

HEPPNER HERALD

Morrow County

VOLUME IX

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HERE'S YOUR CHANCE FOR AUTOMOBILE FREE

The Heppner Herald today announces the most liberal circulation campaign ever inaugurated in Central Oregon. The campaign will be known as the "SALESMANSHIP CLUB," and will cover all of Heppner, Morrow county and surrounding territory.

While the Herald already enjoys a wide circulation in its field, its scope of usefulness can be greatly increased by the addition of several hundred more subscribers. To accomplish this end quickly, and at the same time give friends and readers an opportunity to profit in a big way, the Herald offers over \$2,000 in prizes to men and women, boys and girls of the more ambitious sort, in exchange for a little well directed effort during the next seven weeks.

The art of salesmanship is being expounded by all the leading business concerns in the country today. The Herald has decided to use this method to increase its list of readers, and the liberal rewards and cash commissions offered, are of such value as to tempt many representative citizens in the territory covered by this great country paper.

This is not a "popularity" or "beauty contest." It is a test of SALESMANSHIP, and everyone entering the club, who remains for just seven short weeks, will be richly paid for every effort put forth. There will be no losers in this campaign. Everybody wins—either a prize or a commission check, the commission being 20 per cent of all moneys collected.

The prize list is unusually attractive. The grand capital prize is the 1923 model Ford sedan.

To get one of these big valuable awards is but a matter of ambition, any person residing within the territory covered by the Heppner Herald is eligible to become a member of the Salesmanship Club. To join it is only necessary to fill out and send in the Entry Blank which will be found in the big advertisement appearing in this issue of the Herald. It is not even necessary to be a subscriber to the Herald to become a member of the Salesmanship Club. It will not cost you a cent—either now or later. The prizes are FREE and they will be given to the club members who develop the best salesmanship ability and secure the most credits. Now days it is the salesmanship ability that counts. The biggest bank accounts belong to the best salespeople. Every person is a natural born salesman—some better than others—but all can sell if they try. This is an opportunity for you to cash in on YOUR ability. You may surprise even yourself, for it is exceptionally easy to sell subscriptions to the Herald.

The campaign will not be a long drawn out affair extending a period of months, but is of seven weeks duration only, opening Wednesday morning, September 27th, and closing Saturday, November 18. Think of being able to secure in seven short weeks prizes that would ordinarily require months, even years, of saving and self denial to acquire. Yet that is exactly what the Herald is offering you here for a few weeks of your time and interest.

Throughout the campaign the Herald will cooperate with members of the Salesmanship Club and will always be glad to do everything in its power to assist each and every member. Everyone will receive the

(Continued on Page 3)



It's toasted. This one extra process gives a delightful quality that can not be duplicated

ROUND-UP CROWDS BROKE ALL PREVIOUS RECORDS

Heppner was pretty well deserted last Saturday when a large number of her citizens followed their annual custom of visiting the Pendleton Round-Up.

The Round-Up crowd Saturday broke all previous records, 35,000 persons being present to witness the biggest and most spectacular wild west show in the world.

Mike Hastings won the bulldogging contest and now ranks as the champion bulldogger of the world; Loren Trickey won the Cowgirls' race; Gus Ray the Cowboys' pony race; Agnes Williams, the squaw race; and Joe Cantrell won the stage coach race.

SAFETY FIRST—WIN THE FORD SEDAN

Charlie Latourell had a thrilling experience last Friday while driving a new Ford sedan car from Portland over the Columbia highway. Coming up a grade near Sherman, the steering gear went wrong and the car left the highway and rolled down over the rocky ledge, turning over three or four times. Charlie crawled out uninjured except for a few bruises and thanked the good lord that he was riding in a closed car. If I had been in an open car," he declared, "I would have undoubtedly have been killed or badly injured.

Mr. Latourell says he has seen many wrecks of closed cars but has never known of the occupants being killed or even sustaining a broken bone and this makes him an enthusiastic booster for the closed car. The accident was caused by a small pin being left out when the car was assembled.

All of which reminds us that the person who wins the Ford Sedan in the Herald Salesmanship Campaign will not need to carry much accident insurance.

E. M. Hilden returned from Portland Sunday where he spent a week enjoying a vacation and visiting friends.

M. L. Case made a short business trip to Portland during the week returning Sunday.

Allen Case has entered McMinnville college for the coming school year.

F. L. Harwood returned Sunday from a short business trip to Portland.

P. H. Peters and R. J. Carsner, well known cattlemen of Spray, were Heppner visitors Saturday.

Mrs. C. E. Woodson and her two daughters, Misses Margaret and Bernice went to Portland Friday and Mrs. Woodson accompanied Margaret to Eugene Monday where the latter will enter the University of Oregon as a freshman. Bernice returned to Heppner Sunday and Mrs. Woodson is expected to return next Friday.

Mrs. J. W. Wildenan left Thursday morning for Hot Lake, where Mr. Wildenan is under medical care.

Mrs. Oscar Borg, who has been visiting here for some time went to Portland last Friday to visit friends for awhile before returning to her home at Missoula, Montana.

Miss Hazel Brown, who has been dangerously ill for some time in a hospital here, is reported improving.

Miss Mary Notson left this morning for Falls City where she will teach in the public schools of that place the coming year.

Miss Leta Humphreys left Saturday for Portland for a few days visit before going to Eugene where she will continue her studies in the University of Oregon. Her brother Roland Humphreys will leave tomorrow morning for the same place.

Mr. and Mrs. Willis Jinks spent Saturday and Sunday with Mr. and Mrs. Emmett Cochran, leaving yesterday for their daughter's home, Mrs. Karl Farnsworth, at Rhea Sliding.

Mr. and Mrs. William Matlock and baby motored in from Montana last night and will stay over for the Rodeo.

Herb Olden was brought home from Portland last Saturday. His general health has greatly improved and his complete recovery is thought by his physicians to be only a question of a short time. This will be pleasing news to his many friends. —Lone Independent.

MANY GOOD HORSES HERE FOR THE RODEO

An even dozen of outlaw horses are enroute here today from the Pendleton Round-Up to take part in the proceedings at the Heppner Rodeo next Thursday, Friday and Saturday, according to information given out by Chairman McNamara of the general Rodeo committee this morning. Whistling Anne, Lightfoot, John Day, and several other bad actors will be on hand and any local rider who wants to try for that saddle will be assured of plenty of fine entertainment while he is making the try.

Everything is in ship shape for the big show and it is expected the town will be brim full of visitors the latter part of the week.

Many other horses, besides the Pendleton string have been entered for the various events and those in the show say that some of the local stock will astonish the natives when brought out.

LIST YOUR ROOMS WITH L. E. VAN METER

Residents having spare rooms to rent during the Rodeo meeting are requested to register the same with L. E. Van Meter at his office in the Hotel Patrick building where an information bureau will be maintained. The town will be full of visitors and it is desirable that every visitor shall be accommodated with a place to stop while in the city so far as possible. By Order General Committee.

"IN THE DAYS OF BUFFALO BILL" WINS APPROVAL ON ALL SIDES

William Nida, head of the Teachers College of San Diego, and Henry C. Johnson, superintendent of schools of San Diego are among the educators of the country who have highly endorsed the Universal chapter play, "In the Days of Buffalo Bill," which comes to the Star Theatre on Friday.

The motion picture screen has been recognized for some time as the greatest educational medium in the country today but seldom has it been used to such advantage as it has for this eighteen episode historical feature.

The redman who inhabited the west before it became populated with his pale faced brothers has always been interesting to the newer generations and every opportunity is given boys and girls to get acquainted with the methods and mode of living of the aborigines. Sitting Bull is realistically portrayed by a full blooded Indian, Chief Lightheart, while two dozen other full blooded Indians compose his blood-thirsty band.

The methods of warfare which were employed in 1865 when white and Red men met were far different from those used today. The manner of transportation, the style of clothes worn, the amusements indulged in, the station of women, the chivalry of men—these are only a few of the interesting subjects which present themselves through the course of the story.

Edard Laemmle, producer of "Winners of the West," directed the serial while Art Acord appears in the star role supported by such well known players as Dorothy Wood, George Williams, Duke Lee, Chief Lightheart, William Moran, Burt Frank, Pat Harmon, Burton C. Law, Otto Nelson, Jim Corey and others.

Throughout the greatest attention was paid to historical accuracy in order that the chapter play might prove a real help to teachers and students as well as serving as an exceptionally interesting and thrilling entertainment for adults. Never has a chapter play been produced that contains more thrills than the masterpiece from real life.

Each chapter of this serial will be shown with a five or six real feature. With the first episode Friday will be shown Thomas Meighan and Agnes Ayers in "CAPPY RICKS," from the novel by Peter B. Kyne.

STAR THEATRE TONIGHT

Douglas McLean in "CHICKENS," The crowning romance of a rich young rooster who started out to scratch for himself. All in a basket of strictly fresh laughs, served with the sunny side up.

MEIER BACK FROM TRIP; LOSES FAITH IN '25 FAIR

Julius L. Meier, millionaire Portland merchant and one of the chief proponents of the proposed Portland 1925 Fair, has returned from his trip around the world undertaken several months ago for the expressed purpose of carrying invitations to the nations of the earth to participate in placing exhibits thus making the exposition of international character.

Mr. Meier was enthusiastically for the fair before making a globe-circling trip at his own expense, but after getting in close touch with conditions in Europe and Asia he returned to New York the other day very doubtful about the wisdom of going ahead with the proposed show.

Mr. Meier found the world in very bad shape, according to a statement he gave out in New York, and in no condition to take part in any such project at this time. He spoke of a three-cornered revolution in China playing tag with a million starving people. "France," he said, "is in a condition of inability that must be witnessed to be understood. Germany needs no comment as all the world knows her condition and Belgium and Italy are in no mood nor condition to cooperate. Austria is a debacle, he said, the marvel being that they are able to carry on at all. Mr. Meier spent sometime in England and believes we cannot expect much help from that country because England is far from being herself yet.

Even in New York, Mr. Meier stated, he found no enthusiasm for the world's fair at this time.

Mayor George L. Baker, of Portland, says, however, that Meier's opinion about the fair will not figure but that the present plans will go along regardless of Mr. Meier, world conditions, or anything else.

Mr. Baker may be right. It must be admitted that while Mr. Meier was going around the world interviewing financiers and officials and sizing up world conditions at first hand, Mr. Baker made a trip through eastern Oregon and told the people where to head in and naturally his opinion should be given considerable weight.

One stumbling block in Mr. Baker's way, however, that may give him some trouble is that men Mr. Meier's class in Portland—capitalists, big business men, bankers, etc., will be called upon to put up a large amount of the necessary money to finance the fair if Mr. Baker succeeds in putting it over, and these men may be disposed to pay more attention to the conclusions Mr. Meier arrived at after going around the world than they will to the ideas Mr. Baker carried with him and took back to Portland from his trip through eastern Oregon.

George Krebs went through town Wednesday from Cecil headed for the Ditch creek country with a crew of fire fighters.

Miss Agnes Ballard, of Meridith, New Hampshire, who has been spending the summer visiting friends in Oregon, left Monday morning for her eastern home. Miss Ballard is a sister of Prof. Ballard, in charge of eastern Oregon extension work for O. A. C. and she spent most of her time with him in Corvallis. While in Heppner she was the guest of Mrs. Frye, who was a former resident of Meridith.

Elmer Peterson left this morning for Eugene where he is a student at the University of Oregon.

Garfield Crawford, who has been visiting relatives here for a couple of weeks, left Monday morning for his home at Fort Worth, Texas. He will visit at Portland and Astoria for a few days before leaving for the south.

Otis Patterson, former newspaperman of Heppner, now living at Canyon City was here Sunday night on his way home from the Round-Up.

"The Harp of God," Bible study course by J. F. Rutherford. Proof positive that "Millions Now Living Will Never Die." Sold by A. J. STRADER, Box 298, Ione, Ore. Sixty-eight cents complete. 22-23

MORROW COUNTY WINS AWARD OF MERIT AT PENDLETON

Morrow county had more wheat exhibits at the Northwest Hay and Grain Show than any other county outside of Umatilla, there being better than thirty exhibits at the show. Because of the splendid display put on by Morrow county the officers awarded them a special ribbon as an award of merit for what they had done.

The competition was exceedingly keen and the Turkey Red wheat from Morrow captured most of the higher prizes on that variety. Nevertheless a number of premiums went to Morrow county farmers. These winning honors for Morrow county were Laurence Redding, of Eightmile, a second prize on Forty Fold, Jesse Warfield, of Ione, third prize on Forty Fold, David C. Duvall, of Echo first on Early Bart, and Art Parker from Heppner, first ribbon for having the best bushel of wheat from Morrow county.

Among those entering exhibits at the Hay and Grain Show were the following Morrow county farmers:

L. Redding, Eightmile; C. R. Peterson, Ione; Harve McRoberts, Lexington; R. W. Brown, Ione; F. E. Mason, Lexington; Troy Bogard, Ione; R. W. Turner, Heppner; Wm. Davidson, Morgan; H. V. Smouse, Ione; Peck Bros., Lexington; Roy Campbell, Lexington; S. E. Simonton, Lexington; George White, Lexington; Myles E. Martin, Lexington; Art Parker, Heppner; Chas. O. Porter, Ione; Oscar Keithley, Eightmile; L. Carlson, Ione; C. E. Carlson, Ione; Jesse Warfield, Ione; Jeff Jones, Heppner; Chas. Wagner, Ione; Phil Cohn, Heppner; L. A. Palmer, Lexington; Duvall & Norton, A. McCabe, Ione; David C. Duvall, Echo, and W. C. Palmatore, Morgan.

C. C. CALKINS
A fine 10-pound son made its arrival at the home of Mr. and Mrs. Adam Blahn, Sunday, September 24th.

Mrs. Kendall of McMinnville, state president of the Women's Missionary Society of the Christian church, visited Heppner during the week in her official capacity holding a meeting here last evening. While here she was the guest of Mrs. T. J. Humphreys. She went out on this morning's train.

Marriage licenses were issued recently of George Wolke, of Portland, and Lotti Ritchie, of Ione; and Wayne L. Schriver, of Ione and Ollie Cox, of Lexington.

Mr. and Mrs. John Hayes are here from Portland for a few days visit. They visited the Round-Up last week, spent Sunday at their Butter creek ranch and came into Heppner yesterday.

Judge Dutton is here from Portland on one of his periodical visits visiting old friends and looking after his property interests. Judge Dutton was an old time stockman of Morrow county but moved to Portland several years ago to be nearer the Imperial Hotel lobby where he gives daily lectures on the many merits of Morrow county, chief of which being the grace and beauty of her women and girls. Needless to say the judge is a favorite with the gentler sex.

Joe Waters returned from Portland last evening.

Tom Boylen will ship 17 cars, 34 decks of sheep out of the local yards tomorrow morning for the eastern market.

Howard Anderson, Ralph Benge and Joe Devine expect to go to Portland Thursday to attend a meeting of delegates of the Oregon Co-operative Grain Growers association which will meet in that city Friday morning.

Bill Moore has returned from the Round-Up with a tale of adventure that would look well in the movies. A mysterious woman, half a dozen gunmen, federal officers etc. have a place in the story and after we see Bill's partner and get his side of the story we may write a book about it.

C. L. Sweek drove to Portland this morning for a few day's business visit.

Mr. and Mrs. W. P. Mahoney are visiting at Baker this week.

A good rain between now and Thursday morning would make things fine for the Rodeo and appearances as we go to press look that way.

Mr. and Mrs. C. G. Haynes arrived in Heppner last evening to take charge of the Herald circulation campaign which opens tomorrow.

FORD CARAVAN TO SPEND FOUR FULL DAYS HERE

Making good a pledge given some time ago, Charles H. Latourell has been successful in obtaining the Ford and Fordson Power Exposition as a special feature of the Heppner Rodeo, Thursday, Friday and Saturday of this week. The "Ford Caravan," this being the shorter term by which the big industrial exposition is more commonly known, will be at Heppner for each of the three Rodeo days. As a matter of fact, the caravan will be here four days and five nights, arriving Wednesday evening and remaining until the following Monday morning in order to give the Caravan crew their greatly needed Sunday rest. Leaving early Monday morning, October 2, the Caravan proceeds to Pendleton, stopping there overnight enroute to Baker and LaGrande, from which points the show will work back to Portland after visiting a number of towns in Central and Eastern Oregon on the return trip.

Briefly stated, the Caravan is an outfit consisting of 26 trucks and tractors, each hauling or carrying additional equipment to the number of about one hundred. This includes power farming implements of every sort, a Deere light plant, pumping system, road grading machinery, automatic dump bodies, commercial truck bodies, a hoisting rig and many smaller tools, accessories and specialties. Plus this comes the Caravan's own movie show with a nightly change of program, a powerful broadcasting and receiving set for radio concerts, and the five-piece Mt. Angel jazz orchestra. All Caravan attractions are absolutely free to everyone.

This immense outfit, traveling absolutely under its own power, has been as far south as Ashland, just a few miles from the California line. It has left the highway and traveled the less frequented roads in the south just as it is doing on the trip into Central and Eastern Oregon. Returning from the southern trip, the Caravan made the loop from Portland to Tillamook, up the Oregon coast to Seaside and up the Columbia river to Portland again prior to coming in to this part of the country. The Caravan will have travelled about 4,000 miles upon completion of the tour. The trip will occupy four months. The property investment in equipment alone is more than \$100,000.00, and the daily payroll and maintenance of the show is \$500.00. It is only from data such as this that one may gain some conception of the bigness of the show, for it certainly is big, in every meaning of that term.

Naturally, it has been somewhat difficult to fix dates in accordance with purely local desire, but this has been done in the case of Heppner. However to do this it was necessary to obtain the consent of Ford dealers elsewhere to a re-arrangement of the schedule. For a time the outlook was anything but favorable. However, Mr. Latourell, at great personal inconvenience and no small cost, made several trips to Portland, where he conferred with W. H. Goodwin, branch manager of the Ford Motor Co. and J. D. Jordan, assistant manager, who is in personal charge of the Caravan. Mr. Latourell also visited Pendleton for conference with advance representatives of the show, and entirely as a result of his unwillingness to "give up the ship," Mr. Latourell finally won out.

At this time of the year when weather conditions may change most abruptly, every day is precious, and the fact that Mr. Latourell was able to secure the caravan for three days is plain evidence of the fight he put up to bring this show to his home town. It also happens that Heppner is the only town having the caravan for as much as four days as Eugene, Roseburg, Salem and Medford had the show for just two days; Pendleton Baker and La Grande will have it for only one day each.

The caravan will give Heppner the distinction of being the only town in the world to feature both a Rodeo and a modern industrial exposition on the same program. With its broncho busting, steer roping and other features reminiscent of frontier days, the Rodeo will serve its purpose of keeping fresh the memory of pioneering events and episodes, while the Caravan brings the people

(Continued on Page 2)