NUMBER 46

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FOREST SERVICE WILL COOPER-ATE IN BUILDING

Cardner Boosting the Project But Doesn't Assume to Speak For Wheeler County

The recent proposal to switch the route of the Heppner-Hardman-Moninnent road to make Spray the southern terminal, which was first given publicity by the Herald last week is meeting with general favor. Owing to the fact that Grant county is not melined to improve its

end of the road between Monument and the Morrow county line, it would be a waste of money for Morrow county to build to the Grani ounty live and as a north and south road is essential to the convenience of the people of the interior as well as to Heppner, the proposal has been made by R. J. Carsner to switch the southern terminal to Spray and making connection at that point

with the John Day highway. In an interview with the Herald Saturday, Mr. Carsher pointed out that this link, if adopted by the state The difference of the difference of the sector of the sect perhaps Redmond. Locally the pro-posed highway will also prove of great importance, as it will give the people of the interior of both Grant and Wheeler counties an outlet to the north, which is now denied them except for a few months in the midumer season.

Mr. Carsner has been an advocare of this road for years and he thinks now is the time to make a supreme effort to have the proposed route make a part of the state highway system

Several miles of the proposed Several miles of the proposed route pass through the national for-est reserve, and Mr. Carsner says ha has assurance that the forest reserve will be only too ghad to cooperate with the state and counties in put-ting the road through. While the highway commission is somewhat averse to putting any more roads on the highway map be-name of the missedent such action

cause of the precedent such action might establish, Mr. Cargner points out that no procedent could be es-tablished in this care for the reason that no similar condition exists any-where in the state. Morrow county-has already act and \$70,000 to be used on a road into the interior via

posed of the folowing artists: Juck O'Neill, jr., the prime domma; Bert Stone, Loren Malkesell, Ed Bennett, Bob Jordan and Vawter Crawford, jr., and we'll say they were all some babies for looks and action. The unifie program was of such be made and there was not a dull moment nor a hitch during the en-tire evening. The ladier in charge of th eaffair as well as all members of the lodge were mightly pleased with results which amounted in coin of the realm to something like \$300. This will be used to equip the kitchen and dining room in the Elks Temple. Folowing the entortainment a Following the encertainment a pleasant dance was enjoyed until after midnight.

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CIVIC CLUB SOCIAL MEETING

A social magning of the Civic chil-will be bein at the lights of Mrs. D. E. Gilman, on Court street, Friday affernoan, March 18th A shar

Do you know

you can roll

50 good cigarettes for

IOcts from

one bag of

dian club face, 6 given mile run, A boys. There are to be two nots of offi-cials so that two or more events may be colar at the same time. One may be colar at the same time, one there is a set of the other time. One there is a light of fully the other time is a set of the other of the full rates. The other of the light for all rates. The other of the light for the fund a light the granty but not di-cerify consistent with may of the distributing seconds and the two served officials for both the high

afternoon, March 13th A show schools and the grades are in fol-program will be given. All indice or the city who desire to become work-ing mombers of the club are cordialy invited.

The race truck at tone is being put in good condition under the di-rection and supervision of the Ione Parent Teachers association.

PATRON-TEACHERS HOLD INTERESTING*MEETING

The regular meeting of the Pat-ron-Teachers association was held last Tuesday afternoon when an en-

joyable program was presented. Instrumental music was supplied by Misses Vivian James and Bernice Woodson, and a dust by Misses Dafor and North

Prof. Heard gave an interesting HIBERNIANS WILL BANQUET address on physical education and Superintendent James spoke on the Superintendent James spoke on the accomplishments of the school during the premet year. Among the subjects mentioned were supervision 0. H., and their friends, will cole. Dennis ranch, three miss north of brate in honor of freind's patron which has been successfully comprastive energy evening at the Hotel lished through the hearty co-eperations of the correst of the correst of teachers.

tion entertain the high school and faculty as an early dufe, the guests of honor to be the basketball and debaling leams. The committee in charge was also

It is unders to rey to check advance. The building of good rands cannot be stopped; if you stand in react of the auto-mobile it will run you down. The target will drive through and lown unley your store is sufficiently attractive to access his progress.

A quivilocustre sent to tarmers compared with a question naive relative to their wants, and compared again (with a questioning) showing the goods carted by merchants in the forty towns continued shows continued; that the former R. it. has far outstripped the morthant in the chantes of the day

Because the farmers buy certain goods in local stores at proof that what they buy is really what they want. T buy frequently because they have no option. One half of the email town merchanic could do no better work than spend a week visiting among the starmers, not to sell goods, but to zet into a friendly relationship with them and to find out how they live, what they buy and how their ideas run.

All morehants have not ben alert to keep pace with the growing demands of the former. Many of them have conucted their stores for years and have not noticed the change. They have massed the chances for new business. The luxur \ast ies of the farmer ten years ago are his necessities today and he has more money to spend than he had ten years ago. More-over, the farmer is a wider reader and this has created in him new wants. Having the desire and the money to huv he is going to get what he wants, and if he cannot get it in the town nearest home he will go farther afield.

THURSDAY EVENING

instructed to set the tennis court in condition for use without delay. Election of officers will be held at the next regular meeting, to be being done of the county room, to which the public will be held on April 12th.

ns further north where could tions justify.

Hardman, and the survey has been

FORMER HEPPNER TEACHER, HL, Friends of Mrs. Lucy Webdling, former instructor in English in the Heppnar high achool, received win a Evides of Inc. Lucy Webdling, former instructor in English in the Heppnar high achool, received win a

Happnar high school, received word friday of her scrious illness in a horpital at Eugene. Mrs. Wedding has been baseling at Reedeport, a smal Lase county town onthe coast, and inst. Thursday was stricken with a stight hermovrhage on the brain, re-offing in a partial particle, include an element of her body. She was brought to Eugene for medical at broken to Eugene for medical at broken to Eugene for medical at broken complete in the herpiner schoot and her freenes in the herpiner schoot and her freenes here will be glad to know that her present displicit, with a strict the provide the permanent.
J. C. Murchinson arrived from

J C. Murchinson arrived from Portland Thursday evening to take a position as desk clerk at Hotel St. Patrick. Mr. Murchinson was for-merly employed at the Imperial ho-tel in Portland, but about a year are was stricken with the sleeping sickness, from which he was many - months recovering.

(Continued on page 6) -

Notice!! Notice!!

Tax Notices will not be mailed out from this office as has heretofore been the custom.. Anyone desiring their notice will please request the same.

George McDuffee, Tax Collector.

HORSES BRING GOOD PRICES



The American Abucer Co