

Heppner Gazette Times

THE HEPPNER GAZETTE, Established March 30, 1883. THE HEPPNER TIMES, Established November 18, 1897. CONSOLIDATED FEBRUARY 15, 1912.

Published every Thursday morning by VAWTER AND SPENCER CRAWFORD and entered at the Post Office at Heppner, Oregon, as second-class matter.

ADVERTISING RATES GIVEN ON APPLICATION

SUBSCRIPTION RATES: One Year \$2.00 Six Months \$1.00 Three Months .75 Single Copies .05

MORROW COUNTY'S OFFICIAL PAPER

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

Good American Doctrine.

TO USE an expression of the day John R. McQuigg, national commander of the American Legion "Said a mouthful" recently when he pointed out at a meeting of the Virginia state legion at Alexandria, the dangers which threaten the United States as the principal world creditor and the greater dangers we will face if we permit ourselves to be misled by misguided pacifists into neglecting the defensive machinery of the United States. Commander McQuigg said in part:

"The United States is the richest prize of the ages, the greatest inheritance since time began. It will be ours only so long as the world knows we are ready and prepared to defend it. World courts and similar tribunals cannot do away with man's cupidity, nor quench a nation's thirst for power and dominion when that nation thinks itself strong enough to win."

"The American Legion has no patience with those well meaning but misguided persons who, even now, are making strenuous efforts to palsy the arm of America and deprive us of the small defense we now have. They shut their eyes to the history of our country, and ignore all experience of the past. They apparently are willing and anxious to jeopardize all we have gained in the last century and a half, if only they are permitted to attempt the creation of an impossible Utopia."

Concluding he said, "The men who compose the legion know what war is. They have seen it at its worst, and they want no more of it if it can be honorably avoided. But the legion recognizes that controversies and quarrels between nations are almost certain to arise, and that mere agreements not to have such wars have been to a large extent futile."

Here is real sensible American doctrine, remarks the National Republic. Uncle Sam never has a chip on his shoulder and never will have until national sentiment changes tremendously from what it is at present. But adequate defense is not militarism but national insurance. Every great American from George Washington down has recognized this fact and America must not be led from the traditional path by any mis-

"NEWS and PROGRESS" No. 3

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.

WHAT IS NEWS?

NEWS! What is it? It is the stir of life that marks the difference between a living world and a dead planet. It is the sound of civilization's machinery in motion. It is the speed gauge of progress. It is the background for all thinking, all planning and all knowledge of human affairs. When paper leaves the presses imprinted with the news, it is an inert material no longer but an active force.

Up to within the past few generations, exchange of reports has been chiefly by word of mouth. It was principally for this purpose that men gathered in coffee houses in the cities of Europe and America, and even today the gossip is reasonably sure of willing ears. But knowledge of modern happenings mainly depends upon the printed page. There is a constantly swelling volume of news, which grows with every increase in the range of human activities. The modern newspaper has been developed as the means for its transmission.

Therefore, whatever other functions a newspaper may exercise—advisory, educational, political, social or economic—all are based upon its prime function of reporting the news. If the newspaper have value as a protector of popular rights, it is because it is able to keep before the people the actions of their officials as they occur and thus give the public an opportunity, when necessary, to protect its interests.

Man is today living in an Age of News of which earlier generations never dreamed. He stands on a high mountain overlooking "The Kingdoms of the World" and before him unrolls the immeasurable panorama of human life. He sees it in its nobility and its meanness, its triumphs and its failures—for all is life, and the honest mind cannot ignore truth in any form. Science lays its achievements at his feet and even the long-forgotten Past comes forth from its grave for his inspection through the labors of archeologists—first in the form of news. To this end, thousands of trained observers, writers and editors are at his command whenever he makes a trifling investment at the news-stand.

But news has another aspect. It is that great department of vital, vivid information we call advertising. Advertising started as news. Here, for example, is a yellow, frayed copy of a pre-revolutionary newspaper "printed by B. Franklin" and "Containing the Freshest Advices, Foreign and Domestic," and it cannot escape notice that six of its twelve columns are devoted to paid announcements. As in America's first newspaper—John Campbell's weekly letter—these advertisements were largely the local news of the day.

It is certainly news that, as one advertisement states, "Elizabeth Ball, who was carried off by the Indians in the month of June, 1756, from a place near Mr. Brown's mill in Conococheague, desires to acquaint her parents that she is now in a convent in Montreal;" it is no less news that "a large assortment of looking glasses of most sorts, sizes and fashions" has been "imported in the Dragon, Captain Hamet, and last ships from London, and is to be sold wholesale and retail by John Elliott at his looking glass store, the sign of the Bell and Looking Glass, in Chestnut Street, near the State House."

Such announcements show that readers who paid for twelve small columns of news were willing that half of the space should be devoted to paid news of an advertising character. Otherwise, so astute a publisher as "B. Franklin" would not have produced such a paper.

With the coming of Independence, the colonies became the United States; population and wealth increased, and the tiny "shopper" of a primitive day finally gave way to larger retail establishments. At the same time newspapers were growing in number, size and circulation and it was more and more realized that they were the natural clearing house for all information of a business nature. As advertisers began to employ larger space and display type, their announcements still retained the at-

mosphere of news. They emphasized immediate events and opportunities. No words were more constantly employed than "bargains" and "special sales," while occasional "bargain counter riots" bore striking witness to the fact that they were read. The buying public came to depend upon the advertising columns for information concerning its material needs just as completely as it depended upon the news and editorial columns of the newspaper for news and views of current events.

Prompt knowledge of opportunities, such as only a newspaper affords, affects the plans of countless individual purchasers. They pore over the advertising columns each day. Without them the buyer and the advertiser would find themselves in much the same plight as were the merchants of New York and their customers during the newspaper strike in that city a few years ago. The local market places were open but the doors might well have been closed.

Dissemination of reports not based on actual fact is dangerous, particularly when every agency should strive constantly to cement friendship with foreign countries. Mr. Coolidge doesn't include the county press when he advises editors to treat much of the foreign "news" with caution. His statements were directed at the metropolitan editor who delights in spreading yarns which usually have no foundation.

Mr. Coolidge's suggestion that the Golden Rule be followed in publication of news tending to review our foreign relations, is a good one. Foreigners are just as sensitive as Americans.

Oregon's Great Need. "Oregon capital for Oregon industries"—that is the plea which the Oregon State Chamber of Commerce is broadcasting to the business men of the state. Industrial development from within is seen by the state-wide organization as one of Oregon's great needs. To this end, service to local industries is one of the initial steps every Oregon city is asked to consider in its industrial program.

There is no discounting the value of outside capital and industries in this encouragement of productive industries at home, but rather a recognition that no more forceful presentation can be made to new capital and new people to invest and locate in Oregon than a demonstration of our own faith by ourselves investing in what we have to offer.

The tendency of Oregon business men to prove their faith in the value of well-managed, local industries, utilizing farm products, is becoming more evident in all parts of the state. Canneries, the linen mills, and other projects offer evidence of this widespread progress.

Impetus to the movement has recently been given by the action of the citizens of McMinnville and Yamhill county in their subscription of \$7500 to retain and enlarge a plant for the canning of poultry meat. Later a \$20,000 corporation will be formed, according to the present plan.

A complete and competent survey by Oregon cities and towns would, in the opinion of W. G. Ide, manager of the Oregon State chamber, disclose many similar opportunities for the profitable employment of capital in infant industries, thus preventing the departure of the thousands of dollars that now daily leave the state for outside investment.

R. W. Turner, wife and son, John, returned on Sunday from their trip to Yellowstone National park, fully enjoying every part of the time while away.

Don't Fan the Blaze. PRESIDENT COOLIDGE a few days ago called upon American newspapers to refrain from publication of unfounded rumors concerning the country's relations

with foreign powers which, he said, were most cordial.

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Man today is living in an Age of News of which earlier generations never dreamed

WOMEN

Their Homes and the World Outside

By KITTY BARRY CRAWFORD

ARE you one of the thousands of intelligent women over the United States who long for news of things other women are doing. Then, this column is for you. Read it every week!

THE Chicago Federation of Women's Organizations sponsored the building in Park Ridge, a Chicago suburb, of "Home Sweet Home." This house, beautiful and complete to the last silken hanging and square of velvet carpet, was presented as the ideal American home. It was created so its builders say, from plans which "represented the accumulated ideas of 50,000 capable women." Since being thrown open to the public it has been viewed by thousands of people.

THE General Federation of Women's Clubs represents not thousands, but millions of home-making American women. It will hold its Bi-ennial Convention in 1928 southward, in all probability in San Antonio, Texas. How about creating, in San Antonio, for the benefit of the world's greatest body of forward-looking women, not the ideal, but the essentially PRACTICAL AMERICAN HOME

AND leave the "sweet" out of it. Plain HOME is good enough. Biggest word, save one, in the English language.

THERE is time, if the project is started this year, for "growing" that American home. Much of it could be created by the handiwork of those interested in it. Modern craft and art materials of many kinds might be gathered to furnish its comforts and adornment. There is time to show just what convenience and beauty the average woman may create with her own needle and paint brush.

INSTEAD of carrying the line: decorated by So-and-So Company" in its list of makers, there might more gloriously be this line: "Decorated by the Women of San Antonio in the United States." Professional decorators should appear only in an advisory capacity.

ELIZABETH BENSON, "wonder child" of this generation, graduated from the Gardner School, New York, at the age of 12, and is now qualified to enter Vassar. Anne Austin, her mother, editor and novelist, has told friends that this year she will be sent to Bernard College. Elizabeth has signed for a series of articles in one of the better magazines. Her mother has announced a series she will write about Elizabeth. Proclaimed by scientists as the most intelligent 12-year old child in the world, Elizabeth will now live and develop in the full light of world publicity.

ANNE AUSTIN, mother of this prodigy, asserts with authority, that women may marry and have careers, too, both successfully. Married while only 17 years of age and still in college, earning her way, she deemed it necessary to continue her business career after her baby was born. Motherhood, she says, never interfered with her work as novelist and editor.

MRS. LILLIAN GILBRETH, Montclair, N. J., work-schedule engineer for industrial and home life, asserts, also, that motherhood and a career may go together. Mrs. Gilbreth has eleven children.

All correspondence addressed to Kitty Barry Crawford, care of this paper will be answered. (American Home Syndicate)

More Wheat Will Be Put In the Ground This Fall

Oregon farmers expect to plant about 6.0 per cent more wheat this fall than was planted a year ago, according to reports received from some hundreds of growers, says F. L. Kent, statistician, U. S. Department of Agriculture. It is estimated that 898,000 acres were seeded to winter wheat in Oregon last fall, hence an increase of 6.0 per cent would bring the prospective acreage to be planted this fall, up to 925,000 acres.

For the United States, farmers, through the "Intention to Plant" reports, have indicated a prospective increase over last year of 14.4 per cent. Last fall plantings were estimated at 30,540,000 acres. On this basis the prospective acreage for next year's harvest is 45,039,000 acres.

It should be borne in mind that these "Intentions" will be more or less modified by weather conditions. Should an abnormally dry or an abnormally wet season prevail this fall, the acreage will no doubt be materially reduced from the indicated intentions. Considering the acreage planted last fall, it does not seem probable that the most favorable conditions for fall seeding would materially increase the acreage to be seeded, over the indicated intentions.

It should also be remembered that there is always more or less abandonment of the fall seeded acreage, due largely to winter-killing. Winter loss on the Pacific Coast is usually very light. Omitting the year of the disastrous freeze (fall of 1924) the Oregon "abandonment" over a period of five years, averaged 2.3 per cent, compared to a United States five year average abandonment of 9.3 per cent. The 1925 abandonment was 1.0 per cent for Oregon and 4.6 per cent for the United States.

An Associated Press release from Washington, D. C., dated August 17, relative to the world's wheat supply for 1926, reads as follows:

"The world's wheat supply this year, outside of Russia and China, may be close to that of last year, the Department of Agriculture estimated today after compiling the latest forecasts of production. The demand, it is said, may be stronger than a year ago because of lower stocks of old wheat, reduced supplies of rye and

potatoes, and short wheat crops in the Orient. "Twenty-one Northern Hemisphere countries, producing last year 70.0 per cent of the world wheat crop, exclusive of Russia and China, it is indicated, will produce 2,351,000,000 bushels of wheat, compared with 2,300,000,000 a year ago. Reports indicate the crop of Russia may be slightly better than last year, while the crop of China is not expected to be so good."

Mrs. Ida M. Pyle moved her household effects up from Ione on Tuesday, and on Wednesday opened up her restaurant business in the Gilman building.

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 OF EQUALIZATION MEETING.

Notice is hereby given that the Secretary of the West Extension Irrigation District has completed his Assessment Roll of said District and has delivered it to the Board of Directors, and the undersigned as Directors of said Irrigation District, acting as a Board of Equalization, will meet at the residence of C. E. Glasgow, Ironton, Oregon, at 9 A. M. on the 5th day of October, 1926, for the purpose of equalizing the assessments so made; and shall continue in session from day to day after said date as long as may be necessary, to hear and determine such objections to said Assessment Roll as may come before them.

Dated and published this 2nd day of September, 1926. A. E. McFARLAND, Pres. C. E. GLASGOW, LESLIE PACKARD, Directors of West Extension Irrigation District. A. C. HOUGHTON, Secretary.

NOTICE TO CREDITORS.

Notice is hereby given that the undersigned has been duly appointed by the County Court of the State of Oregon for Morrow County, executor of the estate of Mary D. McHaley, deceased, and all persons having claims against the said estate of said deceased, are hereby required to present the same with proper vouchers to said executor at the office of Jos. J. Nys, his attorney, at Heppner, Oregon, on or before six months from the date hereof.

Dated this 2nd day of September, 1926. D. E. GILMAN, Executor.

NOTICE OF 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. 018554, for S 1/4 SW 1/4, Sec. 27, T. 3 S., R. 25 E., W 1/2 SE 1/4, NE 1/4 SW 1/4, Section 8, Township 4 South, Range 26 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. Claimants names as witnesses: E. E. Bugg, Iva Hiatt, Guy Fuller, A. J. Knoblock, all of Heppner, Oregon. J. W. DONNELLY, Register.

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.

All persons interested or having any complaint against their assessment for the year 1926, should appear at that time. Petitions for reduction in assessment must be presented in writing, verified by oath of applicant or his attorney and must be filed with the board the first week it is in session and any petition or application not so made, verified and filed shall not be considered or acted upon by the board.

Dated at Heppner, Oregon, August 16th, 1926. JESSE J. WELLS, Assessor, Morrow County, Oregon.

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. M. F. CALDWELL, Administrator.

IN THE JUSTICE'S COURT FOR THE SIXTH DISTRICT OF MORROW COUNTY, STATE OF OREGON.

Nora Hughes, Plaintiff, vs. R. J. Vaughan, Defendant.

To R. J. Vaughan, Defendant. IN THE NAME OF THE STATE OF OREGON, you are hereby required to appear and answer the complaint filed against you in the above entitled action on or before six weeks from the date of the first publication of this Summons, if served by publication, and if personally served outside the State of Oregon, within six weeks from the date of such service, and for want thereof the plaintiff will apply to the Court for a judgment against you for the sum of \$75.00 with interest at the rate of 6% per annum from April 1, 1921, her costs and disbursements incurred in the action,

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. SWEET, 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 L. O. O. F. Building Phones: Office, Main 933; Res. 492 Heppner, Oregon

A. M. EDWARDS I DRILL WELLS I also handle Casing, Windmills and Supplies, do fishing and clean out old wells. Box 14, Lexington, Ore.

DR. F. E. FARRIOR DENTIST X-Ray Diagnosis I. O. O. F. Building Heppner, Oregon

Frank A. McMenamin LAWYER Phone ATwater 5515 1014 Northwestern Bank Bldg. PORTLAND, OREGON Res. Garfield 1949

A. D. McMURDO, M. D. PHYSICIAN & SURGEON Trained Nurse Assistant Office in Masonic Building Heppner, Oregon

C. L. SWEET ATTORNEY-AT-LAW Offices in First National Bank Building Heppner, Oregon

MORROW GENERAL HOSPITAL Surgical, Medical, Maternity Cases Wards, and private rooms. Rates Reasonable. Mrs. Zena Westfall, Graduate Nurse, Superintendent. A. H. Johnston, M. D. Physician-in-Charge. Phone Main 322 Heppner, Ore.

S. E. NOTSON ATTORNEY-AT-LAW Office in Court house Heppner, Oregon

MATERNITY HOME MRS. G. C. AIKEN Private Rooms. Special Care. Same Prices to All. Phone 975 Heppner, Ore.

AUCTIONEER Farm and Personal Property Sales a Specialty. "The Man Who Talks to Beat the Band" G. L. BENNETT, Lexington, Ore.

DR. C. C. CHICK PHYSICIAN and SURGEON Office in Brosius Block Hood Riv. Oregon

C. J. WALKER LAWYER and Notary Public Odd Fellows Building Heppner Oregon

Maternity Hospital Wards and Private Rooms. Rates Reasonable. Mrs. Zena Westfall, Graduate Nurse Phone Main 322 Heppner, Ore.

C. A. MINOR FIRE, AUTO AND LIFE INSURANCE Old Line Companies. Real Estate. Heppner, Oregon

JOS. J. NYS ATTORNEY-AT-LAW Roberts Building, Willow Street Heppner, Oregon

Dr. Frank Crane Says

WE MUST LOVE ONE ANOTHER.

THE only practical plan under which human beings can expect to live together in peace is the Golden Rule. We must love one another and do as we would be done by.

This is not an ideal Sunday School precept, but it is a rule that has teeth and claws in it. Unless we obey it we shall suffer. And not one party, but all parties suffer.

War has been demonstrated to be about as disastrous to the victor as to the vanquished. The successful allies in the recent great World War, such as Great Britain, Italy and France, are now almost as bad off as the unsuccessful group, consisting of Germany, Austria and so forth.

War is not only cruel and ineffectual, but it does not pay. It pays human beings in the long run to cooperate and not to contend. As General Grant said, it is doubtful if any war was ever fought about an issue that could not have been better settled in some other way.

The great war makers are egotism, stubbornness, hate and fear. Jesus told us long ago that the only method of getting along together was by love and trust. We have not yet learned that His precept was based upon common sense and was not an impractical command.

Germany at this writing is reverting toward a reactionary government, as is Italy. England is in the throes of labor unrest. The ministry in France is maintaining itself with difficulty. Belgium is upset.

Wherever hate and fear and contention rule there is upheaval and disaster. These things cannot be permanently cured by an increase in force on any side, but only by an increase of charity and the spirit of compromise.

It takes a long while for human beings to learn how to get on with each other. It is much easier to revolt and stand for our rights than patiently to seek a status quo.

The main thing for a people to learn is that there can be no abiding peace that is not founded upon justice.

The prophecy said in ancient times that righteousness and peace shall kiss each other. Until this is done there is no abiding harmony or progress.