

THE GAZETTE-TIMES

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HEPPNER, OREGON, NOVEMBER 20, 1913.

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WM. HENDRIX RECEIVES THREAT OF DEATH

He Will Be Important Witness In Grant County Cattle Case.

Wm. Hendrix, a prosperous Heppner Flat farmer departed for Canyon City last week to attend court. He is a witness for the state in the case of Johnson vs Colvin. Before leaving for the Grant county seat, Mr. Hendrix received an anonymous letter informing him that if he appeared as a witness he would never get out of Grant county alive.

The case involves several Grant county stockmen. Jas. Johnson is the plaintiff and he charges Ben Colvin and Jesse Goff with driving his entire bunch of cattle, which consisted of two carloads, off of his range and shipping them into Portland for the market. Johnson recovered the value of the cattle but is pushing the case to the limit.

The Jubilee Quartet.

The Southland Jubilee Quartet of mixed voices, composed of four talented negro entertainers, render a program typical of the south with old plantation melodies and jubilee songs. An evening of solid enjoyment, not a tiresome moment. The interpretation of Dunbar as given by Mr. Drayton is considered by many the very best in America. Fifteen years of study has made Prof. Barbour one of the best musicians and composers of the negro race. Several of his own compositions are included in the program. The prima donna soprano possesses a remarkably high natural voice that few such singers possess. No one should miss the opportunity of hearing this concert as the quartet, trios, duets, solos, instrumental numbers and readings are far superior to anything of the kind on the Pacific coast. At Star Theater, Heppner, Monday Nov. 24.

High School Notes.

This is the week for the monthly tests. These delights of a high school student's life will come every four weeks now instead of every six as heretofore. Of course everyone is rejoicing over the change and it is expected that the average of scholarship will be raised.

We are sorry to hear that Hazel Rankin, one of our most popular Juniors is going to leave Heppner. Her father, Mr. H. B. Rankin has received the appointment of supervisor of a forest district in the Valley with headquarters in Eugene and they will move about the first of the month.

There will be a big double header in basket ball next Friday. The girls of the Senior and Junior classes will play the girls of the Sophomore and Freshman classes, and the boys of the Commercial Department will play the boys of the High School. These games should be well attended especially by the pupils.

The Commercial Department received a new pupil this week in the person of Vane or "Runt" Jones. Vane attended Heppner High two years ago and we are glad to number him among us again.

The new concrete walks around the building are about completed. The workmen are now putting in the steps and the wall around the edge of the bluff. When all the work is finished we will have a very attractive yard. All we will lack will be a lawn and we hope this will be cultivated next summer.

Eight pigs, six months, 1632 pounds, \$123.00. This is a condensed story of what has been accomplished by a farmer at Independence, Oregon, who recently hauled his pork to market and disposed of it. Each hog was 6 months old and averaged 264 pounds, making an average value of \$15.38 a head, or \$2.56 per month per hog. "Never let your pigs make hogs of themselves," is the advice of a prominent farm expert in urging farmers to hurry the growth of their pigs and getting them to market when from 6 to 9 months old.

Notice to Patrons.

All users of water and lights are hereby notified to settle their unpaid accounts by January 1st, 1914. If this is not done the service will be discontinued. We need the money. Heppner Light & Water Co.

IRRIGON ITEMS.

Evangeline E. Doble. The Corey's have moved back to the rooms overhead their store.

We will soon be needing a ferry. Some one come in and get busy.

Irrigon's vacant houses are rapidly filling up. There are several new families moving in now.

Geo. Rand's dairy is fast coming to importance. He is now shipping cream to The Dalles creamery frequently.

The rye which has been seeded on the new level of the old hill by the depot is growing nicely, giving an appearance of spring.

The Thanksgiving turkeys are nice and fat and waiting for the axe. Peter Sasbauer has a number of them for sale, sizes to suit everyone.

Mrs. L. B. Kicker is expecting a visit from her sister, Mrs. Ray Ferguson in the near future. Mrs. Ferguson is a resident of Gold Field, Nevada.

The hay crop has been slightly damaged by the late rains but some of our farmers are now putting up the fifth cutting. J. S. Cabbage is leading, having finished his fifth.

Mrs. J. L. Egbert is now able to get about her house. For some time past she has been disabled because of a very bad foot, which was affected by eczema. It is healing quickly now and her friends will soon see her out and doing as of old.

HARDMAN

Mrs. Joe Howell is on the sick list. Hardman was treated to a light snow on Monday.

The notices are up announcing the city election on Dec. 2.

Clarence Howell is able to be around on crutches again.

Lotus Robison is going on crutches now as a result of a horse falling on him.

Geo. Kirk has moved into the Mit Leathers house recently vacated by Howard Lane.

Chester Saling, Wm. Hendrix and Mrs. Foster Collins were called to Canyon City last week as witnesses in court.

Hardman is forging to the front once more. The city has invested in a fire engine which has been installed for some time.

The Odd Fellows are putting up a house at the cemetery in order to give people shelter from the cold when there is a gathering in the winter.

Lost—On the streets of Heppner, an elk-tooth hat pin with initials M M engraved on it. Finder leave at this office.

Ed Berry returned on Tuesday from the Meadow Home of Mr. and Mrs. Eoh Eskelson where he has been at work for a couple of weeks. Mr. Eskelson has had some extensive improvements made on his residence; has moved it onto higher ground, built on an addition, and Mr. Berry has been doing up the painting and papering. The little farm has been named "The Meadow Home" a mighty appropriate appellation.

Emerson Keithley, of Eight Mile, marketed a lot of his wheat through the medium of a bunch of two cars of fat hogs shipped to the Portland market the past week. He is well pleased with the financial results of the venture and figures his wheat brought him a much better price than it would have done marketed through the ordinary channels.

Made Fine Showing.

The Sherry string of horses owned by B. F. Swaggart of Lexington, won 17 world championships during their 4000 mile tour since last December. These horses were bred and raised in Morrow county. Some of these horses will be taken to Texas soon to compete for a \$1500 prize in a pony relay race.

The Sherry string of horses performed at the Pendleton Round-up this year, winning the ladies relay race. The string has traveled from Los Angeles, California to Winnipeg, Manitoba in Canada, within the past year.

Lost.

Lost—On road, a shot gun barrel. Finder please notify Harrison Chapin, Hardman, Oregon. Suitable reward.

Ms. Clyde Brock and little daughter departed Wednesday for Salem where they will visit for a time with Mr. Brock's mother, and then go on to Lebanon to make a visit with the parents of Mrs. Brock.

CARDINAL CLUB WINS FIRST GAME FROM IONE

Fast Game at Rink Results In A 20 to 17 Score For The Locals.

The Cardinal Club of this city defeated the fast Ione quintet on the local floor last Friday night. The score was 20 to 17 at the end of the last half. It was a case of the best team losing, for Ione displayed much better team work than their opponents. However, the Cardinals were very much handicapped in their team work by the condition of Hale, forward, who was barely able to stand on his feet during the entire game. He had an attack of appendicitis just a few hours before the game and he displayed iron nerve by going in. Had Hale been in good condition the Cardinals probably would have run up a much larger score.

A good crowd attended the game and the interest was intense. During the intermission loyal Heppner rooters formed a serpentine on the floor and kept things lively between halves.

For Ione, Cochran and Blake did the basket shooting, while Sperry's foot work was a feature of the game. Sperry is fast and he handles the ball in superb style.

The shining lights of the locals were at a par in their brilliancy. Rogers played a consistent game at center and did some excellent goal shooting. Hallock showed up in his old form at guard. Crawford did some good basket tossing for fouls, making four out of four tries for goal.

Cronan as referee and Case as umpire gave satisfaction as officials. There was some discussion of rules during the game, but then it was ever thus.

The two teams will meet again on Thanksgiving at Ione and a good game should be the result.

CATALOGUE HOUSES ADVERTISE. WHY NOT THE LOCAL DEALER?

From time to time readers of the Gazette-Times and other papers of the country are presented with articles from the pens of fertile minded men whose object it is to show the wrong in patronizing the mail order houses. Good reasons are given, pro and con, and the object of this article is not to discuss the right and wrong of the situation, but to touch on some of the reasons which seem to bear weight in favor of the catalog house as far as Heppner is concerned.

In the first place, there are three general merchandise stores, two hardware stores, and a furniture store, in Heppner, all carrying lines of standard goods and wares, and all doing a reasonably good business.

These houses are also carrying advertising space in the local paper, and herein lies the subject matter for a comparison of methods of the home merchant and those of his business-grabbing rival, the mail order merchant.

To treat briefly with the mail order house let us look at the method of advertising employed. In the first place the magazine is made use of to call the readers' attention to the location of the business. The magazine is used because of its country-wide circulation, and a small ad in its columns brings many inquiries for catalogs, and thus does the mail order house build up a great mailing list. Once this list is acquired, it is followed up with a never ceasing string of advertising matter, with every article carefully listed and numbered, and always as many pictures of their wares as their mammoth catalogs can contain. And the price is given particular mention in big, bold-face type. This is part of their plan for drawing business by carrying it to the fireside of its customers. Their catalogs are prepared to attract

the attention of prospective trade and it is seldom that one of their books does not pay for itself many times. Thus they have the evidence first hand that advertising pays, for their business depends entirely upon the catalogs and other pamphlets sent out.

This system of business makes it hard on the local dealer. He is forced to extend credit, (often-times to people who have just sent their cash to the mail order house) and finds it necessary to "stick" the man who pays cash for his goods. Perhaps it is necessary to do this, but it looks like the evil could be remedied to some extent, at least.

Consider the home merchant's method of advertising. He is paying for an allotted space in the paper, as all good merchants should do, and is making what he thinks is good use of that space. When the spring goods arrive he marches to the print shop with his copy announcing the arrival of a new line of goods and invites the public to come in and "inspect." There is nothing said about the style, quality, price, etc., but "the goods are here and ready for your inspection." A nice display is arranged in the window, which is an invaluable adjunct to the advertising business, but not all of it by any means, and nothing more is said about the new goods. The town people will be attracted to some extent by the window display, but how about the country customer who depends upon the paper to keep him enlightened? He will not be attracted by the window display, as it is out of sight, but he will be attracted by a good LIVE ad in the local paper describing the articles, giving the prices by all means, and augmenting the mechanical appearance of the ad by putting in some attractive cuts. A single ad should not run for more than one issue of a weekly newspaper if the advertiser wishes to benefit by his advertising. The reader is interested in the ads the same as he is interested in the news, and news matter gets mighty stale if allowed to run even two issues. And again, the fact that "the new goods have arrived" does not attract the casual reader. If it said "Ladies and Misses' Coats at from \$15 to \$25" the reader forms a conclusion right away as to what the winter clothing will cost. If the merchant has a price on his goods, why not advertise it? Does it not seem reasonable that people will go to his store quicker if they know before they leave home what their purchase is going to cost? The mail order house realizes that and makes a special campaign along that line.

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LEXINGTON ITEMS.

Chas. Burchell was a visitor to The Dalles and Portland on Sunday.

Mrs. Emma McCormick was sick at her home a few days with neuralgia.

Miss Leona Davis is quite sick at her home with an abscess on her throat.

Mrs. Ed Pointer is delighted over a fine new piano and player which were presented to her last Friday.

The Second Annual Morrow County Poultry Show will be bigger and better than ever, say those who are in charge.

Mr. Nordyke is having one of the most complete dairy barns ever seen in this town erected at the Penland ranch adjoining Lexington.

Chas. Breshears recently moved four large apple trees to his property on Knob hill. He says in another year or so he will solicit "ye apple trade."

Miss Merle Carmichael left on Saturday morning for Medical Lake to visit her grandmother. Her grandmother will accompany Miss Merle when she returns home.

Howard Lane took charge of the Pastime last Saturday. Howard moved his family back last week and they occupy their own residence, Mr. Flint having moved on Main street.

The trade for pianos and organs must be good in Lexington now for there were three piano agents in town in the last ten days and all representing different music houses.

The outfit cars were moved to Ione Monday. We understand part of the section men will remain at Lexington and not go with the cars during their two weeks stay in the adjoining city.

Edith Reaney, while playing ball at school one day last week, struck against the building while running and cut a gash in her side. She was assisted over to Mrs. Beach's and from there taken home in an auto.

On Thursday afternoon Mrs. W. G. Scott was taken very ill with a nervous shock. Medical and friendly assistance was summoned and by Sunday afternoon she was so much improved that she was able to be dressed and sat up awhile. We hope for her speedy recovery.

There has been and is quite a bit of concreting in Lexington. Gus McMillan has his concrete cellar finished; Chas. Breshears has his new reservoir about done, and Gene Gentry and Marsh White are now working on their concrete improvements.

LEXINGTON SCHOOL NEWS.

The last shipment of laboratory supplies came in last Friday. The laboratory is now fully equipped for such work as will come up this year and we are ready to prove, experimentally, any problem within the radius of our science work. Physics and Chemistry. The laboratory was equipped by the high school students of last year, and is, as we think, the best in the county.

The new hall clock, bought by the 8th grade class of 1913, was put up last week and is now busy trying to keep time with pupils.

Miss Leona Davis, a member of the "soph" class, has been sick and not able to attend school for more than a week.

Miss Anna Jarret, a "freshie," was also on the sick list, but is now back at work.

The Boys' and girls' basketball teams are both working hard to gain that point of proficiency, which is necessary to make winners. They have the services of Miss Alice Thayer and Malcolm Rood, both of whom know the game.

Expression of Thanks.

The Ladies Aid Society of the Federated church wish to thank the Hazelwood Ice Cream Co. for their generous donation of ice cream for the "Trip Around the World." The donation came through their salesman, Mr. Dunne. We will not hesitate to speak a good word for the Hazelwood Company in the future. Many thanks, with best wishes for their future success. Mrs. Zehrung, Secretary.

STUDENTS APPRECIATE WORK OF OREGON PRESS

Great State University In Prospect For Eugene.

University of Oregon, Eugene, Nov. 11—"We express our admiration for the able and loyal service performed by the press of the state, which was all but a unit in clearly understanding, and effectively and truthfully presenting the immensely important issue at stake."

The above was the opening paragraph of appreciation in resolutions passed by the students of the University of Oregon, after last week's election, in which the University's two appropriations were upheld by the people.

The students proceeded to thank also the student body of the Oregon Agricultural college for its support, also the people of Corvallis, and to renew the famous University of Oregon Pledge of loyalty to the state—in return for the partially free education available at this institution.

The University's program for the next year includes much beside the mere instruction of the students in attendance on the campus. Inquiry from anywhere in the state, if directed to the Extension Department, will bring quick response as to courses available by correspondence or by means of visits from lecturers to clubs in town or country. The University is branching out this fall on the most ambitious line of service to the state.

University of Oregon Eugene, Nov. 11—A great state university for Oregon, with an immense student body, a high standard, as good a faculty as can be got together, and a system of dispensing knowledge that will reach the state at large, not merely the limited number on the campus, is the plan of President P. L. Campbell of the University of Oregon. It is a plan made possible by the favorable vote of November 4 upon the University's building appropriations. Already it has been started.

In a statement just before he left for Washington, D. C., to make an address before the National Association of State Universities, President Campbell gave an inkling of his plans.

Here are some excerpts from his statement:

"The reward of all these citizens should be found in a strengthened and broadened system of higher education in Oregon which will rapidly advance the state to a position educationally second to none in the union.

"The University can now confidently bid for the best men the country produces as members of its faculty.

"Oregon has recently been unusually fortunate in securing men of the very finest type, but such good luck cannot be counted upon steadily unless there are reasonable expectations of permanent University growth.

"With the University now free from the harassing distractions of campaigns and allowed to concentrate all its energies, with hope and renewed courage, on its problems of higher efficiency and broadened service, it can very soon become a principal factor in the state's development.

"The whole system of higher education in Oregon is now in position to make remarkable advances."

B. F. Swaggart, veteran stock raiser and breeder of pure bred jacks, and who resides east of Lexington, has been elected honorary vice president of the Standard Jack and Jennet Registry Association of America for the coming year.

Mr. Swaggart is well known in the east, even better than here, for the reason that he has written many articles on Jack Registry for eastern stock journals.

H. B. Rankin, supervisor of the Umatilla forest reserve for the past two years with office in Heppner, has received notice of his transfer to the Cascade reserve. His office will be located in Eugene. Mr. Rankin is preparing to move his family there by the first of December. The Rankins have made many friends during their brief stay in this city as well as making a fine home. They will be greatly missed by their many Heppner friends.

Dance.

There will be a dance at the Jim Hayes place on Rhin Road Saturday evening, Nov. 29. Good music. Come out and have good time.