

**Heppner Gazette Times**  
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 THE HEPPNER TIMES, Established November 18, 1897.  
 CONSOLIDATED FEBRUARY 18, 1912.  
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"NEWS and PROGRESS" No. 4

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.

THE MODERN MARKET PLACE

WHEN a carrier leaves a paper on a doorstep, it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual subscriber he is really delivering the market place of the community. How many carriers, how many readers even, would recognize their familiar newspaper under such a title? Yet such it literally is.

Perhaps few people have stopped to think how completely the newspaper has become the market place of the community, bringing to all a knowledge of available goods and services. In fair and stormy weather this market place comes to the buyer in the form of news—news of what to buy and why, where to buy and when, and how much to pay.

Follow a newspaper into any home. Here are gathered the members of the family circle—father, mother and children. Within a few hours each will read it and for each there must be that which he is most interested in reading.

Every editor knows this; every successful editor makes provision for it. To address each little audience with its special tastes he sets forth an extensive bill of fare. In it are political and financial news, foreign cables, a woman's page, news of sports, society items, literary and amusement reviews, science, comedy and what-not besides.

To this wealth of information each member of the family will respond and each in his peculiar way. Only to one part of the newspaper will there be any degree of common response because that part has a universal appeal. Yet curiously enough it is the one part which was not directed by the editor, prepared by any of his writers, or received in any of his news reports.

That part is the advertising columns. In these, could the editor view the reception of the paper, he would find that others—the advertisers—were supplementing his labors by providing for tastes and needs outside his province.

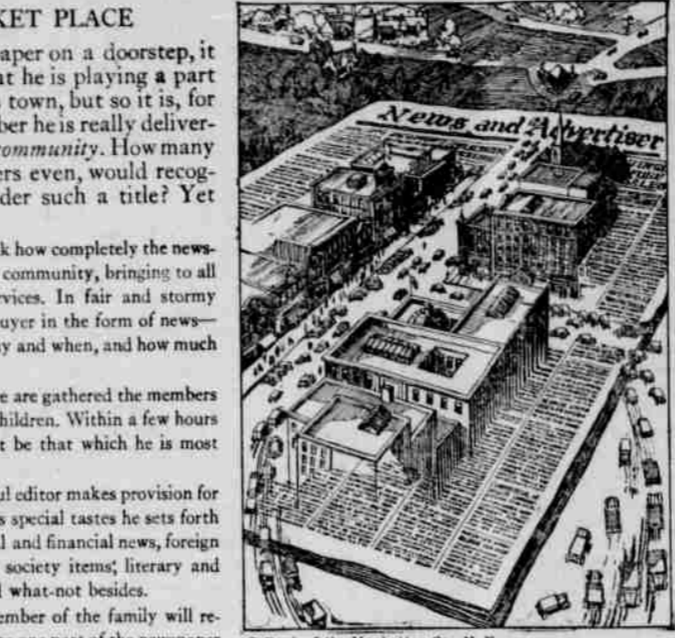
It really is not fanciful to say that in these advertisers the paper has acquired a number of new department editors. Each one presents the subject he best understands—the offerings of his own business. Such "editors" have the largest possible motive to make their announcements interesting, for their own money is at stake in each issue. But even more than this, their reputation as well as that of the paper itself, is at stake.

When an advertiser resorts to misrepresentation of his goods or services he reflects not only upon the integrity of the paper which contains his advertising but shakes the confidence of the public in the announcements of his fellow-advertisers. It is for this reason that responsible publishers and advertisers alike are today found marching together at the head of that great public movement which has for its watchword: "Truth in Advertising."

Regarded from an economic standpoint, minds us once again that our good old Eastern Oregon climate hasn't a peer in the world—not even in Southern California or Florida. But they can have their booms.

The Basis of Our National Prosperity.

AS A national election approaches there are many theories advanced as to the probability of financial depression. Some argue on the line of over-speculation and too much expansion of credits. Others argue that the people are buying too many motor cars. Out of 20,000,000 automobiles in use in the world, 17,000,000 are said to be owned in this country. Then there is talk, mainly for political effect, that while there has been a general



Bank of the Manhattan Co., N. Y.  
 The newspaper has become the market place of the community

improvement in farm and market conditions, a great many farmers are still on the verge of bankruptcy.

As a matter of fact there has never been a time when there were not some weak places in the financial, industrial or agricultural structure of a great nation, which could be magnified out of all proportion in creating campaign issues.

Let us consider five of the primary sources of new wealth, nationally speaking, of this great country of ours, that are constantly offsetting any possible collapse in the soundness and stability of national business affairs.

The first source of new wealth is farm crops, soil products; everything included in the term agriculture. Indications are that this year will surpass all other years in sum total of the golden stream that agriculture pours forth.

The second great national asset of new creative wealth is mining, mineral and metal products, including the oil industry. Reports show that they are on a prosperous basis of production.

The third source of wealth is manufacturing in the first stage from raw materials—the factory output for 1926 will surpass all previous years.

A fourth great primary wealth creator is lumbering, logging, paper mill products, and all associated industries connected with products of the forest.

Heaped upon this great mountain of new wealth created annually, we must not overlook the salt and fresh water fisheries. The hundreds of millions taken out of that element are next to meats and grains the greatest item of food value.

If the hundreds of millions and billions of dollars of new wealth brought into existence annually and added to the existing wealth could be stacked up before the people, together with the increasing accumulations in all banks, the question of the future financial stability of our country would be better understood. We would realize that the prosperity of this nation rests on the rock foundation of primary industries which create new wealth annually by supplying the wants of mankind with essential products necessary to maintain life.

Our country has the greatest real basis of security, stability, and continuous prosperity of all the countries in the civilized world.

The statistics supplied by the Federal Bureau of Labor show unusual prosperity of wage earners for the past three years.

The years 1923, 1924, and 1925 have been comparatively quiet and free from strikes and industrial struggles over wages.

During 1922 there were 1,612,562 employees engaged in strikes. For the following three years the record was: 1923 had 1,199 labor disputes with 756,084 employees involved; 1924 had 898 strikes with 654,641 employees involved; in 1925 only 428,218 persons participated in labor disputes.

Since 1923 there have been more wage increases than decreases—positive proof that the period since 1922 has been uniformly prosperous—and that means a broader distribution of wealth and a greater prosperity for a larger number.

It is essential that every citizen in our country should understand some of the primary sources of wealth which make possible the steady employment, good wages, and short hours in this nation.

Any political party, political group or individual, instrumental in disturbing or crippling productive enterprise destroys employment and steady wages.

If the people understand these simple facts the way of the agitator in this country will be more difficult and the road to steady employment and good wages will become constantly smoother. The future is in our own hands.

Irresponsibility

THE unrestrained power asked by the housewives' amendment, providing state-owned hydro-electric and irrigation, is in vivid contrast with present laws which safeguard the rights of the public in so far as hydro electric development is concerned. It is conceded that irrigation is a debatable subject, and only under national supervision does it appear to some minds as a feasible or possible enterprise. One thing is sure: the state of Oregon is not warranted in committing itself to a policy of irrigation development with state funds at this time.

Protection of the federal power act and the existence of an elective public service commission in Oregon safeguard the interest of taxpayers and the welfare of the public. Under the housewives' plan as presented for decision of voters November 2nd, there is no responsibility for the expenditure of moneys other than the recall, which may be invoked. Conditions under a possible future administration by a board of five members, responsible neither to the governor nor to the public service commission, would not result in benefits for the state. It means the difference between financial safety and unsoundness.

It will increase taxes: we shall have a political machine in control of large properties owned by the state, in which the public will have no voice or influence as to operation, management or location of plants. Service would not

be extended to farms as rapidly as private interests are now giving it. Instead of bringing industries to the state it will repress them. It involves the expenditure of at least \$53,000,000, with privilege of further bond issues and the added right to mortgage plants after construction.

Vote 337 X No on the housewives' constitutional amendment.

Why Abolish Inheritance Tax?

AFTER showing in cold figures just how much Oregon would lose to the federal government by abolition of the state inheritance tax, a nominal sum under the new federal ruling compared with the excessive state rates, the Oregon Voter has this to say in its issue of August 28:

"If the people are more interested in capturing revenue for government than they are in their own prosperity, the resolution will fail of ratification. If the people are more interested in attracting investments, so our state may be developed and so those who now live here may enjoy the prosperity that comes from active investment and development, they will vote the guarantees set forth in the Dennis Resolution.

"With the attraction to Oregon of any appreciable amount of capital, enough taxable values would be created to more than make up for the small loss in inheritance tax or income tax. Once Oregon obtains the confidence of the investment world, at a state in which both capital and profit are constitutionally protected from special taxation, and where all property within the same class is taxed alike in proportion to its value, it is as certain as anything in the future can be certain that millions and hundreds of millions will be invested to develop our resources.

With these millions will come the men who know how to make their investments profitable. That means activity—active demand for labor, our services and our products. Oregon will be alive with universal prosperity, shared by all our people. If this prospect is not an incentive to make guarantees of security from special taxation, what incentive is there for enterprising people to want to come to our state with their money?"

"shoppers," the total volume and value of such saving amounts to enormous figures. But that is not all. As the market place of the community the newspaper not only saves the time of the buying public, but, paradoxical as it may seem it makes it possible for the merchant to lower the selling price of his goods and at the same time increase his own profits. As was demonstrated during the newspaper strike in New York, when the newspaper market place falls, the volume of buying rapidly decreases. But the merchant's expenses for overhead, such as rent, interest, salaries and other fixed charges continue whether the volume of sales is large or small. In the latter event, what is known as the "turn-over" is slowed up, which means that the merchant's stock of goods is sold more slowly. The inevitable result is either loss of profits for the merchant or increased prices for the customer.

Who, then, pays for the advertising? In a sense, nobody, for advertising pays for itself. It should not be measured in terms of costs, but in terms of time saved and of new wealth created through increased production. In this its magic consists. (Next article, "Selling Service and Ideals.")

WOMEN  
 Their Homes and the World Outside

By KITTY BARRY CRAWFORD

HAYSEED like I am who prefers New York and Chicago in summer rather than in winter, will be interested in the controversy raging over the novelties offered by the Philharmonic orchestra this summer.

Have we novelties next season? Here is all about it: Of the twenty or more novelties offered during the current 8-week summer season of the Philharmonic Orchestra of New York in its open air concerts at the Stadium, several drew fire of censure from patrons and critics alike. A hot controversy raged about the advisability of offering novelties of the character presented this year.

When Adolph Lewisohn, patron-in-chief, and the conductors, Messrs. van Hoogstraten, Sokoloff and Hadley, tot up the total of summer comment, they will find a heavy sentiment against the giving of such competitions as Stravinsky's "Le Sacre du Printemps" or "The Rite of Spring." That amusing epithet, capophony, was hurled down on the head of this luskless composition repeatedly.

If the program makers heed this, we hayseeds may not have the privilege next summer of listening to the latest wildness of the moderns. We can't come back and remark to our home-towners: "You know that erotic symphony hooted out of the Paris music halls last season? Well, I heard it in New York. It wasn't so bad. I found a lot in it!" Such remarks are valuable assets to an air of sophistication.

BUT "The Rite of Spring" was good fun to those who heard its initial American performance by the Philharmonic. It was fun to watch faces. Those who wanted to laugh were afraid to do so. Those who did laugh seemed ashamed of their mirth. And the esthetes, sitting with fixed expressions of radiant enjoyment were most comical of all. As sawmill screeches of fiddles, blares of brass and booms of drums assaulted the ears, they sat enrapt and joyous. Determinedly so. No wild breaking of the musical laws of harmony and restrained beauty marred their serene acceptance of this work. Boos and protests from others, however, were fairly frequent throughout the performance.

BILLED as a "series of pictures of pagan Russia," the "Rite of Spring," said Lawrence Gilman, "is a presentation conceived in terms of the dance, a prehistoric religious festival. It is devoted to a mystical adoration of Spring as the sign of fertility, and culminates in a propitiary sacrifice. The work is in two parts. The subject of the first part is the adoration of the earth. That of the

second is concerned with the sacrifice."

STRAVINSKY'S dissonances," said one of the critics, "did not sound as nerve wrecking under the cold stars as in the concert hall. To certain ears they carried the imagination back to the infancy of the race, when rhythm was everything and tunelessness a matter of no consequence." Another declared the judgment of the program makers far afield in offering such a work.

ROY HARRIS, a young Oklahoman, received recognition on Stadium program this summer through the performance by the Philharmonic of the Andante from his symphony.

ALLAN LINCOLN LANGLEY, another young American, was honored by the orchestra when his waltz, "Mountain Vista," received a place in the Stadium programs. Mr. Langley is a member of the Philharmonic viola section.

MEREDITH WILLSON, American flutist with the Philharmonic this season, will supply favorable material for those looking for arguments in favor of American musicians. He is in his early twenties, but has already achieved distinction in his field. One of his confreres in the flute section in another American, F. M. Foster.

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

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.

Seed Wheat For Sale—A limited amount of Soft Federation, \$1.30 per bushel if taken at once. At Heppner Farmers Elevator Co. 24-27

LEGAL NOTICES

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 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. 018654, for S½SW¼, Sec. 27, T. 3 S., R. 25 E., W½SE¼, NE½SW¼, 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.

Claimant names as witnesses: E. E. Rugg, 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.)

SUMMONS  
 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 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. SWEENEY, 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  
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DR. F. E. FARRIOR  
 DENTIST  
 X-Ray Diagnosis  
 L. 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. SWEENEY  
 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  
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MATERNITY HOME  
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 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 Broasis 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  
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 Old Line Companies. Real Estate.  
 Heppner, Oregon.

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

**Dr. Frank Crane Says**

CITIES NEED PURE WATER

"I CANNOT play upon any stringed instrument; but I can tell you how of a little village to make a great and glorious city," said the old Greek Themistocles.

One of the most important elements in making a small town a great and glorious city is the assuring of an ample supply of pure water.

As cities have grown larger the problem has become more difficult. The extent to which municipal governments have gone to insure sufficient uncontaminated water for their citizens is shown in the case of Los Angeles, California, a few facts about whose water system should be of value to all interested in city planning.

The municipal Water Bureau, with its supply and distribution system, represents an investment of more than \$70,000,000.

The main source of supply is a giant aqueduct nearly 250 miles in length. It is known as the Owens River Aqueduct and is laid across the Mojave desert and up the east side of the Sierras to tap the melting snows near their summits.

It took five years to complete and is capable of meeting the water needs of two million people. This aqueduct is said to be the largest in the world bringing water to a city.

Fifteen reservoirs are used for the storage of the water. They have a total capacity of 120,000 acre feet or about 39,000,000,000 gallons. This is enough to meet the city's domestic water requirements for an entire year without being refilled.

The network of water mains carrying the water to consumers totals almost the number of miles across the continent. Surveying and other preliminary work has been done for a second aqueduct about 260 miles long which will be built in the future. It will increase the capacity until seven million inhabitants can be taken care of.

The water brought from the melting snows is pure at the source and comes through the aqueduct uncontaminated. The problem of keeping it pure in the reservoir is met by an elaborate system of tests and sterilizations.

Instead of the old method of throwing in powder, chlorine gas is mixed with water in a way similar to the charging of carbonated water, and this is run into the tanks.

It is a significant fact that the health department reports that since 1902 not a single case of water-borne disease has been reported in the city.

This one example of the extent to which enterprising cities will go in their struggle to insure pure water is indicative of its importance in urban life.

