PAGE FOUR

heppner Gazette Times

THE HEPPNER GAZETTE, Establis March 30, 1888, THE HEPPNER TIMES, Established November 15, 1897;

CONSOLIDATED FEBRUARY 15, 1912 Published every Thursday morning by VAWTER AND SPENCER CRAWFORD

and entered at the Post Office at Heppn Oregon, as second-class matter.

ADVERTISING RATES GIVEN ON APPLICATION
SUBSCRIPTION RATES:

\$2.00

MORROW COUNTY'S OFFICIAL PAPER

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

He Got Some Votes.

WE SAW Governor Pierce at Hermiston the other day. He lent considerable color to a successful field day at the experiment station. Always at the center of the forefront, the governor filled his role well. Whenever there was a picture to be taken he doffed his hat and assumed a real gubernatorial pose. His speech, last on the program, was none the less gripping. Being the same, except for a few flowers plucked for the occasion, that we heard him deliver in Heppner some months before, it had lost considerable of its kick for us. Nevertheless, his audience received him well. His propensity for quoting tax figures at a rapid rate is simply amazing-quite dumfounding to his audience, in fact. Later in the evening we heard a professor, also on the program, compliment Mr. Pierce very highly. Though remarking on his apparent sincerity, the professor who had heard Champ Clark, Bill Read and W. J Bryan often in their palmy days, said that none of these was the governor's superior in stump psychology. He placed Read and Bryan as being more polished orators, but said Pierce was easily Clark's equal in every respect.

The Dairy Cow in Morrow County.

years, as well as the shortage in is below the state average, he degrain production, has caused clared, and hardly more than many Eastern Oregon farmers to enough return to meet operating seek new means of producing rev- expenses under favorable condienue. Many have turned to the tions. In contrast to project condairy cow for salvation, especial- ditions he cited instances in Orely in the north end of Morrow and gon where cow testing associations Umatilla counties on the irriga- with many more cows, on much tion projects. Now, after a few higher priced land, and less roughyears' trial, there is a certain age, were securing per cow averamount of indecision as to the ages from 300 to 360 pounds a wisdom of this move, because of year. the short returns that some have experienced.

"NEWS and PROGRESS" No. 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.

SELLING SERVICE AND IDEALS

S the market place of the community the advertising columns of the newspaper do save time for the shopper; they do lower prices to the buyer; they do insure larger income to the merchant. Yet significant as these services are, they yield even greater values which, while ultimately social in their outcome, are founded upon a firm economic basis.

For example, if America has become a nation of home-owners, it is due in large measure to the persistence with which the desire for homeownership has been stimulated through newspaper advertising. It was only a few years ago that the real estate business moved slowly along in a succession of individual transactions, until dealers awakened to the possibility of making their offerings known simultaneously to multitudes. A man with property to sell might rub elbows with several possible customers in the course of ten minutes' walk, but without occult powers, how was he to know that impulses toward ownership were present in their minda? He could not buttonhole them one after another, for busy modern life does not permit it.

But finally the real estate merchant-the realtor, as he is now called-awakened to the fact that all these unlabeled passersby were alike in one important respect-they were newspaper readers. At first timidly and then more boldly he ventured into the market place of the munity and took his stand. And immediately those who had homes to sell came into personal contact with those who were looking for homes to buy. Whether for purchase or renting, whether for a home or business, or ultimately for larger operation, a new interest was aroused so that today newspapers devote substantial space to all phases of real estate, both in their news and editorial columns

project. In 1925 there were 1700 milking cows on the project that THE condition of the hay and gave an average return of 170

experienced. Prof. P. M. Brandt, dairy spec-ialist of the Oregon Agricultural college, declared at Hermiston the other day that dairying could be made to pay good returns in that section. But not until the dairy-men know exactly what they are doing. For the nurpose of help-doing. For the nurpose of helpbuild up Oregon agriculture and it is ready to help at all times by Some of the main points to be furnishing information requried. Let's make dairying pay in Morherd profitably are herd selection row county.

C Bank of the Manhattan Co., N. X In banking as in other fields the news and advertising columns have worked a magic

HEPPNER GAZETTE TIMES, HEPPNER, OREGON, THURSDAY, SEPT. 16, 1926.

transformation

roused so that today newspapers devote substantial space to all advertising continues nave order a lingle transformation. Therefore, aside from contributing ma-based activities of every community, the news-activities of every community, the news-bank has undergone a similar change. The attitude of the public toward the the self accessible to the smallest depositor. The attitude of the public toward the five important utilities which supply elec-transformation. The field of banking and in the promotion of individual thrift the bank depositors alone testify not only the solution of individual thrift the bank depositors alone testify not only that of a quarter of a century ago, before the stimulating industry, building homes and promotion of a surater of a century ago, before will and other intangible factors which in-fluence the activities and promote the ma-terial welfare of the individual and the community as a whole. When the banker emerged from the old-time sections of the arrive a winder and ago of wars. When the banker emerged from the old-time sections of the arrive ideas, good-will and other intangible factors which in-fluence the activities and promote the ma-terial welfare of the individual and the community as a whole. When the banker emerged from the old-time sections of the analyte factors which in-fluence the activities and promote the ma-terial welfare of the individual and the community as a whole. When the banker emerged from the old-time sections of his private office and en-tered the market place of the community in a sa whole. When the banker emerged from the old-time sections of his private office and en-tered the market place of the community in a sa whole. When the banker emerged from the old-time sections of his private office and en-tered the market place of the community for the products of agriculture, commerce the term the and the and the annotice. The public utility field offers still an-tered the market place of the community for the products of agriculture, comm

his statement he cited conditions (those that are eating up the Mr. Patterson Replies. as they have been existing on the profits through low production) feeding, that can be done intelligently only by use of accurate records; efficient uses of hired help, and efficient breeding to sires of grain market the past few pounds of milk for the year. This known quality. Though pure bred cows are an adjunct to build- lenge to Mr. Patterson for a dising a good herd, Professor Brandt declared, they are not as import-issues of the November election. declared, they are not as important as thoroughbred sires. Often The letter follows: times a low producing cow may Hon. Walter M. Pierce,

North End dairymen is equally ap-plicable to dairymen in other sec-"reduction and redistribution of tax-

lighway. Conservative road construction, adjust automobile licenses; oppose peddlers' license applying to travel-

Control.

adequate provision for retiring bonds. Issue no tax free bonds. Fish and Game Commission function for people and not as political

Receipts from Government land les

xpenses belong to the people of Ore-

Place penitentiary under Board Make Board of Control the

Farole Board. Fewer pardons. Enforcement of prohibition by offi-

cials who believe in enforcing the

Hasten construction of Roosevelt

Play fair with ex-service men Maintain high standard of public schools and institutions of higher

learning. The irrigation question in Oregon is not a political one, and the solu-tion of the problem will require careful, intelligent and sindere study and action to the end that the farmers on the irrigation projects may not be penalized for their industry, cone penalized for their industry, con-dence in the state and show of good aith. We should see that the farmers ow on irrigated lands who have hown their good faith are fully pro-tice of six per cent per annum from \$115.82, with interest thereon at the rate of six per cent per annum from the of six per cent per annum from idence in the state and show of good faith.

now on irrigated lands who have shown their good faith are fully pro-tucted. Those farmers who are mak-ing or have made good their obligations to the irrigation districts and who are contributing to the produc-tivity of the state, should be given the benefit of every possible means

the benent of every possible means at the rate of all of November, 1924, In some of the irrigation districts for the further sum of \$150.00, with many of the settlers have suffered undue hardships and dire misfortune, due to improper organization of dis-tricts and to the activities of unscrup-sum of \$500.00, attorney's fees, and the next legisla-tion sum of \$100,00, attorney's fees, and the next legisla-tion sum of \$100,00, attorney's fees, and the next legisla-tion sum of \$100,00, attorney's fees, and the next legislaulous speculators. The next legisla-ulous speculators. The next legisla-ture should, in so far as possible, pro-vide for the reorganization and res-toration of the unsuccessful districts. However, the taxpayers of the state, outside the irrigation districts, are not responsible for the unfortunate all of said defendants be forever conditions that exist and must not barred and foreclosed from all right be called upon to pay more interest on bonds, other than those for which

LEXINGTON

Mrs. Sadie Lewis was taken seriously ill last Wednesday and Kari Beach, Dee Cox and Mrs. Scott took her to Hot Lake Sanitarium. Mr.

her to Hot Lake Sanitarium. Mr. Beach went to Hot Lake Saturday af-ternoon. He took Mrs. Florence Beach as far as Pendleton where he met his wife who went with him to Hot Lake. Mrs. Florence Beach went on to Walla Wallia to care for the Beach boys. Miss Kathleen Slocum of The Dal-les hospital is nursing in the Hot Lake sanitarium now.

Sheriff of Morrow County, Oregon. Miss Wilma Leach, Miss Velle Ward NOTICE TO CREDITORS.

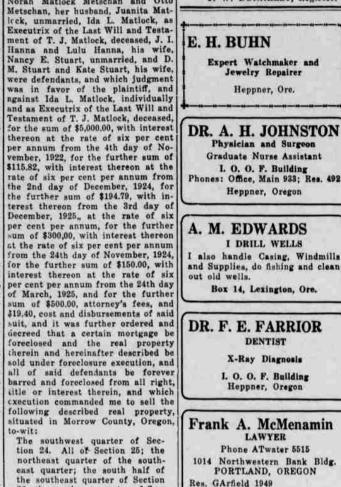
James Leach returned from his summer touring Oregon and Califor-nia last Saturday morning. He is

Arise Evans expects to reave for Fortland or Spokane soon. Mrs. E. G. Slocum left by train Sunday night for The Dalles where she will visit her daughter and son. She may return Thursday morning. The will visit her daughter and son. She may return Thursday morning. Miss Vera Breshears started to school in Portland last Monday but rot homesick and came home Frider

NOTICE OF SHERIFF'S SALE ON EXECUTION. Notice is hereby given that under and by virtue of a foreclosure execu-tion duly issued out of, and under the seal of the Circuit Court of the State of Oregon for Morrow County, on the 8th day of September, 1925. State of Oregon for Morrow County, on the 8th day of September, 1926, above described, before Gay M. An-derson, United States Commissioner, pursuant to a judgment and decree entered and rendered in said Court on entered and rendered in said Court on the 2nd day of September, 1926, in a certain suit in said Court wherein Elizabeth M. Keeney, was plaintiff, and Ida L. Matlock, a widow, Horace J. Matlock, and Jennie Matlock, his wife, Benjamin Matlock, unmarried, Norah Matlock Metschan and Otto Matschar has backed Juanits Mat 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, Ore-

J. W. DONNELLY, Register,



1014 Northwestern Bank Bldg. PORTLAND, OREGON Res. GArfield 1949

A. D. McMURDO, M. D. PHYSICIAN & SURGEON Trained Nurse Assistant Office in Masonie Building

Heppner, Oregon

C. L. SWEEK AT FORNEY-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 Happner, Ore.

S. E. NOTSON ATTORNEY-AT-LAW

Office in Court ouse

THE following letter has been released for publication by I.L.

Patterson, republican nominee for governor. It was written to Gov. ernor Pierce in reply to his chal-

Salem, Oregon.

have good producing off-spring through breeding to a high quality sire. What Professor Brandt told What Professor Brandt told

year. Dairying, he pointed out, must of necessity be conducted on a multicent and the second of the

Puff Rice is boarding in town with Roy Yardley at the old hotel till Clara Allyn returns. Delvin Adkins is staying with Puff and Roy at pres-ent. and Dallas Ward left for school Mon-

going to school here. Miss Evans expects to leave for

Sept. 16, 1926.

he state is already obligated, or to

make good the losses. Respectfully yours, I. L. PATTERSON. Salem, Oregon, R. F. D. 2.

Notice is hereby given that the un

26; the northeast quarter of See tion 35; the northwest quarter of

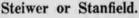
the northeast quarter and the

dersigned 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

northwest quarter of Section 36, all in Township 2 South, Range 27 East of the Willamete Meridian. Now, therefore, in obedience to said execution, I will on Saturday, the 9th day of October, 1926, at the hour

ing the dairymen in this regard listed cow. he was present at a Hermiston meeting to help start organization considered in conducting a dairy of a cow testing association. Taking government figures for and elimination of the parasites



OREGON WOOLGROWER. **REGON** woolgrowers are primarily interested in the retention of a Republican Senator to represent the state in Congress. Many of them supported Stanfield in the primaries, believing that, with his experience of the past six years, his committee assignments and his first hand knowledge of our business, he was entitled to our support.

But, when the result of the primary election showed that Fred Steiwer had won the nomination for U. S. Senator on the Republican ticket, the officers of the association pledged him their sup-port in his campaign, and so far have seen no reason to withdraw] that promise.

About the only thing that Stanfield will do, will be to divide the Republican party sufficiently to secure Haney's election.

With but a small majority of Republicans in the Senate, this is almost a calamity, as the tariff question is coming to the fore in the next congress and any changes which are sought are not to the benefit of the growers.

"Bob" should have listened to his Republican friends, not to his Democratic enemies, before making his decision.

Retention of a Republican majority in the upper house should be our aim. Steiwer is the regularly nominated Republican candidate, and should get our assistance.

See us before you build. Our prices are right. Heppner Box & Lumber Co., Yards across from de-pot. 22-tf.



SOME time ago a trapeze actress in the circus fell a distance of thirty feet from her trapeze to the floor. There was no net or other device to break her fall and she sustained a fracture of the arm and possible internal injuries.

THE SHOW GOES ON

Dr. Frank Crane Says

The accident happened in the middle of the trapeze act in which she and other members of her family were performing. She lost her footing and fell.

Confusion reigned for a few moments. Women and children screamed and men rushed about for aid. Soon an animal act was rushed into the arena and the show went on.

The show always must go on

Any one of us may disappear; a brick may fall on him or an automobile truck run over him, and it is as if one threw a pebble into the pool. There is a little confusion, a few waves circle about the place, and soon all is as quiet as before.

Some old men remember when Lincoln was assassinated. Those not so old remember the assassination of Garfield and McKinley. Those things were so terrible that they thought the world would stop. They were amazed to see that everything went on as usual.

None of use would be missed. One may drop out of his place in society, a few friends will mourn him, a few will notice his absence, and it will cause temporary sadness. But in a little while he is forgotten.

Where are the snows of yesteryear? Where are the beautiful women like Helen of Troy that once disturbed the past? Where are the heroes, the mighty men of old, that once bestrode the world?

The great as well as the small must go down, and life flows on. The life of the community is like a resistless tide. Nothing can impede its prorgess. However cataclysmic the calamities that disturb it, they are soon swallowed up in the progress of events.

One of the poems which was a favorite with Abraham Lincoln must come to mind:

"O, why should the spirit of mortal be proud?"