

# HEPPNER HERALD

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## WOOL PRICES ARE FIRM BUYERS NOT HURRIED

### OREGON CONTRACTING LIMITED DURING WEEK

#### Idaho Operations Slow Down After Growers Release 600,000 to 700,000 Pounds

(Saturday's Oregonian)  
Wool shearing is now under way all over the Yakima valley, but no range sheep have been shorn yet in Oregon. The market is quiet throughout the northwest and dealers again incline to the opinion that the contracting movement here will be limited and that active buying will not start until the wool is off the sheep. In the meantime the market continues very firm.

There were rumors of some buying in eastern Oregon during the week, but no announcement was made as to prices paid. It was also reported that two or three clips were taken around Prineville, and it is known that several offers were made in the Condon section. Where prices were mentioned, they were on the basis of 40 cents for the best wool.

A moderate amount of business has been done in Washington wools at 35 to 36 cents, the values that prevailed in the preceding week. Trading has slowed down in western Idaho, where the market a short time ago was quite active. It is estimated that between 600,000 and 700,000 pounds of western Idaho wools have been sold to date.

Boston, March 16.—The Commercial Bulletin tomorrow will say:

Demand for wool in the local market has continued in the moderate manner which has characterized the trading more or less for several weeks past and prices, especially on wools suitable for the woolen industry, have been easy on the basis of last week's quotations; manufacturers as a rule being content to wait out the market, although they are very happily situated as regards orders and undoubtedly will have to come into the market later for substantial stocks of raw material.

The foreign markets have steadied a bit as the result of the shortening of the London colonial wool auctions and the cancellation of the Liverpool colonial auctions, scheduled for April 19 and 20. The primary markets have been generally steady, also on the basis of the lower level of rates recently established.

Buying has been resumed this week in Arizona, where 52 cents was paid for some fine and fine medium wool, fairly comparable with the Campbell clip recently sold in the vicinity of Phoenix. Some similar wool is reported moved in southern California at about same clean basis, clean, landed at Boston.

Mohair is slow but steady.

## FARM POINTEERS

(From O. A. C. Experiment Station)  
Chicks die in the shell for a number of reasons: low vitality in breeding stock, birds out of condition due to improper feeding, improper handling, birds robbed of life blood by lice and mites, abnormally high or low temperatures during incubation, too much ventilation causing too much evaporation from the eggs, not enough oxygen for growing embryos or lack of fresh air, or other conditions of management which would tend to cause abnormal conditions. Anything that will kill the weak germs will weaken the strong. Finally, it's not how many chicks hatch, but how many good chicks hatch that's important.

Hives should be examined in the last week of February or the first week in March, only in good flying weather conditions, to determine whether the queen is present, whether there is enough honey reserve left for food, and whether there are enough bees to care for the brood properly. At least twenty pounds of honey should be in the hive at this time.

A normal colony should contain 1500 workers, but the colony can winter through with slightly fewer. Unite weak colonies with stronger ones. Never unite two weak colonies.

Hive entrances should be kept open after a cold season so the bees can get out for a flight when the weather has warmed.

When colonies are short in stores, feed disease-free honey, or a good sugar syrup.

## HIGHWAY ENGINEERS REPORTED ACTIVE ON O-W.

Wylie Pearson was in from the Lena district Thursday and reported everything pretty good in that neighborhood. Grass and grain are growing and prospects for the summer are good. Mr. Pearson says a corps of state highway engineers are there now surveying the Oregon-Washington highway from the end of the present Jones hill grade to Lena and that they expect to continue the survey to the Umatilla county line, all of which indicates that some sort of arrangement with the federal road department may be in the air looking to the completion of the highway through to Pendleton.

## WEATHER FORECAST

Our weather indicator failed to function this week so readers of the Herald will have to struggle along and take the weather just as it comes for the next seven days. Mr. Notson claims that we misquoted him last week by having the Interstate say "We will have sunshine for four days and moonshine every night," when what he told us to print was "There will be four days of sunshine and moonshine every night." Mr. Notson insists that, as a matter of fact he did not have one drop of moonshine even one night and that he was greatly annoyed by his friends trying to induce him to give them an invitation to one of the parties that he says the Herald imputed to him.

We hope to have the matter adjusted by next week so the weather bureau will again rest on an even keel and the public will be given dependable weather dope that it has learned to depend upon.

## HEPPNER ORGANIZES FOR BASEBALL SEASON

At a meeting held in L. E. Van Marter's office Monday evening Heppner organized for the coming baseball season by electing L. E. Van Marter as manager and Jared (Speck) Alken captain.

A number of business men were present at the meeting and much interest was shown in putting Heppner to the front in the popular sport. An "April Fool" dance will be given for the benefit of the ball club on Saturday evening, March 31st, at the pavilion.

Nine games have already been scheduled. Four with Condon, four with Ione and one with Echo. Announcement of complete schedule for the season will be made later.

## LEGION MEMORIAL SERVICE SUNDAY, APRIL 8th

In the 112 cities in Oregon where are located posts of the American Legion, April 8 will be commemorated as "American Legion Sunday," it being the Sunday falling closest to the anniversary of the declaration of war against Germany.

The Rev. Frank James of Dallas, department chaplain of the American Legion, in calling attention to a state convention resolution establishing the day which it is hoped will become as distinctive to the Legion as Memorial Sunday is to the G. A. R., declared yesterday:

"The thought is that each post in the state will arrange with the ministers of the churches in their town for a union service of all churches in the name of the Legion, one minister preaching the sermon, the Legion attending in a body. It is hoped that the churches in the town where the posts of the Legion are duly organized will accede to the request of the local post for such a service when requested. It is further hoped that every post will make the request and then honor the courtesy of the churches by attending the service arranged in a body and with as strong a representation as possible. The American Legion stands for the highest and best interests of the community. Many of its members are active in the work of the churches of the various denominations. Such a service will be in harmony with the ideals of the Legion, and wherever it may be held will be distinctly non-denominational. It is therefore hoped that this American Legion Memorial Sunday will find a permanent place in the program of the Legion posts and the churches of the state."

H. W. Oliver, who was connected with the county road department last year in charge of the quarry and rock work, was here from Portland last Wednesday. Mr. Oliver left Portland at 11:00 p. m. Tuesday night and reached Heppner at 8:00 the following morning. He expects to secure some contracts at Astoria for the present year.

## LOCAL ODD FELLOWS ARE HOSTS AT BIG RALLY

Officers and members of Willows Lodge, No. 66, I. O. O. F., were hosts at a big get-together meeting last Wednesday evening when delegations from all parts of the county were present with Grandmaster S. F. Bowman and Grand Chaplain W. T. Reeves, both of Hermiston, as guests of honor. About 75 members of the order were present at the meeting.

The local degree team exemplified its initiatory degree and the regular order of business was carried out, chief interest centering under the heading of good of the order. The visiting grand officers were the principal speakers but every brother present was called upon to say something and almost everyone responded briefly. Following the order of business a substantial lunch was served.

The visiting grand officers drove over from Hermiston expecting to reach Heppner early in the afternoon but because of an alleged bottomless mudhole encountered in Sand Hollow they did not arrive until late in the evening.

Grand Master Bowman, whose apparel showed unmistakable evidence of intimate association with Morrow county soil while in a semi-liquid state gave a diverting account of their experience which was no doubt more enjoyed by his audience than the actual experience was enjoyed by himself and the grand chaplain. After working for an hour in the mudhole trying to get the car out a man drove up with a four mule team. The travelers called on him to hitch his leaders to the car and pull them out. "What time is it?" asked the team man. "About 2:30," replied Mr. Bowman. Well," was the reply. "I haven't time to help you out, but you fellows are sure in one hell of a fix," and he drove on. Bowman didn't know whether the man was an Odd Fellow or not but thought he acted rather odd.

After carrying fence posts and hay from a distant stack yard the travelers got out of the mire and reached Heppner in time to go to lodge but too late to buy any clean linen.

The meeting was a great success and enjoyed by all present.

## MRS. MARGARET HOWELL DIES

Mrs. Margaret Perry Howell, wife of Henry Howell, died at her home in this city last Tuesday aged 47 years. Besides her husband aged 47 years, she has two daughters, Mrs. Helen Rood and Mrs. Hazel Leathers, both of Heppner, and one brother, Thomas Perry, of Lone Rock. The body was taken to Lone Rock for interment where the funeral was held Friday.

## ARCHDEACON GOLDIE TO VISIT HEPPNER

Rev. M. McLean Goldie, recently appointed archdeacon for the diocese of Eastern Oregon by Bishop Remington to succeed Rev. Dr. George B. Van Waters, who resigned from the position January 1st, will visit Heppner next Thursday, March 22nd, and will hold services in the Episcopal church that evening. He will also hold communion services Friday morning. This will be Archdeacon Goldie's first visit to Heppner and it is hoped a large congregation will greet him at these services.

While Dr. Van Waters' plans are not definitely known here, it has been reported that he has gone east where he will hold a professorship in one of the denominational colleges.

Right now is garden time. Large garden spot and a five-room house, moderate rent.—Mrs. A. Smith, Heppner, Ore. 47.49

## PATRON-TEACHERS HOLD AN EVENING SESSION

Patron Teachers association held an evening meeting last week to which a general invitation to the men of the district had been issued but only a sprinkling of the masculine patrons availed themselves of the opportunity of enjoying the very excellent program.

Exercises by Miss Turner's pupils were well received and musical numbers by Mesdames Roy Misseldine and Walter Moore, and Mr. Mather were much enjoyed.

The leading number on the program was an address by W. O. Livingston on the subject of "Suggestion," in which the speaker showed a wide knowledge of psychology and related subjects. The power of mental suggestion for good or bad was forcibly brought out by the speaker.

## A NEWSPAPER RELIC

Edward Gonty is the owner of a rather rare newspaper relic of bygone days in the form of a copy of the original issue of the Ullster County (New York) Gazette which was published at Kingston, N. Y., by Samuel Freer & Son, on January 4, 1800.

The paper, which is a rather unpretentious 4-column sheet of four pages, carries an account of the funeral of President George Washington, which was held at Mt. Vernon almost a month previously. Latest foreign news is printed under date of October 9, 1799, and the type used carries the old fashioned long "s" which looks like an f. The column rules are reversed in token of mourning for the late president.

Peter Ten Broeck was sheriff of Ullster county at that time and the fact that he publishes ten notices of sheriff sales in the Gazette indicates that financial conditions a few years after the close of the Revolutionary war were not so different than at present. Merchants all advertised their goods as being for sale on reasonable terms "for cash or country produce ONLY."

One man advertises a saw mill for sale, a lot of timber "and also a stout, healthy, active Negro wench."

J. C. Elmendorf was postmaster at Kingston in those days and the list of letters remaining uncalled for in his office show that the family names brought over from Holland by the early Dutch settlers were still common around Kingston.

Many of the advertisements are unique and original. One, in particular, is written in rhyme and is worth reproducing here when merchants and others are striving to get away from the old credit system. Here it is:

LUTHER ANDRES & Co. have this day

Been opening goods both fresh and gay.

He has received near every kind That you in any store can find,

And as I purchase by the bale I am determined to retail

For Ready Pay a little lower Than ever have been had before.

I with my brother mean to live But as for credit shall not give.

I would not live to rouse your passion,

For credit here is out of fashion, My friends and buyers one and all, It will pay you well to give a call. You always may find me by my sign A few rods from the house divine.

W. B. Tucker, who farms one of the best wheat ranches in the Black-horse section, was in town Saturday and admitted that the wind blew a few guns around his place Friday afternoon.

## TUBERCULIN TESTS SHOW COUNTY HERDS HEALTHY

F. E. Price, who arrived here early last week from O. A. C. to take charge of the county agent's office during Mr. Calkins' absence, spent most of the week with Dr. Derflinger, assistant state veterinarian, making tuberculin tests among the dairy herds of the county. The results were very gratifying. Mr. Price reports, showing that Morrow county cows are exceptionally free from the disease. From 249 cattle tested on 27 different farms only one reacted to the tubercular test.

Last year almost a car load of diseased cattle were found according to records in the county agent's office.

## TOMPKINS-DEVINE

William Edward Tompkins and Addie Devine, well known young people of the section north of Ione, were united in marriage in the office of the county clerk at the court house Saturday afternoon, Rev. F. R. L. Haslam performing the ceremony.

Mr. Tompkins is a well known young farmer of that neighborhood and his bride is a daughter of A. M. Zink, well known wheatgrower. The bride's father and sister and a few other close friends were present at the ceremony to wish the young couple happiness and prosperity.

## RELIEF FOR NEAR EAST

A heavy shipment of clothing and other supplies for famine sufferers in the Near East, was assembled and packed for shipment yesterday and went out by freight today. A cash donation of \$160.00 contributed here also went forward. If all other communities in the country would do as well as Heppner in this matter the suffering Armenians' condition should be considerably lessened.

## ELKS' BENEFIT DANCE FOR LIBRARY SUCCESS

The masquerade given by the Elks' social committee Saturday evening for the benefit of the Heppner library was a complete success. Only members of the order and their ladies were present and there was plenty of room in the big hall room for enjoyable dancing. The music, furnished entirely by local talent, was exceptionally fine, the orchestra being composed of Mesdames Moore and Misseldine and Messrs. Peterson, Mather and Irwin.

Many striking and original characters were represented in the costumes ranging all the way from Turkish harem beauties to a fierce looking Igorrote cannibal armed with a war club. The Gold Dust Twins were also among those present as were several varieties of dudes and hobos. A feature was an up-to-the-minute Gagner in No. 12 goshaws 'n everything.

The dance netted \$44.50 which was turned over to the library fund.

## LEGGIONNAIRES WILL CLIMB MT. HOOD

July 14, 15 and 16 have been set as the dates for the 1923 annual Mt. Hood climb of the Hood River American Legion.

With the Legion posts and state officials, Hood River Legionnaires will have with them on the climb, members of the Oregon state editorial association, whose 1923 convention convenes in Hood River this summer.

J. D. Tobin, of the bridge building firm of Tobin & Pierce, who built three highway bridges within the city limits of Heppner last year, was here from Arlington Saturday. Tobin & Pierce are now engaged in building a bridge over Rock creek on the John Day highway, and two across Willow creek on the Oregon-Washington highway, all being in Gilliam county. They have their offices and headquarters at Arlington.

## THE FOUR "EYES" OF PROPER MARKETING

### "ORGANIZE, STANDARDIZE, ADVERTISE MERCHANDISE"

#### Official Organ of State Chamber of Commerce Tells of Producers' Needs

(Oregon Journal of Commerce)  
The marketing problem is the greatest problem before the farmer today. Production has already been speeded up through application of scientific methods and the provision of expert advice through the county agent system and other sources. Other factors in the advancement of the farmer's interest have been developed. But the attack on the problem of marketing, particularly in Oregon, has not advanced beyond the primary stage, notwithstanding the vital fact that unless the farmer can sell his crops, his high production and scientific methods are of no avail.

A concise and comprehensive paper on the marketing problem as applied to fruits and vegetables, from the expert pen of W. B. Farrar, Southwest Field Organizer for the North American Fruit Exchange, has come to our attention. We regret that space will not permit the reproduction of this article in full, but some of the salient points brought out in the discussion are as follows:

The four "eyes" of successful marketing of perishable products are "Organize, Standardize, Advertise, Merchandise." These "eyes" are not named in the order of their importance, yet each is vital.

First, the producers must organize, taking as members only those actually engaged in the production of the product handled. "The present day organization forgets community, county and even state lines. It tries to make its territory cover fully the territory in which the commodity is grown. The ideal organization will attempt to handle only one commodity."

Standardizations is the next step. "Practically everything we use shows the touch of this great movement toward uniformity and dependability which we know as standardization—Agriculture, with characteristic tardiness, is just now beginning to bestir itself and to recognize that perhaps this great fundamental principle of our national industrial life may have some application in its practices. The greatest single need of the fruit and vegetable industry in America at this time is a system of standard, uniform grades for every commodity that goes into the trade."

Having organized and standardized the next necessary and natural step is to advertise. "With standard products uniformly dependable and desirable, with identifying labels and trade marks and a reputation guarded jealously by great armies of producers, the farmers of this country are going to be able to go to the great consuming public of the country, through the medium of advertising, and tell of the health-giving, nutritious and wholesome qualities of their wares."

Last, but not least, is the necessity of scientific merchandising. "The world has long since quit beating a path to the door of the man who produces, but the production ever so good. There are too many other producers who have beaten a path to the world's door, and return ever and anon to remind and encourage said world to buy their products. No, the world is too busy listening to the seductive spiel of an army of salesmen to have time to seek out producers. We all know that for more than a quarter of a century salesmanship has been the big factor in American industrial life. Agriculture has been just about as slow to recognize this great fundamental transition as it has to recognize others of equal importance, even though the condition has been just as applicable to agriculture as to other industries since before the close of the last century."

In summary, the four "eyes" are condensed as follows:

"Organize along the right lines, putting thought and reason into the plan and maintaining a deep respect for the plans of those who have succeeded."

"Standardize to a high standard of quality to increase confidence and eliminate waste and render marketing less burdensome and more efficient."

"Advertise to tell the world you have a product of merit and to arouse the dormant demand in the minds of consumers who don't know you have a product for sale."

"Merchandise to seek out and supply the whole demand wherever your product may be sent."

**WHEN YOU BUY MEAT**

It is a comfort to know that you are getting only first-class product, handled in a modern and sanitary manner.

Every department of our establishment is open to your inspection.

**CENTRAL MARKET**  
G. B. SWAGGART

**50 GOOD CIGARETTES 10¢**

**GENUINE "BULL" DURHAM TOBACCO**

