GREATEST ADVERTISING CAM-PAIGN EVER PUT OVER.

The advertising and publicity esupaign for the Fourth Liberty Loan was the greatest ever put on in a single month in the west, ac cording to a compilation just made from reports of state chairmen of poven states of the Twelith Federa Reserve Di rict. The record dis tribution of the loan is considered largely one of the resume of comprehensive campatan, as well as the total subscription which is practically double that of any furner

a dilition to oversubscribing the district quota by they cirizens of the Twelfth District contributed more than a half million dollars to put through the advertising caus paign planned by George A. Van Smith, manager of publicity for the second, third and fourth leans. With this money more than 5,000 advertising page, were paid for in the newspapers of the district. These pages were sent out in mat or plate form by the San Francisco office.

The preference of newspapers and committees of the district for advertising copy prepared by the general publicity committee in San Francisco, over copy prepared by national headquarters is shown by the use of three and one half times as many pages of district copy as national copy. Both displays were submitted on the same basis.

According to the reports, President Wison is shown to be the best ad writer on the most popular subject. Full pages carrying his Liberty Lean statement were used more times than any other advertisement. The President Abraham Lincoln page was second. This copy carried a Hkeness of the immortal Lincoln with the phrase "That these dead al all not have died in vain and the drawing showed Americans at a Hun barb wire entanglement. Copy making use of the Stars and Stripes was third in popularity while the prize winner of the district advertising copy contest was fourth. Atrocity copy was sixth.

San Francisco newspapers are be-Heved to have given the loan more publicity than any city of the district and Van Smith feels assured that the record of 21,550 inches has not been exceeded by any city in the United States in proportion to side or the number of newspapers.

IT ISN'T YOUR TOWN, IT'S YOU

If you want to live in the kind of a

Like the kind of a town you like, You needn't slip your clothes in

And start on a long, long hike. You'll only find what you've left bellind For there's nothing that's really new.

It's a knock at yourself when you knock your town. It isn't the town, it's you!

Heal towns are not made by mer afraid

Lest numerody else gets alread, Will everyone works and nobody

You are russe a town from the dead. And R. while you make your personal

Your a lighters can make one, too, Your bown will be went you want to

It isn't the town-it's you! LEGISLATIVE REFORMS.

erament 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 less rash enactment of laws.

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 wit are on file.

In the same way, having one or 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 and getting them fat sinecures during the session.

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

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.

colume that no man can measure Decks before the glad day business begins to respond to the spirit of the world's anticipation and on every continent, merchants, railway and teamship companies, banks, post flice and express companies increase heir working forces and lengthen nours of labor that they may help the world to express its joy in gifts. Parliaments, legislatures, schools and universities, and courts of law prepare for a few days vacation that hose engaged in these great enterrises may join the jubilant throng, that mourn." Yes, and the world takes on new everywhere. Decorations beauty suddenly become universal rendering shop windows attractive, homes and churches brighter, and even public buildings and streets greet the eye with evergreen.

All this expenditure of labor and money the world seems perfectly willing to bear, and indeed rajoices rift without the giver is bare." the annually recurring burden A tigal wave of joyous emotion rolls round the world at each returning Christmas season, people become cossessed with a consuming desire to make those around them happier. so that the total hours of labor expended for this purpose, or the millions of money invested surpasses our powers of imagination.

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. might he not naturally ask, "What is the cause which inspires this universal impulse of generosity?" largely to the world's best life.

The Gift of the Child.

that of a little babe f the sun rising over a bottle conin northern France revealed the hostile trenches, not far apart, only his love than "parterla knowledge named for conflict. Midway between the lines, in no man's land, stood a shattered cottage. The morning stillness was broken by the roa: of guns. Here and there men were falling wounded or gasping in death, when suddenly a babe was discovered The people are demanding a high- near the cottage creeping among the er standard of service in the state grass and wild flowers. As though legislature if that branch of the gov. a command had been heard from the throne of God, the firing ceased. . soldier sprang from the treaches, ran forward and tenderly picked up the cooing child. Not a shot was fired as, among cheers from both sides, the hero bore the innocent babe to safety. Something noble in those greater efficiency and less waste by warrior hearts responded to the legislatures—less lost motion and presence of that babe—just as nearly two thousand years ago the world in at Bethlehem.

An Era of Giving.

Bobby Burns.

may well revive our faith in fellow- you shall find rest.

2 Corinthians, \$115. "Thanks be men and kindle new hope for the 2 Corinthians, 2:15. "Thanks be then and kindle alex hope of the cross has been glorified shall visit us, to shine upon them by the spirit of sacrides exemplified that sit in darkness and the shadow Light of the World and said: The Christmas season is the time in these days of trial, and stitus with of death." Luke 1:78-79. all the year when giving is the new mater down the pathway of the These prophetic words were spok- darkness, but shall have the light of der of the day. The happy custom saming years. Without regard to a gift-making has increased from same or color or station in life men by Zacharias, the father of John life." tear to year until it has become a and women all over the world bage the Baptist, in anticipation of the plain the road and reveals the given their best even to life itself birth of Jesus Christ and the in- and dispels the darkness. It serves for "others." Such a "sowing in fluence of Jesus upon the world, as a beacon and guide. It gives lears' cannot fail to bring forth a Zacharias lived in what may be health, strength, and beauty to all reaping in joy" that coming generations shall great with songs of called the down of the world's his-forms of life. It is of inestimable praise and thanksgivins. The glow- tory. He looked back into the darking prophecy of Isaiah shall be ful- ness of the past, noticed the dawning should purposely deprive themselves f the Lord is upon me because he ath anointed me to preach good ness of the noonday. tidings unto the meek, he hath sent I. The Light of the World. me to bind up the broken-hearted. to proclaim liberty to the captives and the opening of the prison to man's progress has, from the beginthem that are bound to comfort all ning, been steadily upward. How-

A True Gife.

The value of our fifts to one simply because such is the custom, or to fulfill a social obligation may have very little significance may indeed become hypeeri leal.

To give for display or to give beriving confers no blessing on either the giver or the recipient. The true gift must carry with it something of kindles or renews some degree of friendship or love. True giving, then, is an expression of a personal reconvey a thought where words might fail. The engagement ring becomes a bauble unless it is the expression of sincerity. But truly given and received it carries with it a weight of affection which time but increases.

And we can well believe that he consider the words of the text. wonderful as they were, have been would listen enraptured to the story Why did the Apostle call God's gift either lost or supplanted by better, tage of a few and a democracy for of Bethlehem's Babe, and having "unspeakable?" He simply means its religions debasing. Its moral the good of all. Between "Might taken the full meaning of the biessed that words fail to tell its significational low. Men everywhere makes right" and "Right makes story, could be better express his cance. No language can express, eit themselves belpless under do- might." The Light of the World inward delight than in the words of no angel song can carry in its mination of the evil and destructive shows us the better way for nation the text, "Thanks be to God for his heavenly melody, God's love for influences of the age. Plato said: or individual. Nation or individual unspeakable gift!" As a matter of men. It outweight speech. That "We wait for one be it a God or a is strengthened and beautified by fact these words were first uttered God has loved the world may be seen God inspired man, to take away the living and walking in the light. by a Greek scholar-one whose by every right-minded person in the darkness from our eyes." Seneca, Well may we, then, this Christmas thought has entered iste the current world itself; there is so much in the a, about the time Christ was born, tide, celebrate with joy and thanksof human history and contributed world to express the love of its about all that makes life, in the long "God so loved the world that he thought and plan for men. But not gave his only-begotten son," and his even these were sufficient to make and caused the decay of the previous to penetrate the gloom of the grave, giving has inspired our giving. They known God's love for us. Therefore nest beautiful incident but I acree to the luiness of time," God sen recorded during the world-sar by aght fate the world. His Sun, for smaller of he flumen limiting and son of Murry, that all might on Friand and remark in its formula

The Pleasure of The Gift.

Now in order to understand God's eaus becomes an expression of God's eve. Note too, that this, like every ie gift, is a personal relationship. he gift cannol confor a blezam less there is a true response in all eart of the one receiving the gir The message of the gift must be whom the gift is sent. Are you filling truly to respond to God's

creating burdens affecting all the divine babe was laid in the manger examine it briefly. The Apostle is mind as he without an arrangement and reaching and full-bodied plan, and winds up with the cool statement: John writes "And this is the record in mind as he uttered the words of that God hath given to us eternal life, and this life is in his Son." Never before in the history of the Eternal Life! How precious is this lings had become hidden by the tra- matter." Mr. Wilson's conversion world have men poured forth their present life-and that also is God's wealth so lavishly as now for the gift. But beside this fleeting earthly gress was at a standstill. The blind must have been rapid. To adapt the elief of human distress. Never has life, even at its best, the life that were leading the blind. human brotherhood been so fully can never fail, rich, full, bouyant realized as during the year just with eternal youth-who can com- close of the long polar night of dark- and mercy found. closing. Against the black back prehend it? And yet it is God's gift, ness there is expectation and longground of hellish hatred gleans the and it is ours if we claim it. The ing for the return of daylight, on the Director-General on the first of Jantwo professional lobbyists, generally soft glow of the new day, seen by past year has been filled with tears, part of those who live in the polar uary, it might have been thought Death has been everywhere. Death regions. When the first gleam of the that he would leave recommenda-"When men to men shall brothers on the battlefield and in the hos- sun appears the cry is heard: "Be- tions of general policy to his sucby starvation and disease and death hold the sun." So was the expecta- cessor. But let that pass. There is Think of the millions that have by starvation and disease and death by starvation and disease and deat manifests itself in taking members only have vast sums of money been has cast the dark shadow of his sing in exultation and praise that gency reasoning which he offers. He given to feed the hungry, clothe the wings so that pestilence hath slain they have been permitted to see the starts off by assuming that Congress, naked and relieve the destitute, but more than war. The land and the "Sun of Righteousness" arise. The in the less than three months reover and above all response to the world have been filled with mourn- angels announced his birth to the maining of this session, will find it unusual demands made by war con- ing. But above the discordant and shepherds with benedictions from "impossible" to settle the railroad ditions, more money has been raised despairing notes of wailing and dis- God. Wise men from the East came question permanently. Therefore, it each year for missionary work-that tress which arises from earth I bid and layed their tribute before Him. must do a piece of hurried patchthe Gospel might be preached in all you listen to these words, like the Men from all Judea went out to work. This does not necessarily free and equal, let our legislatures the world—than in years before the peal of a silver trumpet in the dark- hear John the Baptist and to ask follow. The new Congress might be war. The fountains of human good-ness of midnight, "And God shall if he were the promised one who called in extra session to do the job will have been opened. If the fact wipe away all tears from their eyes, should come. In answer John deliberately and thoroughly, But C. E. Carison, successful wheat- of the war is an appalling revelation and there shall be no more death pointed to Jesus. And Matthew Mr. McAdoo, with his confident raiser of the Gooseberry section, of the world's sinfulness which might neither sorrow nor crying, neither quotes the fulfilment of a prophecy "either-or" logic, declares that only visited Heppner on Friday last and lead us to despair, the defiant spirit shall there be any more pain." Make by Isiah: "The people that sat in three courses are open: (1) to let made this office a pleasant call. The with which its challenge was met, this glad hope your own and a joy darkness saw a great light, and to things alone for a couple of years; Carlson Bros. will have in a large the sacrifices cheerfully made, and which this world can neither give them that sat in the region and (2) to turn back the railroads at

THE LIGHT OF THE WORLD

By FRANK A. ANDREWS, Pastor Christian Church,

"The dayspring from on high UI. The Day.

alled in which he wrote "The Spirit of the day, and foresaw the bright of its benefits. And yet some do.

It is commonly assumed that ever, upon closer investigation, it is seen that the course of history is somewhat like a journey to the top of some mountain peak. It is not another arises from the spirit in uphill all the way. Frequently the which they are made. To give road will descend almost to the level from which the traveler started and the climb must be begun once more. 'arious civilizations have arisen, each one doubtless, the wonder of its times, only to fall in ruins and be followed by other civilizations. An exception to this is found in the vend ones means is vain. Such history of a few nations of the east Each one of which, enclosed within its hermit walls, has gathered in around itself the garments of its he giver, and its true acceptance carly vigorous achievements, and has eacefully slumbered thru the cenuries. At last awakening in the full glare of the noon-day sun, and lationship. By our gift we may often now adjusting its vision to the unaccustomed light. 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. Its philosophy found unsatisin that time suppling the strength come.

Futo the hopelessness and darkness of that age a ray of hope and light was given to the world thru the hebrew people. They promised a destalt who should come and save we we need to know and appreciate the world. "Unto you that fear my is the evidence it yields of confused ils gift. All that is in the life and name shall the Sun of Righteousness orks the spirit and meritice of arise with healing in his beams. oin! 4:2.

H The Dawn.

which almost causes blindness, and can have." He added that it was a oppreciated and accepted by each our the oppressive heat, travelers will problem to be carefully looked into, frequently rest during the day and and he hoped that Congress would ravel at night, guided by the stars, have "a complete and impartial Thristmas gift? if so the words of But if the guiding stars become e text will be full of meaning for hidden by clouds the travelers are ecuted as rapidly as possible." That ...elpless and must await in the Out of all the riches of this gift darkness the dawn or the passing of ber 11 Mr. McAdoo issues a farenace a new law imposing a tax or awakened to a new hope when the let us select just one gem and the clouds. It was such a situation reaching and full-bodied plan, and Mosaic law and the prophetic teachdition and ceremonial of men. Pro-

Travelers report that towards the House and the ship he mercy sought acreage of wheat for the coming the fraternal lies created by the war nor take away will fill your soul, and shadow of death, to them did light once; (3) to extend Government conspring up.

Jesus proclaimed himself

that followeth me shall not walk in John 8:12. A light makes dangers along the way. It penetrates value to those who will use it. It Jesus said: "Every one that doeth evil hateth the light, and cometh not states, and then calmly suggests that to the light, lest his works should be reproved." John 3:20. A botch ing offhand to a five-year Federal job of work looks just as good in the dark as the very finest piece of work- 000,000. This jump from premises manship. Take it into the light if you want to appraise it. The characters of some men appear all right Africa. If you want to estimate the character you have builded don't examine it in the semi-darkness of some scalawag you happen to know, even if he is in the church. But stand out in the Light of World, and then make comparisons and take

Some keen analyst of history has contains two elements which insure deductive logic and Christianity. Toemorsetessly applied it everywhere, Christianity rejected by Germany, her made the difference between the Between a monarchy for the advan-

sald: "So public has iniquity be-giving the coming of that Light Creator. Human love, which is come, so mightily does it flame up which has dispelled so much of the a all hearts, that innocence is no world's sin, sorrow, and hopelessness. run, worth Hving, is a part of God's longer rare, it is unknown." Intem- and which may, today, be to us the erance, immorality, and oppression Light of Life, to guide us thru life, I nitrations of the west and were and to glorify the life which is to

MR, McADOO'S RAHAROAD PLAN.

numerial and of uncertainty on the part of the Administration. On December 1 the President went before Congress and spoke on the question in the sandy desert country of the the railroads." He said: "I have no bible lands it is said that because of confident judgment of my own. I he glare of the sun on the sand do not see how any thoughtful man study-instituted at once and proswas on December 1. But on Decemthe text. The guiding stars of the mission to say that this conclusion accords with his own view of the from open doubt to entire certainty old couplet, betwixt the White

As Mr. McAdoo is to cease being trol for five years. But it does not

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. Mc-Adoo admits is not working well, may be improved. Plans may be made to return the roads to private ownership under modified legislation. The McAdoo five-year period is purely arbitrary; it might be made three years, or six, or ten, so far as the force of his reasoning goes. He presents very much the appearance of a man who had made up his mind but a certain thing ought to be done, and then east about for arguments to justify it. This is commonly called egging the question.

The more Mr. McAdoo's presentation of his case is examined, the more perpiexing and inconclusive it appears. He describes the existing legislation as inadequate. It admits of anhappy conflicts between Federal and State authorities. Moreover, the fund-the so-called "revolving fund" -provided by Congress is not large enough. There should be minor amendments to the law, and more money voted. But to do this Congress will find it "impossible" in its crowded short session, Mr. McAdoo it do the vastly easier thing of agreecentrel and appropriating \$2,000,to conclusions is tremendous.

It is equally hard to understand Mr. McAdoo, and just as difficult to when in the darkness of Central follow him, when he passes to the subject of the psychology of railway employees. One aspect of their state of mind, under Government operation he does not mention, though housands of shippers and other railway patrons have remarked it. We mean their general letting-down of business morale, their indifference, their inactention to duty. It is, in a said that our present day civilization word, the "blight" of Government control, of which Mr. Hughes has its perpetuity. These, he said, are been speaking. The Director-General does not appear to have observed day it is possible for us to go a little this, but he comes out strong on the turther in our analysis. The Ger- restlessness and relaxing discipline man Empire had deductive logic and of the men employed on the ratiroads, owing, Mr. McAdoo alleges, to the exclusion of Christianity, The to their uncertainty how long Gov-German Empire has tallen, and so ernment operations will continue, has German civilization. It is safe and what their future status may be, to say today that a civilization may If this is true, and the railway men perpetuate itself without logic but have been neglecting their work in cannot do so without Christianity. order to organize debating societies, an order from the Director-General would seem to be called for. But Now in the light of these thoughts lying and unprofitable. Its arts, Hun brute and the American idealist. Mr. McAdoo's proposed remedy is quite other. Assure the employees of five years more under the Government, and they will instantly stop talking about wages and hours and privileges and prospects, becoming instanter highly efficient. Anybody except a retiring Director-General

-who will believe this will believe anything. And as for Mr. McAdoo's grave assertion that the course recommended by him would take the railroads "out of politics," it is hard to imagine a plan which would keep them longer and deeper in politics.

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. Action by Congress will undoubtedly be nec to prevent what the President called the "disservice" of returning to "the The first tiding that strikes one in old conditions unmodified." But ail Director-General McAdoo's urging this only heightens the unwisdom his people from their sin. A light an extension for five years of Gov- of attempting such short-cuts as Mr. should dispet the darkness of erument operation of the railroads McAdoo advises. To turn a blind eye upon complexity does not make it simplicity. And basty improvisaions of policy, no matter from what source, can never be a satisfactory substitute for patient, study and cautious experiment.-New Evening Post.

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. A. Kiernan, in charge of tuberculosis in the U.S. department of agriculture, will speak on latest methods of controlling the tubercular menace. Dr. B. T. Simms, veterenarian, at O. A. C., will discuss control of contagious abortion. Solomon Fine, instructor in dairy production at the college. will report results of feeding tests with the college herd. And some of Oregon's leading dairy men will deal with their specialties.

J. B. Carmichael, of Lexington, was doing business in Heppner on Saturday. His family have all been

A. E. Wright was down from the Hardman section Friday and reports ome 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.

