

THE HEPPNER HERALD

AN INDEPENDENT NEWSPAPER

S. A. PATTISON, Editor and Publisher

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HOOVER ENDORSES CO-OPERATIVE PLAN

Co-operative marketing associations should receive the encouragement of governmental agencies because they make for stability in markets and marketing. They bring about an improvement in the quality of the product handled co-operatively; they save waste; and by increasing his income, they raise the standard of living of the co-operator who is a member of the association. Unless a co-operative can accomplish these things, there is no proper field for that particular co-operative.

The notion has been advanced that these organizations are of a socialistic type. This is rank nonsense. They are the exact antithesis of socialism. No man is a member of a co-operative marketing association except to get more for what he sells or to pay less for what he buys. This is individualism.

In co-operative marketing organizations the profits or benefits derived from joint action by the producers are distributed to the main proportion to the business done for each producer by the association and in accordance with the quality of his product. In this essential they differ from joint-stock corporations, which divide profits or benefits upon the basis of the capital subscribed.

They should receive the support of bankers and financiers because co-operative marketing associations are purely business institutions and, as such, deserve the same consideration as any other business organizations.

Business men should encourage co-operative marketing among producers for the same reason that they should support any method for the advancement of the business and economic life of the country—because it is good business.

Co-operatives have no right to ask anything but the right to do business as business organizations and along strict business lines. The biggest problem of the co-operative marketing association is to secure cohesion in direction where so many partners are involved, to develop skill in administration, and to secure men of proper training and ability to fill their executive positions, or to train them themselves. I have no doubt that the ordinary corporations, when they first began to be organized in large numbers, had the same problem of developing expert personnel who knew how, or could learn how, to operate efficiently on this new basis of organization.

Under a proper form of organization, with a sufficient volume of business, under conditions where there is an economic demand for improvement in marketing system, and with proper administration, there is no reason for failure of a co-operative marketing organization—much less reason, in fact, for the possibility of failure under these conditions than for the failure of ordinary forms of business. A co-operative has this advantage over ordinary distributing agencies—that is, its clientele is more fixed to it by personal interest.

Personally, I think the principles of co-operative marketing of farm products, so far as consistent, should be applied to some other types of production.—Herbert Hoover, in Farm & Fireside.

HAROLD LLOYD'S BASHFUL

Harold Lloyd is bashful! Such is the statement of Big Photographer, who implores the Hal Roach comedian, with tears in his eyes, to pose for "just a few pictures." Mr. Lloyd's invariable answer is, "Tomorrow."

Gene Kornman, the photographer in question, has resorted to many ruses in order to achieve his purpose. On one occasion, when he accompanied the Harold Lloyd company on location, he had won the consent of the comedian to pose. Then came the lunch hour, which was used as a pretext to delay the agency. Determined to get the picture, Kornman climbed on top of a shed, primed his camera, and then shouted Lloyd's name. Lloyd looked up, and the picture was taken—pathlessly. The incident so amused Lloyd that he posed for several more pictures that day.

Not long ago a writer for a "fan" magazine visited the Roach studio, wanting especially posed pictures of Lloyd. When he learned that posing was no picnic for the star, his amazement knew no bounds.

"He's the only fellow in pictures that objects to being 'shot,'" was his comment. "I never knew there were any like that. To think of Harold Lloyd being bashful!"

Harold Lloyd's greatest effort as a comedian in "A Sailor-Made Man," said to contain an ocean of laughter in its four reels. It will be featured at the Star Theatre Saturday as an Associated Exhibitors production.

Dr. Chick brought Mrs. Chick home from Pendleton Monday and she is now in the Moore hospital rapidly recovering from an operation performed in a Pendleton hospital several days ago.

NOTICE TO THE PUBLIC

To the Patrons of the Heppner Postoffice:
Christmas and holiday season is fast approaching, and the postoffice force desires to give you the best service possible. We cannot do this without your co-operation.

Mail your packages as early as convenient, and also during the week before Christmas to try to mail all your packages between the hours of 9 a. m. and 4 p. m. If you will do this we can get by with much less confusion and mistakes will be very much less liable to occur. We only have from 7 to 7:30 a. m. to get the mail postmarked and out for the train, and to know us under with parcels at that time makes it almost impossible for you to get the service to which you are entitled and which we desire to give you.

Respectfully yours,
W. W. SWEAD, P. M.
and the Office Force.

Jason Biddle, who has taken the agency for the Jewett car, has planted an ad in the Herald this week just to stimulate business a bit. "Yes," Mr. Biddle replied in answer to a question, "I find a buyer every once in a while. The simply can't resist the extremely low price and high quality of the Jewett."

good prices at the of personal property at the G... ranch last Saturday. The ... around \$4,000, the biggest item being the hay crop ... sold for \$2.00 a ton. John ... was the buyer.

Don't buy your ... gifts until you see us ... Federated ... 31-33

BOARDMAN

A number of Thanksgiving feasts were enjoyed in Boardman on Tuesday, several hours being scenes of family gatherings.

J. C. Cox and A. W. Wheelhouse of Arlington, were business callers in town on Saturday.

Mrs. Watkins and sons, Dale and Max, spent the holidays on their ranch near Irrigon.

Don't miss the Fair. Next Friday, December 8, is the date.

W. H. Gilbreth and daughter, Wilma, were host and hostess at a Thanksgiving dinner on Thursday. Roasted goose, dressing and other tempting viands were thoroughly enjoyed. Miss Frances Blayden, Paul De Marco and J. A. Lytle were the invited guests.

Adna Chaffee returned Saturday from Eugene where he had been the past six months.

Mr. and Mrs. J. C. Ballinger and Mr. and Mrs. Ray Crowder spent Thanksgiving with relatives in Wasco.

Miss Powell spent the week end with relatives in Irrigon.

Mrs. Royal Rands returned Wednesday from Echo where she had been visiting with her brother and family.

Mr. and Mrs. Marion Morris and son of New Plymouth, Idaho, were guests at the C. G. Blayden home on Saturday of last week. Mr. and Mrs. Morris were motoring through to Portland en route to California.

On Wednesday the high school girls and basket ball team enjoyed an informal evening at the Teachers Cottage, with Mrs. Hummel as hostess. The pleasant hours were spent in singing and games, after which a delicious lunch was served.

Mr. and Mrs. Clay Warren had as dinner guests Monday evening Mr. and Mrs. Hirschel Binns and Fred Bishop of Portland.

C. O. Beck, proprietor of the Pastime, has moved his stock of goods into the south room of the Mack building. The Cash Store will occupy the Broyles building vacated by the Pastime as soon as sufficient shelving can be built.

James Carly and son were callers in town Sunday.

A. L. Larsen and family, of Lena, visited at the Heroin home Sunday.

Mr. Carroll, who resigned from his position as manual training instructor, left on Monday for Seattle where he has accepted a similar position in civil service work. Mr. Lee is substituting in the high school and Mrs. P. J. Mulkey is teaching the seventh and eighth grades.

Mr. and Mrs. N. A. Macomber, Sybil Grace and Al Macomber spent Thanksgiving with relatives in Grandview, Washington.

E. K. Mulkey returned from Portland Tuesday with a herd of 13 milk cows. This addition makes Mr. Mulkey's dairy herd one of the finest in the community.

The O. W. R. & N. welding crew is now stationed at Boardman and the work from this point will keep them here two or three weeks.

CECIL

A number of Cecilians took in the turkey shoot at Morgan last Sunday, but returned home without the sign of any turkey.

Mrs. K. Farnsworth, of Rhea, who has been spending a few days in Portland, returned home Tuesday.

Miss Vivian Yeoman, of Heppner, spent Saturday and Sunday at the home of Mr. and Mrs. L. L. Funk.

Misses Mildred Henriksen and Violet Leaford, of the Strawberry ranch, made a hurried trip to The Dalles on Saturday, returning home

to spend the same day.

Miss Grace Palmateer, of Inez, spent Thanksgiving with Miss Mary Hafferty of Shady Dell.

Master Noel Stronster, of Cecil, was the guest of Jackie Hynd, of Butterby Flats, on Friday.

Misses Violet Hynd and Thelma Miller, of Heppner, spent Friday and Saturday with Miss Annie Hynd, of Butterby Flats.

Johanne Shuford and E. W. Hickson, of Rhea, took in the dance at Heppner Thanksgiving night.

Geo. and Henry Krebs, of the Last Camp, also J. Washburn were county seat visitors on Tuesday.

Mr. and Mrs. Del Ward, of Heppner, visited at the home of Mr. and Mrs. K. Farnsworth, of Inez, Thursday.

Mr. and Mrs. J. Hardisty and family, also E. B. Gordon of Morrow, visited with Mr. and Mrs. H. J. Sirester during the week.

Harold Abelt, who is trapping around Rhea vicinity, spent a few days in town this week.

Al Henshelen and son, Clifford, of Lexington, were Cecil callers on last Thursday.

Oscar Chandler, of Willow Creek ranch, spent a few days in Pendleton and Athena this week.

Jackie Hynd and Johanne Turner, of Heppner, spent a few days at Butterby Flats this week.

Ellis Minor and son, of Inez, were business callers in Cecil on Wednesday.

Geo. Wilson spent Thanksgiving in Heppner with his parents, Mr. and Mrs. Wai. Wilson.

R. A. Thompson took his mother over to Pendleton Saturday where she is under treatment for blood-poisoning. Mrs. Thompson is suffering from an infection in her hand.

TEACHERS' EXAMINATION

Notice is hereby given that the County Superintendent of Morrow County, Oregon, will hold the regular examination of applicants for State Certificates at the Court House at Heppner, Oregon, as follows: Commencing Wednesday, December 20, 1922, at 9:00 o'clock a. m., and continuing until Saturday, December 23, 1922, at 4:00 o'clock p. m.

Wednesday Forenoon
U. S. History, Writing (Penmanship), Music, Drawing.

Wednesday Afternoon
Physiology, Reading, Manual Training, Composition, Domestic Science, Methods in Reading, Course of Study for Drawing, Methods in Arithmetic.

Thursday Forenoon
Arithmetic, History of Education, Methods in Geography, Mechanical Drawing, Domestic Art, Course of Study for Domestic Art.

Thursday Afternoon
Grammar, Geography, Stenography, American Literature Physics, Typewriting, Methods in Language, Thesis for Primary Certificate.

Friday Forenoon
Theory and Practice, Orthography (Spelling), Physical Geography, English Literature, Chemistry.

Friday Afternoon
School Law, Geology, Algebra, Civil Government.

Saturday Forenoon
Geometry, Botany.

Saturday Afternoon
General History, Bookkeeping.

Very truly yours,
J. A. CHURCHILL,
Superintendent of Public Instruction.
32-34

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UNDER NEW MANAGEMENT

The Oregon Cafe

I have bought the Oregon Cafe Restaurant and will pay money for same at Woodson & Sweek's law office today (Tuesday) at 4:00 o'clock p. m., and take charge of the business.

I invite the public to eat with me and I will serve good food at fair prices.

Respectfully,

KONG JIN