

LEXINGTON

Mr. and Mrs. Finnegan who are enroute from Seattle to their home in Escanaba, Michigan, spent a few days recently with Mr. and Mrs. S. S. Strodtman. Mrs. Finnegan is Mrs. Strodtman's sister.



The BULL'S EYE

Editor and General Manager WILL ROGERS



Another "Bull" Durham advertisement by Will Rogers, Zigfield Follieri and screen star, and leading American humorist. More coming. Watch for them.

Improving on History

I just finished hearing a Politician, one of the Washington Boys, talk on Abraham Lincoln. The only thing I could picture in common between him and Lincoln was that they had both been in Washington. When a Politician starts talking about himself he is talking about Lincoln. Lincoln has had more Public men speak of his good qualities, and fewer copy any of them, than any man America ever produced. His famous address was only about two hundred words long. No Politician has ever been able to even copy his briefness. In fact that is the last one of his qualities that they would try to copy. Lincoln said more in those 200 words than has been said in the entire City of Washington in the last 10 years, and here is a quality that no historian or speaker has ever brought out before. At the completion of the Gettysburg speech, he wisely refused one of Grant's Cigars, and borrowed a sack of "Bull" Durham from an Ex Southern private, rolled his own, got on his Mule and went back to Washington.

Will Rogers

P. S. There will be another piece here two weeks from now. Look for it.



"BULL" DURHAM
Guaranteed by
The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

"Truth in Meats"



ABERDEEN-ANGUS STEER "QUEENMERE 21TH"

Grand Champion Pacific International Livestock Exposition, 1924. Gred, fed and exhibited by Conquer and Datties, Yakima, Wash.

At the Pacific International Livestock Exposition to be held in Portland this year, October 31st to November 7th, it is proposed to give a demonstration which will carry out the idea of "Truth in Meats."

Assisting in this work will be the Department of Agriculture, colleges of Oregon and the Pacific slope, packing house people, stockyard officials and commission men, and retailers as well. Six to eight live animals, nicely bred and properly cared for, will be graded from prime to common, and over the head of each will be posted the price on foot at which its kind is selling in the stockyards that week. Directly back of them, in a refrigerator, will be shown carcasses from animals of a similar lot. These carcasses will also show the selling price

from the packer to the retailer. Faith or down in the refrigerator, will be shown the regular wholesale cuts of meat usually sold in the trade. These, too, will carry their proper pricing as regards the various grades.

Finally, in a counter will be seen all the retail cuts from these various packing-house lots; they in turn showing exactly what a choice cut from the choicest animal should sell for; bearing in mind all the time that the overhead in the retail store is just as much pound for pound, on a common animal as it is on a choice one.

The purpose of this entire demonstration will not be to prove that the retailers are getting too little or too much for their meat, but rather to show the relative value of prime as compared with common meat.



Pacific International Live Stock EXPOSITION

Portland Oregon October 31 to November 7.



"and I'm baking a cake"

[Appetites won't rest—so vacation with Pearl Oil]

Summer or not you must keep on cooking and eating, so why not make it a lot easier with a good oil cookstove and Pearl Oil?

A cool kitchen, and no coal or wood to pack! Just a clean, fast, economical fuel—the last word in convenience.

A clean-burning, intense flame is essential—so be sure to ask for Pearl Oil by name. It's refined and re-refined by the Standard Oil Company's special process—non-corrosive and odorless—the highest grade kerosene made.

STANDARD OIL COMPANY (California)

PEARL OIL (KEROSENE)

LEXINGTON ECHOES

On last Friday evening the Bible School leaders of the Church of Christ arranged a pleasant party for its members and friends. The party was held in the parlors of the church. A delightful supper was served at six o'clock followed by various entertainments until eight o'clock when good-nights brought to a close one of the most enjoyable evenings spent by the Bible School students.

Mr. and Mrs. Clay Philips will leave this week for an indefinite stay in Portland.

Bert Thornberg and Gus Johnson are being some painting over at Sano Hollow.

Mr. and Mrs. J.T. Alexander and daughter, Miss Florence, of Chehalis, Wash, arrived Friday, by auto, from Seth Bridge, Canada, for a visit at the home of Mr. and Mrs. Fred Kelly. Mr. and Mrs. Alexander are the parents of Mrs. Kelly.

W. Wirtz, Tom A. Lum and on business at the Lexington yard on Friday of last week.

Carl Werner and Tom Barnett motored to Pendleton on Tuesday and returned Friday.

Grandma Booher left Wednesday of last week for Heppner from whence she went for a visit at the home of Mr. and Mrs. T. Boymer on Hinton Creek. Grandma's daughter, Mrs. Nettie Crowe, left some days previously for her home in Armstrong, B. C.

Dr. Haylor of Portland, eye specialist, will be in Heppner on October 25 and 24.

THE BANKER-EDUCATOR PLAN TO PROMOTE BETTER AGRICULTURE

By D. H. OTIS, Agricultural Director, American Bankers Association

Whenever bankers desire to promote actively agricultural improvement in their communities, the state agricultural colleges stand ready to show them the way and to give expert assistance. The purpose of this article is to illustrate the way in which the colleges are getting in contact with the banks, and the kind of assistance they render.

As soon as the college has a list of the banks in the state desiring to adopt plans to aid agriculture as indicated by project blanks sent out to all the banks in the state, by the State Bankers Association Agricultural Committee, it gives practical suggestions to each banker on the list as to what he can do to stimulate, organize, and conduct the

work in the particular project he has selected. Then either a department specialist from the college or the county agent gets in personal touch with the banker to assist him in an advisory capacity.

Samples of the project outlines are given below to illustrate the details of the procedure the college takes in accomplishing its plan.

College Provides Expert Advisers
In counties with no county agent a list of the banks desiring to carry on a project is sent to a specialist at the state college, according to the project listed. For instance, the banks desiring to carry on the farm accounts project are assigned to the farm management specialist, those desiring to carry on the legume project to the agronomy specialist, those interested in boys' and girls' club work to the junior extension specialist, and so forth.

In counties that do have a county agent a list of the banks and the projects in which each is interested is sent to him with a request that he get in touch with the bankers and help them in regard to the various projects.

The next step by the college is to write to each banker on the list sending him project outlines and informing him that the county agent or a specialist from the college will get in touch with him. If there is no agent in the county this letter reads as follows:

Dear Sir:—You will find enclosed a brief outline of the farm accounts project in which you have indicated your interest to your State Agricultural Committee and to the Agricultural Commission of the American Bankers Association. It is our hope that the specialist from the agricultural college will be pleased to assist you in carrying out the suggestions indicated. We have asked him to get in touch with you.

The letter to bankers in counties that do have a county agent informs them that he will get in touch with them.

Suggests Things the Banker Can Do
The project outlines sent to each banker give specific suggestions as to the things he can do to organize the work in his project, and the part he can take in carrying out the work. The more simple and concrete these

suggestions are the more valuable they are to the banker. Following are samples of such project outlines:

Farm Accounts Project

1. Banker can select group of farmers who can and should undertake the work of farm accounts.
2. Arrange with county agent or specialist from agricultural college for first meeting of the group and select an account book.
3. Assist individuals at their request with information relative to entering accounts and other data properly.
4. Act as or select leader for the group.
5. Assist in checking inventories as a means of securing individual financial statement at close of the year.

Boys' and Girls' Club Work

1. The banker can arrange with the county agent or the specialist of the agricultural college for organizing a club.
2. Plan to present various types of club work at the next meeting and perfect the organization of a local club.
3. Banker may act as local leader of the club.
4. Cooperate with county agent or specialist in annual "Achievement Day."
5. Banker may offer prizes for club work or otherwise assist in financing same.

Legume Project

1. The banker can get information from county agent or specialist from the agricultural college on the value of alfalfa, soy bean, or sweet clover crops to farmers of the community.
2. Arrange for meeting of interested farmers with county agent or specialist.
3. At this meeting county agents, specialists, or others will discuss:
 - (a) Value of crop.
 - (b) Seed supply and varieties.
 - (c) Methods of handling the crop.
 - (d) Use and disposition of crop.
4. Plan with county agent or specialist meetings and demonstrations on plots or fields.
5. Secure exhibits for community or county fair.

Cow Testing Associations

1. The banker can arrange with county agent or specialist from agricultural college for meeting of interested group of farmers in the community for the purpose of organizing a cow testing association.
2. Banker may act as leader, and with county agent or specialist plan to visit prospective farmers who may join the association.
3. Organize for work and assist in securing testing equipment and other materials, whenever necessary.
4. Call meetings periodically to discuss association business and hold picnics or tours.
5. Banker with county agent or specialist may arrange for C. T. A. booth at community or county fair giving testing demonstrations and explaining work of association.

This constitutes the preliminary work by the college which paves the way for constructive work by the bankers in banker-farmer projects.

YOUR HANDS
Do most of your work. Why neglect them when a bottle of Cream Lotion will keep them fit.

25ct & 50ct
"Family size \$1.00 1 pint."

Manufactured and guaranteed

BY Bullard's Pharmacy
The Kodak Filing Station

Attention Farmers

DON'T Be Inconsiderate With Yourself

When you come to know that your fuel is almost gone. It pays to investigate fuel prices at THE FARMERS.

When you are in need of fuel at reasonable prices— See Us.

Farmer's Elevator Co.
Ione, Oregon.

A BIT OF PHILOSOPHY FROM WET WEATHER TALK
JAMES WHITCOMB RILEY

It hain't no use to grumble and complane; It's jest as cheap and easy to rejoice.— When God sorts out the weather and sends rain, W'y, rain's my choice.

Men ginerly, to all intents— Although they're apt to grumble some— Puts most theyr trust in Providence, And takes things as they come.

In this existence, dry and wet Will overtake the best of men— Some little skift o' clouds'll shet The sun off now and then.—

And mayby, whilse you're wundern who You've fool-like lent your umbrill' to, And want it—out'll pop the sun, And you'll be glad you hain't got none!