

LOOKING FORWARD

LOOKING FORWARD TO THE NEW YEAR OF 1920, questions of competition, shorthandedness, the increasing demand for quick service and better—all that is here and dead ahead or distant, emphasize the importance of advantages and worthwhile economies in having your wants in all kinds of shelf hardware and farming implements filled at this store.

We extend to you the Greetings of this Christmas Season and hope that the dawning year of 1920 will hold for you a bountiful store of good health and prosperity.

PEOPLES HARDWARE CO.

Rock-abye-baby from the Ship Top



It's getting "tougher" all the time. Frinstance, Noah's elephants weren't subjected to any such treatment as "Frieda" and her 4-year-old twin brother had to endure when they "docked" at Boston the other day after a 47-day trip from India. A canvass sling under Frieda's tummy—many stout ropes and heaps of groans brought the infant elephant pair ashore for a ride to a New York zoological garden.

NEW MUNICIPAL WATER SYSTEM ONE OF HEPPNER'S FORWARD STEPS

One of the most progressive steps taken by the people of Heppner was registered on October 26th, when by special election, they voted almost unanimously for the \$100,000 water bond issue.

While it is generally conceded that the city would eventually have to look to a larger water supply if the community were to develop as it should, the summer drought of the past year undoubtedly hastened the issue to an actual vote.

The present city government came into being largely on the promise that they would secure for the city, if possible an adequate supply of water.

They have kept that promise thus far and unless the entirely unforeseen occurs, the new system will be in operation sometime this coming summer.

All of the preliminary engineering work has been done by the firm of Burns & McDonald of Kansas City. This included the locating of a water right for converting dams and rights of way on the headwaters of Willow creek, appraising the stock and water plant of the Heppner Light & Water Company (which in the next two months will be taken by the city) and the drawing of plans for the entire new system, including estimates of costs.

At the present bids for construction work and bids for furnishing

two kinds of pipe are being called for. These are machine banded wood pipe, with special cast iron fittings, and concrete.

It is quite needless to point out the values to be obtained through an abundant supply of water. It will bring more people to Heppner, which means more homes, and it means untold improvement to residence property. Beautiful flowers, trees and gardens are bound to make the home life more pleasant.

NEWSPAPER IS FARMERS' TRAVELING SALESMAN

Local Press Puts Grower in Touch With Demand For Choice Seed, Fruit And Livestock.

Oregon Agricultural College, Corvallis, Dec.—The short course on using the home newspaper to sell farm produce, which will be offered at O. A. C. Farmers' Week, December 29, January 3rd, is receiving widespread attention from the farmers and valuable support by the newspapers over the state.

"The value of such a course to the farmers cannot be emphasized too strongly," says Homer L. Roberts, formerly a news writer for the Malheur Enterprise, and now a student in industrial journalism. "The home press offers the quickest and cheapest route to a reasonable market. The newspaper is the farmers' traveling salesman."

"I know of a farmer who had a new strain of wheat peculiarly adapted to his locality, which he desired to introduce to his neighbors. He advertised, and the supply of seed was quickly exhausted. The stockman who raises purebred stock will find that the home paper will place him in touch with just the buyer with whom he wants to deal."

Fruitgrowers will find these advertising lectures of immense practical value, Mr. Roberts predicts. He has seen the plan worked out in the Brogan peach section of Malheur county. The grower advertises his fruit, prices and the time the fruit will be ready, with the result that much of the crop is sold in his own neighborhood.

The art of writing ads that sell, preparing copy for the press, and the distinction between reader and display advertising, are points which will be considered in the course of farm advertising which will be conducted by C. J. McIntosh, of the department of industrial journalism.

Purebreds Better Than Scrubs
Purebred sires increased the average grade herd production of 20 cows in South Dakota to the value of \$840 over that of grade herds from

scrub sires. How the same principles are affecting production in Oregon, now leading in many lines of dairying and dairy breeding, will be pointed out in the dairy work at Farmers' Week, beginning December 31. "Scrap scrub sires" is at the bottom of these principles.

Science Helps Labor
American farmers grew bigger and better crops the last year of the war than ever before, notwithstanding they supplied 35 per cent of the military forces employed. Elsewhere as in Oregon science was joined with labor more effectively than ever before.

Thousands of children as well as leading farmers literally hitched their plow to their state agricultural colleges.

To Dolly



Tomorrow's Christmas, Dolly, dear, So off to bed we'll go. We'll hang our socks upon the shelf For Father Christmas, though! Don't try to keep awake, my dear, But shut your eyes up tight. If we're awake, he is so shy, He's sure to take to flight.

Peace

by Cecile Joyce Keenan

At Bethlehem the Star shines bright above the Stable door;
By every road the Wise Men come who never came before;
The kings, with all their Caravan, keep watch upon the hill,
While Jesus sleeps on Mary's breast—and all the guns are still!

The plunder of the world is heaped about that manger-bed,
Behold! the gifts the Wise Men brought are stained an awful red.

Poor Mary's face is white and drawn, and Joseph's grim and set—
For older hearts, tho' slow to learn, are slower to forget!

But lo, the Star at Bethlehem above the Stable door
Shines with a glory in its light that never shone before!
The haggard hosts of shattered men out on the battle plain
Have caught the slogan of the skies, and fling it back again.

"Peace—Peace on Earth!" with shaken hearts, across the world they come,
No panoply of war is theirs, no flag, no rolling drum;

But all are cloaked in spotless white—the garment of His love—
And "Peace" their bursting throats now sing, and "Peace" the choirs above!

At Bethlehem the Star shines bright above the Stable door,
By every road the Wise Men come who never came before;
The Kings, with all their Caravan, keep watch upon the hill,
While Jesus sleeps on Mary's breast—and all the guns are still!

Coating Iron With Lead.
Lead as a substitute for tin as a coating for sheet iron, iron wire and wire gauze was strongly advocated at the Buffalo meeting of the American Chemical Society by Charles Baskerville, who exhibited some specimens of a process worked out by him.
Iron shingles, so treated, have been exposed to the weather in a roof test for two years and eleven months and show no signs of rust. They may be bent without cracking the coating and exposing the iron. Chicken wire so treated is quite as good as the galvanized and cheaper to produce.



GIVE HER CANDY

We have an extensive line of Fine Candies in Holiday Gift Boxes.

THE FOUNTAIN OF SWEETS

J. E. Maxwell

Money's worth



Red Crown gasoline is high quality, full-powered—every drop. Look for the Red Crown sign before you fill.
STANDARD OIL COMPANY (California)

The Gasoline of Quality

Geo. W. Milholland, Special Agent, Standard Oil Company Heppner, Oregon.