

PIERCE PRESENTS TAX EVIL REMEDY

Having Been "Smoked Out," Democratic Candidate Tells How Destroyed Results Will Follow His Election As Governor.

Having stumped practically the entire state, Walter M. Pierce, candidate on the Democratic ticket for governor, has stated that he would cast taxes in half if elected, and also deal in many high sounding phrases and meaningless generalities, but has never said just what he would do to bring about the result that everyone would be pleased to see. He now, at this late date, comes forth with the following:

By WALTER M. PIERCE
Democratic Candidate for Governor
When I am governor I promise to advocate and demand economy in every department of state government so that taxes will be reduced to the lowest possible point consistent with good government. To this end I will use the veto sparingly.

One great difficulty today is that one-half the property of Oregon is exempt from taxation, the timber in the forest reserves being a conspicuous example. The only income from the reserves is the rentals from stockmen for grazing, of which 65 percent goes into the federal treasury. I hold that since no tax is levied on the body of timber all the rentals from grazing should go into the treasury of Oregon to compensate for the vast body of taxable property held by the federal government out of taxation. As governor I would use the prestige of the office in a movement to exempt governors and delegations in congress to bring this about. This change would produce about \$350,000 a year new revenue, thereby lessening to that amount the burden on property now taxed.

FOR SEVERANCE TAX

Practically one third of the standing timber in the state of Oregon is in the forest reserves and pays no tax. Under the present law the body of timber all the rentals from grazing should go into the treasury of Oregon to compensate for the vast body of taxable property held by the federal government out of taxation. As governor I would use the prestige of the office in a movement to exempt governors and delegations in congress to bring this about. This change would produce about \$350,000 a year new revenue, thereby lessening to that amount the burden on property now taxed.

MAKES NICE WINDOW DISPLAY

Jack Mulligan is somewhat of an artist when it comes to window decorations, as is evidenced by the appropriate and seasonable display of corn and pumpkins in the big window at the music store in I. O. O. F. building. While the decorations are not elaborate they are well arranged, and the window is attracting much attention.

"The Trap" Vital Tale Of Canadian Woods

"The Trap," a strong story of the North woods, the Universal-Jewel attraction starring Lon Chaney which comes to the Star Theatre on Saturday. It is unique in having one of the most remarkable casts of any recent production. In addition to this, Robert Thornley, who is noted for the excellence of all his productions, directed this film masterpiece.

DIRECT TAX HIGH

In 1921 there was raised by direct taxation in this state \$9,493,105, an average of almost 9/10 mills on the property taxed. This is the highest direct property tax levied in the United States for state purposes. It constitutes nearly one-half of the total tax on property in the state and is often means one-fourth of the entire tax.

MINNESOTA IN 1920

In Minnesota in 1920, the direct property tax for state purposes was \$1,667,428, which is about one sixth of what Oregon property owners were called upon to pay for the same value of property in Minnesota. Minnesota raised the balance of her state revenue from indirect sources, viz: A 5 percent gross earnings tax from public service corporations and a 25 cent tax on tax upon iron ore mined in the state.

CALIFORNIA IN 1921

California in 1921 raised \$33,768,884 for state purposes. This money was all raised from indirect sources, viz: From fees and from a gross earnings tax upon public service corporations. Farmers and property owners in California were not called upon to pay direct any of this \$33,768,884.

WISCONSIN IN 1921

Wisconsin, in 1921, raised by direct taxation only \$7,981,454 for state purposes. This is about one-fifth of the value of taxable property in Wisconsin is four times that of Oregon. The balance of her state expenses was raised by fees and by taxes on net incomes.

OREGON CAN RELIEVE THE PROPERTY OWNERS

By collecting a large part of the cost of state government from similar sources, viz: (1) a tax on net incomes; (2) a severance tax; (3) a tax on gross earnings of public service corporations. I favor such a program in this state and under the guarantee that any tax derived from new sources shall not be used for increased expenditures but to take some of the burden of those now bearing more than their just share of taxation.

PRACTICES OF PUBLIC UTILITIES

become so intolerable that the utilities have to be regulated. A costly public service commission has to be maintained for that purpose. Since the commission has to be maintained for the regulation of the public service corporations, those corporations should themselves be required to pay the expenses of the commission, without burdening farmers, home owners, business and other enterprise with that expense.

SUCH A PLAN WOULD SAVE TAXPAYERS

approximately \$100,000 a year, and I favor it.

OREGON IS, PER CAPITA, THE HEAVIEST

boned state in the Union. We are in the midst of a wild orgy of bond issues. The thought seems to be that we can go on issuing bonds regardless of a payday to come later. There is a possibility of having to levy a further property tax to meet accruing interest on these enormous bond issues. A halt should be called in the plaster-

Umatilla County Man Killed While Hunting

Eliza Hunter Mistook For Deer, Receives Shot Through Breast at Hands of Companion

(Monday's East Oregonian)
Eliza Hunter, aged 24, son of Mr. and Mrs. T. P. Hunter of Birch creek, was shot through the breast and instantly killed yesterday by Jack Miller, who while hunting on the Tom Gibson place on Birch creek, mistook Hunter for a deer.

Miller, with William Jenkins, of Pendleton, T. P. Hunter, Eliza Hunter and his brother, had during the hunt seen three deer in the brush. Jenkins wounded one of the deer in the leg and shot him with a 30-30 rifle and Hunter then began efforts to circle the deer back to the brush. After half an hour young Hunter, who wore a hat which at a distance greatly resembled the color of a deer returned to the brush. Miller, at a distance of 60 yards, fired his 30-30 rifle and Hunter was instantly killed. Miller is well known here and is an employee of the J. J. Hamley & Co. saddlery.

The body was brought to Pendleton and an inquest will be held tomorrow. Besides his parents, young Hunter is survived by his wife, who lives in Portland. Rev. John Secor, pastor of the Methodist church, will officiate.

Funeral Arrangements Have Not Been Made

and are awaiting word from two aunts of the deceased, who live in Portland. Rev. John Secor, pastor of the Methodist church, will officiate.

Boy Kicked in Face by Mule

Louis Ball, young son of Mrs. Mary Ball, residing south of Ione, was kicked in the face by a mule he was working with on Tuesday evening, and was quite severely injured. The hoof of the mule landed on the cheek bone below the eye, the bone was fractured, and protruded through the skin. A physician was called and dressed the injuries, and states that at no time was the lad unconscious, though the impact must have been heavy and the injuries very painful.

Head of World's Greatest "Ad" Firm Reviews Distribution Cost Problem

Advertising Important to Every Man's Every Day Life and Expenses.

By STANLEY RESOR.

Editor's Note—Stanley Resor, president of the J. Walter Thompson company, one of the greatest, if not the greatest, advertising firms, found that in his profession it was not only advantageous to know world economic conditions marked against distribution required. He began an intensive study and this study was greatly helped by the fact that through his offices flowed the best of the world's trade as expressed in its advertising. Some of the results are given herewith. They present a light on a problem that has often puzzled most men.

When you walk into a store today and spend a dollar for an article, you are spending forty-nine cents—practically one-half—to cover the cost of getting that article from the manufacturer to the shelf of the retail store. In other words, only one-half of the retail price you pay for a product covers the cost of manufacturing; the other half goes to cover the cost of distribution.

At first glance, this high percentage of cost marked against distribution seems to be out of all proportion to the cost of manufacturing. But this is only half true. Our problem is to find better methods but to trim down and improve our present methods. Let us bear this in mind: Large scale production by machinery is of very recent origin and that is affecting great economies on the one hand, on the other it has introduced new elements which simply on account of their immaturity are more expensive than they should be.

Distribution Problem.

Distribution is the biggest and most important of these elements. So long as our manufacturing methods continue to develop along their present lines, distribution costs can never be eliminated. Machinery reduces manufacturing costs by reducing the amount of human labor and undoubtedly distribution is composed of certain units which may accomplish similar results. One of the great problems today is to recognize clearly these units and to use them to the best advantage.

In order to obtain a better insight into the problem of reducing distribution costs, let us go back and trace briefly the processes by which we are reduced to our present methods of manufacturing and selling and attempt to place the exact relationship between the two.

Because our own lives have not also spanned the whole period between horseman club and the automobile, we sometimes forget that industry has not merely grown in extent but also has become an essentially different thing. Once an article was made complete on the farm or in the town where it was to be used, perhaps by the very one who was to use it. Listen to the words of Darius Milton Raymond, who died in Reading Center, New York, two years ago, at the ripe old age of ninety-seven years. In his youth, as his biography is told, farmers "killed and dressed their own cattle and hogs... had the skins tanned, and their shoes made from material of their own production. They raised flax... spun and wove it into cloth, which they fashioned into clothing in their own homes." Window glass was almost unknown. The news of the election of Lincoln as President arrived six weeks after election day.

Times Have Changed.

Today a man's work is limited not merely to making, let us say, shoes, but to performing only one or two operations in the process. With the aid of machinery this high degree of specialization has reduced the actual labor of making a product to a mere fraction of what it once was.

An Example Given.

This saving represents more than a mere reduction in price; it is a saving that has added to our comforts, for it has turned luxuries into everyday necessities, that has made life easier; it has given us new products and services—stoves, window glass, rugs, silks—things almost unheard of by the man of 1840, things which only the most wealthy could afford.

But what is the machinery that has made possible these changes?

Let us take the case of one manufacturer. Mr. A. is the manufacturer of a food product which he feels is the best of its kind. He puts up a plant, installs machinery, and prepares to turn out his product on a moderately large scale. But how can he sell the output of his factory, and keep on selling that output in a steady stream day after day? Unless he can sell to large numbers of people, he cannot make it in large enough quantities to turn it out at a marketable price. He is faced with the problem of distribution.

Mr. A.'s first step is to hire and put on the road a number of salesmen.

Mr. A. seeks to lower his manufacturing costs per unit by widening his market and increasing his sales.

ROAD TO POWER PRICES OFFERED

Head of World's Greatest "Ad" Firm Reviews Distribution Cost Problem. Advertising Important to Every Man's Every Day Life and Expenses.

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Regular Hallowe'en Scare



LOCAL NEWS ITEMS

Ben Mathews, formerly engaged in business in Heppner, came up from his home at Gresham yesterday to look after business interests here. On the way to Heppner he stopped over at The Dalles for a visit with his son-in-law, John Widenan, who is at the hospital there under the care of a physician, and he reports him to be considerably improved.

Ernest Heliker, of Ione, was in Heppner yesterday. Mr. Heliker has been in poor health for the past two years, and has decided to lay off on the wheat raising game for a while. He has rented his farm and expects to return to the city in a few days. Accompanied by his family, Mr. Heliker will leave shortly after the first of the coming month.

Robert Carner, Wheeler county stockman, spent a day in Heppner this week. He left for home Wednesday, feeling assured that in his race for legislature he would get a unanimous vote in Morrow county. He is on the ticket for joint representation with Wheeler and Gilliam counties.

Dr. Mark A. Leach, of Corvallis, is visiting with relatives and friends in this city. Dr. Leach was formerly in business in Heppner, but has been living for a number of years past in the agricultural college town. He has been spending a few days at Pendleton in the bank.

Mr. and Mrs. Henry Beers and daughter and Miss Marie Heipel spent last week visiting at the home of Mr. and Mrs. A. F. Palmateer at Morgan. Mrs. Beers is a sister of Mrs. Palmateer and they drove up from their home at Eagle Creek.

The Willing Workers of the Christian Church will serve a chicken pie dinner on election day, Nov. 7, at I. O. O. F. Hall dining room. There will be plenty of chicken and other good eats, and your patronage will be appreciated.

S. W. Spencer, cashier of Farmers & Stockgrowers National Bank, returned this forenoon from Hot Lake, where he has been receiving treatment the past ten days. He is rapidly improving in health.

For the Legion dance at Ione on Saturday night, Oct. 28, the Heppner-Arlington stage will make special trips to accommodate those desiring to attend from Heppner. Leave reservations at Patrick Hotel.

Walter Hill, cashier of Lexington State Bank, was in Heppner for a short time on Wednesday, attending to business. He was accompanied by his son, Herman, who is assistant cashier in the bank.

Dr. R. Z. Grove and Ray Rogers took in the big football game at Pendleton on Friday, at which time U. O. won a hard fought victory over Whitman college eleven from Walla Walla.

A deal in real estate at Heppner this week was the disposal of the L. E. Bibbe property to Erb Kirk. Mr. Bibbe and family have moved into the O. E. Farnsworth residence.

Clarence Scrivner, who was moved to his home during the past week by the Moore hospital, is reported to be steadily improving in health and regaining his strength.

Phillip Mahoney, who was quite seriously injured last week by the accidental discharge of a shotgun, is recovering nicely, and will soon be in school again.

DO YOU EAT? If you do you should patronize the Bake Sale at Humphreys Drug Store on Saturday, given by the ladies of the Christian church.

"The Proof of the Pudding is in the Eating." Test the good cooking at the Christian ladies Cook Sale at Humphreys Drug Store on Saturday.

Charley Devin, extensive wheat raiser of the lone county, is a business visitor in the city today. He was accompanied by Mrs. Devin.

A. W. Cobb, one of the leading citizens of Boardman, accompanied by Leslie Packard, made this city a visit on Monday.

Mr. and Mrs. Spencer Crawford spent Sunday visiting at the home of Mr. and Mrs. A. F. Palmateer at Morgan.

Born—in this city on Monday, October 23rd, to Mr. and Mrs. James Farley, a 10-pound son.

C. C. Rhea, founder of Rhea creek, was in Heppner yesterday.

CALL FOR MEETING AT ALPINE SCHOOL

Lets put it over! Put what over? The completion of the Jarmon-Lexington road.

All who are interested in the completion of the all-important road to connect the Morrow county hard surfaced roads with the Umatilla county hard surfaced roads are asked to meet at the Alpine schoolhouse on October 28th, at 7:30 p. m.

The completion of this road would be in all probability meet the mail route and the bringing back of a lot of business that has slipped away, and the bending back of the north and east ends of the county and the solidifying of the best interests of the county, and should enlist the support of every right thinking individual.

Each community is urged to and should send a large delegation to take part in the discussion and formulating of plans for bringing to completion this connecting link of hard surfaced roads. The Lexington end is completed to the Base Line and the other end is graded for some distance and will not take much work to put it in shape for the gravel, and should be completed while the rock crusher is located in that end of the county. "The complete road this winter" will be the slogan of the meeting.

J. PERRY CONDER, Chairman of Committee.

Plans Developing to Show State's Activities

Plans are being developed to make use of various novel methods to show to the people of the United States during the 1927 exposition the industrial and agricultural opportunities of Oregon. The first of these will be the establishment, in conjunction with the exposition, of a bureau which will make a specialty of conducting excursions to the various sections of the state where activities in production can be seen to the best advantage.

Those visitors, for instance, who want to learn about lumber production in any of its varied forms will have opportunity to join excursions directly to the mills or the lumber camps; those interested in fruit production on a commercial scale will be taken to the large orchards and packing houses; those interested in stock raising will visit the large stock pens of the best known stock producing districts, etc.

Every available means will be utilized to set forth to the visitors the opportunities awaiting them in Oregon, and at headquarters there will be maintained a staff of men and women especially qualified for this purpose to answer questions and give details on conditions and opportunities in every county of the entire state.

Contingent upon the people of Oregon granting permission on November 7 to the city of Portland to levy a special tax for promoting the 1927 exposition, and the voters of Portland itself authorizing such a tax levy, immediately thereafter a comprehensive campaign for advertising Oregon throughout all parts of the United States and in foreign lands will be undertaken. A fund for this purpose is now being arranged.

Morrow County Registration Figures. County Clerk Waters has finished checking up on the registration records of Morrow county, and he reports that there is a total of 2295 registered voters in the county, divided as follows:

Republican—Male 1059, female 463; total 1522
Democratic—Male 355, female 178; total 533
Prohibitionists—Male 7, female 11; total 18
Socialists—Male 40, female 25; total 65
Miscellaneous—Male 45, female 22; total 67

Thoroughbred Bronze Turkey Tombs \$10.00 each. Pulletts \$6.00. MRS. CORA BURROUGHS, Ione, Oregon.

Born—in this city on the 17th inst., to Mr. and Mrs. Ray Young, an 8 1/2-pound son.

Dr. D. R. Haylor, eye specialist, in Heppner Sunday evening, Nov. 12th, also 13th and 14th.

HEPPNER HIGH LIFE

The school library, which is being run under an entirely different system this year, is now being carefully catalogued for the first time.

The first six weeks of school has been completed and report cards are out.

The seniors went on a hike up the creek on Tuesday evening, October 24. They nearly bought out the town in marshy lines such as weenies and sundrillows, but they seem to have survived the feed without more than the usual amount of peculiar feelings afterward.

The upper-classmen are getting anxious about the non-appearance of the Freshmen pennant. "Great minds run in the same channel." Then surely the Freshies can't have failed to agree.

The Sophomores got their new black and gold pennant and put it up Thursday night. Friday morning when they got to school, having come early to protect that precious piece of felt, no big pennant greeted their eyes on "Sophomore Column". The seniors began to arrive soon and give the Sophs a laugh, but the laughs they who laughs last? and the 25's soon told them that the Senior pennant was gone also. This proved to be a sad fact, and no trace of either pennant has been seen since.

Saturday morning, October 21, all the high school students were expected to appear at the school house at six o'clock to give the football team a royal send-off to Fossil. At the appointed hour a few sleepy but loyal backers appeared rubbing their eyes. The others straggled in at various intervals during the next hour in a state of uncombed hair and breakfast looks. The football boys were presented with boxes of lunch and sent off with some good rousing yells. They got safely to Fossil—and here the tale ends.

Store Now Open For Business.

The general merchandise store of Pete Prophet, the most of the stock of which was moved down from Hardman, together with fixtures, after having been greatly enhanced by the addition of new stock, was opened up for business yesterday in the Prophet building, next door to the First National Bank.

Mr. Prophet has been engaged in general merchandising for many years at Hardman, and the game is not a new one to him. He has fitted up his new store in this city in nice shape, and just as fast as it is possible, he will install a complete line of general merchandise, carrying the best the market affords in all lines.

He stated to a representative of this paper that it was his intention to go out after a lot of the mail order trade—the most of the stock of Portland, Seattle, Kansas City and Chicago—that takes the money away from Heppner and Morrow county, never to return. He will be glad to figure with all those who are inclined to patronize the outside party; your money will be good at the Prophet store, and will reach just as far in buying ability. This cash trade will be courted, and the next time you make out an order to the foreign merchandising house, take it to Prophet and let him figure with you.

Mr. Prophet states that he is well pleased so far with the trade and treatment he is receiving at the hands of Heppner people.

Visiting Over County In Interest of Red Cross

Mrs. Emmet Cochran, chairman for Morrow county of the annual roll call of the Red Cross, accompanied Mrs. Tom Johnson, county nurse, to Irleton and Boardman Tuesday, where she hoped to interest the people of those two places in the work of enrollment. Mrs. Johnson was called to the north end of the county in her work as county nurse, and before returning to Heppner she will attend the Public Health Exhibit in Portland this week. Mrs. Cochran will continue her visit to other towns of the county, and hopes to have each community thoroughly organized for the putting over of the Red Cross roll call.

Tom Boylen, Umatilla county sheep man, is in the city today.

"The Swamp" Suits Sessue Hayakawa

Admirably Adapted to Famous Star—Reveals Him as First-Class Comedian.

"Screen admirers of Sessue Hayakawa will find that in 'The Swamp,' he has a vehicle ideally suited to his talents," declared Colin Campbell, his director, in discussing the R-C production in which the noted Japanese-American star will be seen at the Star Theatre on Sunday.

"Personally, I believe that Hayakawa has never appeared in a more human or appealing story," continued Mr. Campbell. "In its theme it strikes a new note, a quality of spirituality that lifts it far above the ordinary. In its unfolding, it concentrates upon every type and phase of love known to humanity and particularly does it show the beauty of that most unselfish love, which for lack of a better term is called 'spiritual' love.

"The romance which tinges the story with tears and just a shade of tragedy is one of the most exquisite ever transferred to the screen. Hayakawa, as a humble Chinese vegetable peddler, whose love for a frail, neglected little mother and child leads to the greatest sacrifice of his life, brings forth a characterization that leaves one spellbound.

"The cast in 'The Swamp' is indeed notable. The appearance of Beaulieu Love, in the leading role opposite Hayakawa, marks the first time in the history of motion pictures that one star has left her own producing company to appear in support of another. Frankie Lee, Janice Wilson, Harland Tucker and Lillian Langdon, the other players, are all too well known to need any introduction. To Mr. Hayakawa, the greatest sacrifice of his life, brings forth a characterization that leaves one spellbound.

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BUSINESS OUTLOOK IS MUCH IMPROVED

Increasing Demand for Commodities. Production Speeding Up—No Danger of Over-Production.

By ROBERT E. SMITH.