

Heppner Gazette Times

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MORROW COUNTY'S OFFICIAL PAPER

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"NEWS and PROGRESS" No. 2

ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING—From latest volume in Manhattan Library of Popular Economics, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

FROM NEWS LETTER TO NEWSPAPER

JOHN CAMPBELL, Postmaster of Boston, was an unusual official. Being not fully occupied by the duties of his position, he looked for something else to do, and, all unconscious of the consequences of his act, took a step that has profoundly influenced the development of America.

Therefore, he hit upon the idea of sending an occasional letter to the Governors of the New England colonies, in which he summarized the current news of the times. At first, his letters appear to have been sent as sealed communications, but presently he came to realize that there could be no harm in leaving them unsealed in order that others might read them by the way.

Thus "The Boston News Letter," first published on Monday, April 24, 1764, became the pioneer of American newspapers, although it may be mentioned in passing that, on September 15, 1760, one Benjamin Harris, of Boston, published a single issue of a little sheet called "Publick Occurrences," which was promptly suppressed by the Governor.



Two centuries of American progress are reflected in the columns of the newspaper

wise safeguarding their financial future. In 1923, over \$2,500,000,000 worth of sales, including live stock, were handled through farmers' organizations. This was almost one-quarter of the total business of the industry.

The speculative nature of farming has caused food prices to rise at a rate in excess of those of general commodities, but as agriculture becomes better organized, foodstuffs may be expected to become more stabilized, because large unsold surpluses may be conserved to meet demand.

In the solving of marketing problems, agriculture is conspicuously weak in comparison with other industries. It is only through solution of these problems that stabilization of agricultural income will be made possible.

As each year passes, the farmer is strengthening his position,

paper, through its advertising columns, ready to serve the material as well as the less tangible interests of the people. The simplicity of life in the America of John Campbell's day stands out clearly in contrast against its present complexity and completeness. By the opening of the Twentieth Century, the railroad, the telegraph, the cable, the typewriter, the linotype, the stercorator, the photograph and the half-tone plate, had given the newspaper a freedom from drudgery and delay which made possible its extraordinary progress in the past quarter of a century.

and eventually the element of speculation will in a large measure be removed from the industry.

Why Not a Nation of Thinkers? A REMARKABLE man died in this county a short time ago. This man was not a "superman."

He had a broad vision. He built up his business by helping others to build up their business. He knew that if his manufactured articles were to have the greatest sale, consumers had to be able to buy and willing to buy.

He could see that in order to sell a pump for irrigation purposes he had to do a whole lot besides build a pump. It was more necessary at first for him to encourage the teaching of scientific agricultural methods, so that farmers could use pumps and have the money with which to buy, than it was to build a pump factory.

And so it was throughout his business career. He saw the value of building up the buying power of the people as the surest way to build up his own business.

He could see that exorbitant taxes, radical legislation and disturbing governmental policies were detrimental to the laboring man and business, and that the laboring man suffered most by any policy which crippled industry and destroyed employment.

This man started with nothing but a clear vision and an understanding of basic principles which underlie both individual and national prosperity.

When he died he was the head of the greatest business of his kind in the world, and his products were sold in every nation.

The question will be asked, "What has all this to do with my job or my business?" It has everything to do with your business or job, whatever it may be. You have the same brain to think with as the man mentioned, although you may not have the God-given insight into human nature which he had.

Get over the idea that you can make prosperity for yourself alone, and realize that you depend upon the "other fellow" for your business.

The United States is a world leader in many ways. For this reason, it should become a land of "thinkers." We should not be

with our plans. In summer there were a thousand and one things to explore. In winter, the sled and skates, and a dog with a nose for days. How we enjoy living those days when we had to crack the ice in the pitcher to get water to wash our faces on cold mornings; and we boast, as becomes men whose pocketbooks have expanded with their girths, that this is the kind of hardening that makes successful men. But most of us will admit that what we needed more than anything else was a wider circle of friends.

The farm youngster of today need not be lonely. The motor car has erased the lines between town and country. Yet just as important as the means of getting somewhere is the new spirit in the farmlands, the community of interest that has grown up in recent years. For the boys and girls, this spirit finds expression in the "4-H clubs" that our departments of agriculture have fostered. With their calves and pigs and samples of sewing and canning, the boys and girls meet in friendly rivalry at county and state fairs.

Interesting stories could be told about how a boy's enthusiasm aroused by these clubs has led the father to ways of better farming. But even better than the business training these clubs afford the farmers of tomorrow is their influence for good citizenship. The four H's stand for "head, heart, hand and health," meaning thereby the development of wholesome men and women with an interest in their country as well as in their means of livelihood.

In all the talk about farm problems, the improvement in farm machinery, methods of marketing and electrification of the farm, it should not be overlooked that the most important question is the kind of men and women the farm is preparing for tomorrow.

When Farmers Combine.

State Market Agent. Combinations of farmers, operating through big pools and selling agencies, are becoming strong factors for agricultural aid in many sections of the United States and Canada, says State Market Agent Spence.

When these organizations are started right, have the right men to manage them, and then have control of enough volume, they are bound to become powerful, says Mr. Spence. Take for illustration the Wheat Pool of Western Canada. It is but three years old yet it is the largest co-operative organization of its kind in the world.

The lesson to be learned from this man who has passed on, is plain and simple. He lived his life largely in the interest of the other fellow—not from a purely charitable angle, but from the standpoint of "good business."

Those of us who can look back on boyhood on a farm, and that is a good many of us, recall most vividly the lack of companionship. At the time, perhaps, it was the round of chores that we liked the least. For there was fun, and chores frequently interfered

The Old Farm Has Changed.

Milwaukee Journal. THOSE of us who can look back on boyhood on a farm, and that is a good many of us, recall most vividly the lack of companionship. At the time, perhaps, it was the round of chores that we liked the least. For there was fun, and chores frequently interfered

Discovers Nebraska Oil

W. L. Close has been designated by the Federal Department as supervisor of fruits, vegetables, etc., for Oregon and all state inspectors are requested to take up with him any matters pertaining to Federal supervision of shipping-point inspection, which have been sent to F. E. Bailey to Spokane. Mr. Close's headquarters are at 306 Fitzpatrick building, Portland, with the State Board of Horticulture.

Supervision Changed.

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Installation Buying Amazing.

The imagination can hardly grasp what is being accomplished in the city and hamlet in the United States. Figures given out state that 750 million dollars are paid each month under this system.

FOR SALE.

Italian prunes in suit cases, 40c. Add 35c for delivery, or can send C. O. D. Petite prunes 60c. Some apples and pears. W. R. Woodworth, Heights Berry Farm, Estacada, Ore.

LEGAL NOTICES

NOTICE FOR PUBLICATION. Department of the Interior, U. S. Land Office at The Dalles, Oregon, August 16, 1926. NOTICE is hereby given that Harriet M. Brown, formerly Harriet M. Stephens, of Heppner, Oregon, who, on

Dec. 11, 1922, made Homestead Entry under Act Dec. 29, 1916, No. 018664, for S 1/4 SW 1/4, Sec. 27, T. 3 S., R. 25 E., W 1/4 SE 1/4, NE 1/4 SW 1/4, Section 8, Township 4 South, Range 25 East, Willamette Meridian, has filed notice of intention to make final three year Proof, to establish claim to the land above described, before Gay M. Anderson, United States Commissioner, at Heppner, Oregon, on the 4th day of October, 1926.

NOTICE TO TAXPAYERS.

NOTICE IS HEREBY GIVEN, that on the second Monday in September (Monday, September 13th, 1926) the Board of Equalization of Morrow County, Oregon, will attend at the Court House in Heppner, Oregon, and publicly examine the assessment rolls of said county for the year 1926, and will correct errors in valuation, description or quality of land, lots or other property assessed by the Assessor of Morrow County, Oregon, for the year 1926.

Validated John Day Irrigation District Warrants to and including registration number 248 will be paid on presentation at the office of the County Treasurer of Morrow County, Oregon, on or after September 10th, 1926, at which date interest on said warrants will cease.

CALL FOR JOHN DAY IRRIGATION DISTRICT WARRANTS.

Validated John Day Irrigation District Warrants to and including registration number 248 will be paid on presentation at the office of the County Treasurer of Morrow County, Oregon, on or after September 10th, 1926, at which date interest on said warrants will cease.

NOTICE OF FINAL SETTLEMENT.

Notice is hereby given that the undersigned has filed his final account as administrator of the estate of Charles W. Caldwell, deceased, and that the County Court of the State of Oregon for Morrow County has appointed Tuesday, the 7th day of September, 1926, at the hour of 10 o'clock in the forenoon of said day, as the time, and the County Court Room in the Court House at Heppner, Oregon, as the place, of hearing and settlement of said final account. Objections to said final account must be filed on or before said date.

NOTICE TO CREDITORS.

IN THE COUNTY COURT OF THE STATE OF OREGON FOR MORROW COUNTY. In the Matter of the Estate of G. D. Coats, Deceased. The undersigned having been appointed by the County Court of the State of Oregon, for Morrow County, administratrix of the estate of G. D. Coats, deceased, notice is hereby given to the creditors of, and all persons having claims against said deceased, to present them verified as required by law, within six months after the first publication of this notice to said administratrix at the office of C. L. Sweek, her attorney, at Heppner, Oregon.

NOTICE TO CREDITORS.

IN THE COUNTY COURT OF THE STATE OF OREGON FOR MORROW COUNTY. In the Matter of the Estate of Robert J. Buschke, Deceased. The undersigned having been appointed by the County Court of the State of Oregon for Morrow County, administratrix of the estate of Robert J. Buschke, deceased, notice is hereby given to the creditors of, and all persons having claims against said deceased, to present them verified as required by law, within six months after the first publication of this notice to said administratrix at the office of C. L. Sweek, her attorney, at Heppner, Oregon.

NOTICE OF FINAL ACCOUNT.

Notice is hereby given that the undersigned, administrator of the estate of Eva M. Darbee, deceased, has filed in the County Court of the State of Oregon for Morrow County, his final account and the said court has fixed the 20th day of August, 1926, at the hour of 10 o'clock A. M., as the time, and the County Court Room at the Court House at Heppner, Oregon, as the place for hearing objections to said final account and the settlement of said estate and all persons having objections to said final account or the settlement of said estate are hereby required to file the same in said court on or before the date set for the hearing hereof.

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FOR SALE.

Italian prunes in suit cases, 40c. Add 35c for delivery, or can send C. O. D. Petite prunes 60c. Some apples and pears. W. R. Woodworth, Heights Berry Farm, Estacada, Ore.

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and for a further order of the Court directing that the attached property be disposed of and the proceeds applied to the payment of plaintiff's judgment. The plaintiff has caused to be attached in said action a check for \$103.00 belonging to the defendant. This Summons is published by virtue of an order of Alex Cornett, Justice of the Peace for the Sixth District of Morrow County, State of Oregon, made and entered on the 29th day of July, 1926. The date of first publication is July 29, 1926. C. L. SWECK, Heppner, Oregon. Attorney for Plaintiff.

E. H. BUHN Expert Watchmaker and Jewelry Repairer Heppner, Ore.

DR. A. H. JOHNSTON Physician and Surgeon Graduate Nurse Assistant I. O. O. F. Building Phones: Office, Main 933; Res. 492 Heppner, Oregon

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Dr. Frank Crane Says

A WORD ABOUT PLAY

THE difference between work and play is that work is activity for future reward and play is activity for its own sake. We lay bricks for the money we obtain; we play tennis for the fun we get out of it.

Professionalism is decried in the realm of athletics; not because individuals capitalize their skill, but because as soon as money is paid for playing games the money becomes the reward instead of the joy of playing.

Playing is no longer play; it has become work. An interesting book on "Games and Recreational Methods for Clubs, Camps and Scouts," by Charles F. Smith, is a valuable contribution to the subject of play because it shows how to organize inherent desire for play in children and gives practical information.

The best education and development has always come from play. When we are at work at what interests us our faculties grow best.

Food eaten with relish nourishes more than the safe food taken under compulsion. The same principle holds true for tasks and responsibilities. If taken with distaste they never benefit as they do when taken with joy.

A game entered into with delight always is better for the health than a "daily dozen" if approached with distaste. Physical culture is most effective when taken as play.

The best education and development also come as play. A game of authors or a cross-word puzzle contributes more lasting information than a history of literature read under compulsion or a certain number of prescribed hours of reading the dictionary.

Education in the past has largely ignored the play element. Children have been made to study history and geography with the promise of rewards in grades when they have finished, not by the inducement of the fun of learning them. If they know how to play at history and geography there would be no need for rewards.

In childhood organized play does three very important things. It teaches leadership, co-operation, and the need of obeying rules.

If you don't keep up the rules you are out. You can't "make up the rules as you go." There are certain regulations that have to be obeyed or there is no game.

In life there are always rules that can't be ignored. If a person fails to get an appreciation of the importance of rules in youth the way of life will be hard for him. All in all, play holds an important place in life. As well as "Lord, teach us to pray," there is need for the supplication, "Lord, teach us to play."