

# THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

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### PAY YOUR SUBSCRIPTION NOW

Just by way of suggestion the publisher would like to remind his numerous family of subscribers that there is no time like the present for paying up your subscription to the Herald.

Following our usual custom, we have this week mailed statements of account to every subscriber who is not paid up in advance. Knowing that a small amount of two dollars is easily overlooked by the average man who would not think of overlooking a payment if it amounted to two hundred dollars or two thousand. True the small amount of two dollars does not cut much more even in a country newspaper business but when that small sum is multiplied by several hundred it amounts to something worth while.

The past two years have been terrible to all of us in a financial way and it is no secret that everybody—farmers, stockmen, merchants, working men, and newspapers—have had a hard row to hoe trying to keep off the rocks of disaster and trying to pay part of their bills as they came along. The Herald has been in the same boat with everybody else in. Moreover during low, troubled times and has tried to play the game to the limit of its resources in helping partners, friends and neighbors through the tight times which are now showing some signs of loosening up a bit. Sheep, wool and wheat have brought good prices the past few months and while the country is not yet out of the woods, conditions are gradually growing better.

The Herald has been trying for some time to get its subscription list on a strictly cash basis and to get the "man" who is in a measure, hauled out of position. Many subscribers who pay in advance but then due to the "red" in cash, have not been able to do so. These we have gladly carried along but now that conditions are improving we would appreciate payment of those small back accounts from all who are able to do so.

We are not finding any fault with anybody any more than our creditors have found fault with us, but it is a fact that we have bills that should be paid and for that reason we will be doubly glad to give you a receipt for your subscription account just as soon as you can drop in or send a check.

Perhaps if you pay us and we pay somebody else maybe that last fellow will in turn pay you that little bill he has been owing you for a year or so. In that case several debts will have been paid, everybody will be happy and you will have your money back in your pocket.

Come to think of it that's one way to help put Morrow county on her financial feet again. Lads try it.

### ONE EXPENSE ELIMINATED

As a result of Senator Borah's activities, Bakkenstein, ambassador to this country from the Kerevsky Russian government which ceased to exist in 1917, goes off the United States payroll. After the Soviet government came into power and Bakkenstein's sources of funds was cut off, many millions of dollars were appropriated from the treasury to keep him court in Washington. For years he and his retinue had anchovy paste and bar leuds to eat and locomobiles under each to ride in—all paid out of income taxes and others less direct.

The situation since this age was given publicity in The Producer. Later Senator Borah launched a vigorous attack on the state department by pointing the weaknesses of the Bakkenstein reign and now raising the question that he will pose to the constituent on June 30. Wonder how much wheat growers' money, though, has gone into the expense fund of the subsidized Russian establishment?—The Producer.

### A SERMON IN BRIEF

"He may wear a last year's straw hat, his breezy nails may need manicuring, his vest may hang a little loose, and his pants may bag at the knees; his face may show signs of a second day's growth and the tin dinner bucket he carries may be full of dents and dandruff; but don't you call him 'the old man.' He's your father."

"For years and years he has been rustling around to get things together. Never once has he failed to do

### FARM OF TWO THOUSAND WHEAT VARIETIES

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them have characteristics which are desirable for production in Eastern Oregon, and some of them are lacking in certain respects, and so the work is carried along with the hope that the perfect wheat resistant for Eastern Oregon conditions will be evolved.

"One of the interesting varieties which the farm boasts is Miniturki, a cross between a Minnesota wheat and a Turkish wheat. It has the reputation of being the hardest wheat in the world and has maintained this reputation at Moro during the tests to which it has been subjected.

"One very interesting story which a visitor to the station farm may see is recorded in the 'time and rate of seeding' plots. The purpose of the experiment is to determine over a period of years what is the most advantageous time to seed wheat and at what rate the sowing should be done. Every two weeks during last fall from the middle of September until the middle of November seven plots were sowed, the rates of seeding varying from eight pecks an acre down to two pecks. The earlier sowings were made when the soil was dry and the grain was drilled in at a depth of five inches in the dust. Some of the later sowings had the advantage of a better supply of moisture, on account of rains.

"Mr. Stephens' conclusions are that the proper rate of sowing is at five pecks an acre, and the best time is between the middle of September and the middle of October. The plots on the farm tell their own story on this experiment, and the beholder can understand it much more easily because of the graphic illustrations which the plots themselves furnish.

"Dangers of early sowing are that the stand may be spotted and more yellow berries may be harvested. On the other hand, Mr. Stephens pointed out that late sowing more often results in plinched berries. When I saw the plots about one week since, the inferiority of the November sown plots over those seeded earlier was plainly evident.

"Other experiments being conducted at present on the station farm have to do with the much disputed points of culture, which include depth of plowing, methods of cultivating summer fallow and whether harrowing wheat in the spring is a profitable operation.

"Experiments carried on over a period of seven years at the farm show that the moldboard type of plow brings higher yields than disc plows, where the other factors of cultivation were the same. Deep plowing strongly advocated by many, does not result in sufficient increase of yield to come any way near paying for the difference in cost of the deep plowing over shallow plowing, according to another experiment. This test was made at Moro over a period of nine years with three varieties of wheat, and the average yield of the land plowed to a depth of five inches was 29.4 bushels as against a yield of 21.3 bushels for the land plowed to a depth of 10 inches. The deeply plowed land yielded 9 of a bushel more than the land plowed five inches over this period.

"Results secured by spring harrowing of wheat cause Mr. Stephens to come to the conclusion that this operation is not profitable and actually decreases yields over a period of years. He advocates early spring plowing in Eastern Oregon and has found that over a period of nine years winter wheat land plots plowed April 1, May 1 and June 1, and frequently cultivated while fallow, averaged respectively 21.9 bushels, 27.7 bushels and 22.9 bushels.

"A part of the work on the station farm is to try and find whether farmers in the dry farming sections of Eastern Oregon may profitably grow an intertilled crop during the intervening seasons when wheat is not grown and still conserve enough moisture in the soil that the wheat yields will not be cut below a paying basis.

"Peas, corn and potatoes are being used as the crops to rotate with wheat. There are several rotations being tried. There are individuals who predict that the time is not far distant when the present big farms devoted nearly altogether to the production of wheat will be cut up into smaller farms and that diversified farming will be carried on. These experiments are being carried on to determine the possibilities of Eastern Oregon dry farm land for diversified farming.

"To one in any degree interested in agriculture as it is practiced in Eastern Oregon, there are enough projects being worked out on the station farm to make a visit covering two or three days very interesting. It also strikes me that such a visit might also be profitable, even to the most successful farmers. It certainly would be inspiring.

"When I visited the farm in the company of Fred Bennion and other

county agents and members of the O. A. C. faculty, I took it for granted that a great number of Umatilla county farmers had visited the farm.

"How many of our wheat growers have been down here?" I asked Bennion.

"Six or eight that I know of personally," he replied.

"How many did you say?" I asked again, thinking I had not heard him right.

And he made the same reply. The shock that information gave me is with me yet."

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CECIL  
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Mr. and Mrs. T. H. Lowe, of the Highway House left Sunday for Portland and other points for an indefinite time.

Miss Mildred Henriksen arrived home Tuesday from Canby where she has been attending high school.

Mrs. George U. Krebs, of Portland arrived in Cecil Sunday and will visit with her sons at the Last Camp for a few weeks.

A. Henriksen who has been spending a few days in La Grande, returned home Thursday.

Wm. Chandler and son, Roy, of Roseburg are visiting at the home of Mr. and Mrs. A. Henriksen.

Mr. and Mrs. W. T. Matlock and daughter, of Heppner, took in the sights of Sunny Cecil on Wednesday.

Mr. and Mrs. George Noble and

Johnny Shufeldt of Rhea siding, accompanied by Miss Violet Hynd, of Butterby Flats were Heppner visitors Wednesday.

Miss Dana Logan left on the local Friday and will visit with her friends in Heppner for a few days.

Mr. and Mrs. W. B. Barratt of Heppner, were calling on their Cecil friends Sunday.

Mr. and Mrs. George Krebs, of The Last Camp were calling on Mr. and Mrs. Jack Hynd at Butterby Flats on Friday.

Walter Pope is looking up his Cecil friends this week.

Mrs. Mary Halferty and son Ray were calling on their friends in Morgan Sunday.

John McEntire, of Killarney, was transacting business in Arlington on Wednesday.

Vernon Lofgren, of Canby arrived in Cecil Monday and will spend a few weeks with his old friends, Mr. and Mrs. A. Henriksen.

Mrs. Jack Hynd and son, Herb were transacting business in Ione on Thursday.


Mrs. K. Farnsworth, of Rhea, visited a few days in Portland this week where Mr. Farnsworth is under a doctor's care at this writing. He is reported to be improving nicely.

Miss Minnie and Master Robert Lowe arrived home Thursday and will spend the summer vacation at their home in Cecil.

## JEWELRY

New store in Odd Fellows Bldg., Heppner  
NOW OPEN FOR BUSINESS  
Complete Line of  
Diamonds, Watches and Jewelry  
Swiss Watch Repairing  
F. L. HARWOOD

# HEPPNER ONE DAY ONLY SAT. JULY 1



The world's wonder show  
**HOWE'S GREAT LONDON CIRCUS**  
and  
**VAN AMBERG'S WILD ANIMALS**

28 Jungeland  
Beauties in one act.

A MIGHTY MILLION DOLLAR MERGER OF TWO MAMMOTH MENAGERIES PRESENTING A SENSATIONAL WILD ANIMAL PERFORMANCE.

3 Big Rings - 2 Steel Arenas  
2 Stages  
EDUCATIONAL AND INSPIRING



39  
FUNNY CLOWNS



"Mizpah" the only sacred white camel in America - Just brought from the Sahara Desert.

## TWO-MILE LONG OPEN-DEN STREET PAGEANT.



CINDERELLA IN JUNGLELAND

The most gorgeous spectacle ever presented under a tent - For the Children but amazing to all.

A DAZZLING EXTRAVAGANZA WITH COUNTLESS ANIMALS AND PEOPLE  
Performances--2 and 8 P. M. Doors Open one hour Earlier

### FEAR NOT DOG BITE CAUSES BABIES, SAY PHYSICIANS

A mad dog is supposed to froth at the mouth, but he does not. He is supposed to run around in great excitement, but he does not show evidence of great agitation. He is generally alone and does not run nor gallop, but goes slowly.

So says the American Society for the Prevention of Cruelty to Animals, and it says more than that. It says there are no "dog days," as is believed to be the case during July and August. There are no more cases of rabies than during the winter, it claims.

Again the society says, in attempting to quiet the public mind, rabies is one of the most rare canine diseases. When a human is bitten by a mad dog, if the dog is really mad, the human is not liable to death from hydrophobia, because hydrophobia in a person is much more rare than rabies in a dog. It is claimed by the society through researches by physicians, that the disease is never caused by the bite of a dog, but merely is caused by an unbroken dread. If you happen to be bitten by a dog take a few hot vapor baths and the poison that may have been inflicted will be eliminated from your system. So the society says, "Do not fear dog days for there are none."

### ADVERTISING A PUBLIC BENEFIT

Government figures prove beyond dispute that business revival is marked—but by business revival is meant manufacturing and production. Retail trade has not yet caught up. Close analysis of the situation discloses that retailers have lagged because they have failed to put into the hands of the people a feeling of confidence that prices have reached the bottom and that better times are at hand. It is amazing how few retail merchants in the smaller towns realize the value of educational advertising. They are so close to the picture that they fail to see its perspective. They look for the immediate dollar and in grasping at the shadow, they miss the substance. The value of advertising is cumulative. Indeed, that is its greatest worth. Eastman has actually advertised the word camera out of the dictionary and advertised the trademark name Kodak into the dictionary. The day of misdirected advertising has passed. The public has come to see advertising in the light of news, and it is news.

The merchant who advertises tells his story frankly to the public, and he knows he will be checked up and court an investigation of his prices. The advertisement of today is not the subject of suspicion. It is the merchant who is afraid to tell his story over his signature that the public regards with doubt, and properly so. The boom in retail trade awaits only a little that on the part of the merchant, plus the fundamental knowledge that advertising is an investment and not an expense and a duty owed to the public whose support is sought. The whole business structure of the nation depends on advertising. Increased business means greater production, lower flow cost, a larger turnover, increased buying and consequently provides a saving to the buying public. The public should support merchants who advertise because they are the constructive force that helps to keep costs down.

### LEAN LOSES IN STATE CENTRAL COMMITTEE FIGHT

C. E. Woodson returned from Portland Sunday where he attended a meeting of the Republican state central committee Saturday when Walter L. Toose Jr., was elected chairman by the decided majority of 20 to 16 votes. A. H. Lea was Toose's opponent in the fight which centered around the K. K. K. question, Mr. Lea having the endorsement of that organization.