

GREATEST ADVERTISING CAMPAIGN EVER PUT OVER.

The advertising and publicity campaign for the Fourth Liberty Loan was the greatest ever put on in a single month in the west...

In addition to oversubscribing the district quota by 15%, citizens of the Twelfth District contributed more than a half million dollars...

The preference of newspapers and committees of the district for advertising copy prepared by the general publicity committee in San Francisco...

According to the reports, President Wilson is shown to be the best ad writer on the most popular subject. Full pages carrying his Liberty Loan statement were used more times than any other advertisement...

San Francisco newspapers are believed to have given the loan more publicity than any city of the district and Van Smith feels assured that the record of 21,556 inches has not been exceeded by any city in the United States...

IT ISN'T YOUR TOWN, IT'S YOU

If you want to live in the kind of a town like the kind of a town you like, You needn't slip your clothes in a grip...

LEGISLATIVE REFORMS.

The people are demanding a higher standard of service in the state legislature if that branch of the government is to enjoy respect.

By the system known as direct legislation the people showed that they distrusted legislatures as such, but that system has not worked well.

The people have a right to demand greater efficiency—less waste and less rank enactment of laws.

Before a legislature takes up and enacts a new law imposing a tax or creating burdens affecting all the people such law should be asked for by someone besides those interested in putting it over.

The old order of business, "petitions and remonstrances" that was established as a regular feature of legislative business should be revived and no law passed until petitions for it are on file.

In the same way, having one or two professional lobbyists, generally publishers from some big city, make headquarters at the state house and take personal charge of the legislature is wrong.

Americans should also rise above the petty practices of nepotism that manifests itself in taking members of their families to the state capitol and getting them fat sinecures during the session.

If this is to be a country with opportunity for all alike as well to the front, in peace times as in war, and if politically we are all created free and equal, let our legislatures set new pace.—Manufacturer.

C. E. Carlson, successful wheat-raiser of the Gooseberry section, visited Heppner on Friday last and made this office a pleasant call.

CHRISTMAS MESSAGES from HEPPNER PASTORS

Subjects Suited to the Season Presented to Our Reading Audience

THE CHRISTMAS GIFT

By REV. H. A. NOYES, Pastor Federated Church.

2 Corinthians, 9:15. "Thanks be to God for His unspeakable gift."

The Christmas season is the time of the year when giving is the order of the day. The happy custom of gift-making has increased from year to year until it has become a volume that no man can measure...

All this expenditure of labor and money the world seems perfectly willing to bear, and indeed rejoices in the annually recurring burden.

Suppose one of the old Greek philosophers who lived before the birth of Christ could revisit this earth and become a thoughtful witness of this annual pouring out of treasure at Christmas time...

The Gift of the Child.

"God so loved the world that he gave his only-begotten son," and his giving has inspired our giving. The most beautiful incident that I have seen recorded during the world-war is that of a little babe...

An Era of Giving.

Never before in the history of the world have men poured forth their wealth so lavishly as now for the relief of human distress.

"When men to men shall brothers be, and a' that."

Think of the millions that have been freely contributed for unselfish purposes in these recent years. Not only have vast sums of money been given to feed the hungry, clothe the naked and relieve the destitute...

men and kindle new hope for the future. The cross has been glorified in these days of trial and tribulation with new luster down the pathway of the coming years.

A True Gift.

The value of our gifts to one another arises from the spirit in which they are made. To give simply because such is the custom, or to fulfill a social obligation...

Now in the light of these thoughts consider the words of the text. Why did the Apostle call God's gift "unspeakable?" He simply means that words fail to tell its significance.

The Pleasure of the Gift.

Now in order to understand God's love we need to know and appreciate His gift. All that is in the life and works the spirit and sacrifice of Jesus becomes an expression of God's love.

Out of all the riches of this gift let us select just one gem and examine it briefly. The Apostle John writes "And this is the record that God hath given to us eternal life, and this life is in his Son."

THE LIGHT OF THE WORLD

By FRANK A. ANDREWS, Pastor Christian Church.

"The dayspring from on high shall visit us, to shine upon them that sit in darkness and the shadow of death." Luke 1:78-79.

These prophetic words were spoken by Zacharias, the father of John the Baptist, in anticipation of the birth of Jesus Christ and the influence of Jesus upon the world.

I. The Light of the World.

It is commonly assumed that man's progress has, from the beginning, been steadily upward. However, upon closer investigation, it is seen that the course of history is somewhat like a journey to the top of some mountain peak.

This early period may well be called the night of the world. Little of its achievements have been preserved. Its cities have fallen in decay. Its science discarded as false.

II. The Dawn.

In the sandy desert country of the bible lands it is said that because of the glare of the sun on the sand which almost causes blindness, and the oppressive heat, travelers will frequently rest during the day and travel at night, guided by the stars.

Travelers report that towards the close of the long polar night of darkness there is expectation and longing for the return of daylight, on the part of those who live in the polar regions.

III. The Day.

Jesus proclaimed himself the Light of the World and said: "He that followeth me shall not walk in darkness, but shall have the light of life." John 8:12.

Some keen analyst of history has said that our present day civilization contains two elements which insure its perpetuity. These, he said, are deductive logic and Christianity.

Well may we, then, this Christmas-tide, celebrate with joy and thanksgiving the coming of that Light which has dispelled so much of the world's sin, sorrow, and hopelessness.

MR. McADOO'S RAILROAD PLAN.

The first thing that strikes one in Director-General McAdoo's urging an extension for five years of Government operation of the railroads is the evidence it yields of confused councils and of uncertainty on the part of the Administration.

As Mr. McAdoo is to cease being Director-General on the first of January, it might have been thought that he would have recommendations of general policy to his successor.

need President Wilson's "thoughtful man" to see that these alternatives do not by any means exhaust the possibilities. The present system of Government control, which Mr. McAdoo admits is not working well, may be improved.

The more Mr. McAdoo's presentation of his case is examined, the more perplexing and inconclusive it appears. He describes the existing legislation as inadequate. It admits of unhappy conflicts between Federal and State authorities.

It is equally hard to understand Mr. McAdoo, and just as difficult to follow him, when he passes to the subject of the psychology of railway employees.

Many of the considerations advanced by Mr. McAdoo are of undoubted force. There is a consensus of intelligent opinion that the railroads ought not quickly to go back to private control.

Big Dairy Men at Dairy Meet. Oregon Agricultural College.—When the Oregon Dairy association convenes at Hillsboro January 14, a number of big men in the dairy and related industries will be on hand to speak.

J. B. Carmichael, of Lexington, was doing business in Heppner on Saturday. His family have been down with the influenza but are now getting well again.

A. E. Wright was down from the Hardman section Friday and reports some light winter weather in that locality. Mr. Wright also states that stock are in excellent condition to go into the winter, the feed on the range having been good during the fall months.

Get the Genuine and Avoid Waste MORGAN'S SAPOLIO SCOURING SOAP Economy in Every Cake