



**SPEED**

Reports from England are that Flight Leader A. H. Orlebar, who flew 368 miles an hour for the Schneider Cup, has achieved a speed of 500 miles an hour in a private trial. At that rate a man could start westward around the world in the latitude of London and never get out from under the sun.

All human progress has arisen from the effort to expand time and compress space. Think that over. With flight at 500 miles an hour possible, space will mean nothing, time everything.

Many who read this will live to see airplanes running regularly on some such time-schedule.

**TIME**

"Time is Money," said Poor Richard. Few understand just what that means.

The new laquer process of painting motor cars takes one day in the paint shop instead of a month. Paint-shop floor-space is saved. Money tied up in undelivered cars is released thirty days earlier, and capital is turned over faster; result, cheaper cars.

A young railway clerk asked a Cleveland bank to let him prove he could save them \$25,000 a year by re-routing their mail exchanges with other banks. The first year the savings amounted to nearly \$100,000 interest on uncollected items in transit.

Railroads run fast freight trains today on passenger schedules. Merchants can get goods in a week that used to take a month in transit.

They do not have to carry such large stocks, hence have less capital tied up, lower interest charges and can sell cheaper.

Every invention which moves men or merchandise faster cuts down the cost of living in this complex machine age.

**TEACHERS**

Public education will never be as good as it ought to be so long as most school teachers never get outside of their home countries, says Edward A. Filene, Boston merchant and philanthropist. Teachers cannot present a true view of the world to their pupils unless they know something about the world out of their own experience.

That is true for others besides teachers. The only really educated persons are those who have seen other countries besides their own. It is getting easier and easier to do that. A trip to Europe with a week in London and another week in Paris can be had for \$250 from New York. Mr. Filene is working on a plan to reduce this to \$150 for teachers and the next step, he thinks, will be to have such trips made compulsory for every teacher above the primary grades.

**WHEAT**

The most important news that has come out of Russia is the reported discovery by Russian botanists of a new hybrid grain, a cross between wheat and rye. It is said to combine the food qualities of wheat with the cold resistance of rye and to yield three times as many bushels to the acre as ordinary wheat.

Not all the news that comes out of Russia can be credited, and this may be exaggerated. It must be



**KEEP tuberculosis away from them BUY CHRISTMAS SEALS**

The National, State, and Local Tuberculosis Associations of the United States

remembered, however, that Russia gave the world new grains before the war. Durum wheat originated in that country as well as other valuable varieties.

If this latest report is true, this

discovery may have revolutionary consequences for the whole world.

**COLOR**

Men's clothes are becoming more colorful. Blue, green and red shoes

are the latest. Why not? In a world of color why should man's apparel strike the only somber note? Our ancestors dressed as gaily as their purses permitted. When George Washington went courting in a red coat, to wear plain clothes meant that the wearer was a Quaker or else too poor to buy gay garments.

Anyone who doubts that men like to wear bright colors need only visit a fashionable country club. Women subdue their color schemes for sport, men get more gorgeous.

With everything else becoming more colorful, men's wear will follow, in time.

**ADVERTISING IS KEY TO SUCCESS**

**SPECIALIST SAYS IT IS CHIEF CONNECTION THAT ALLOWS BUSINESS TO "SPARK."**

Advertising is the connection between the merchandise "power house" and general public which makes the contact that allows the business to "spark," explains H. T. Vance, head of the department of advertising and selling at Oregon State college, and leader of business institutes all over the state.

The only other two ways of contacting the public, he explains, are through personal selling and thru display, and only newspaper or other advertising can reach out thru the rural districts and beyond to get the people within range of a store itself.

Professor Vance says three things are necessary in making any advertisement effective. The first is that the merchant should know the needs of his customers. He must then have the goods to meet these needs, and finally select the right advertising medium to reach the public.

Advertising can be greatly improved by keeping it abreast of the times, says Professor Vance. He agrees with other authorities who say that advertising copy must recognize the modern speed age, that it should be frank, truthful and free from the wild statements and exaggerations brought about by comparative prices.

One of the best methods now and

then is to use advertisements to "sell" the store and its advantages rather than just the merchandise to the public.

**HI SCHOOL CONFERENCE SET.**

University of Oregon, Eugene, Dec. 10.—High schools all over the state are being invited to send delegates to the Tenth Annual High School conference at the University of Oregon, which is scheduled this year for January 10 and 11. The conference will be divided into five sections, for the editors of school papers and yearbooks, presidents of girls' leagues, student body officials and principals of high schools.

From two to five delegates are allowed each high school, depending upon its size. All phases of school life will be discussed at the conference. It is believed that students will find the sessions of great help in arriving at the solution of difficult problems.

Speakers noted all over the Northwest will be present and will not only give interesting and instructive addresses, but will take part in the round table discussions. Problems will be taken up, such as financing

yearbooks, organization of publication staff, athletic problems, and high school dances.

Besides the numerous meetings, the delegates will be entertained by the Oregon student committee at a reception and banquet, and will attend the opening basketball game of the year again Washington State college. A tour of the campus, and "College Night," a vaudeville entertainment, will also have places on the program.

**Farm Pointers**

A good rule in pruning is to start with the older, less vigorous trees and end with the younger, more vigorous ones, finds the Oregon Experiment station.

Oregon is to receive \$1,197,667 of

A gift no one else can give—Your Photograph. Warde Johnson, Heppner Hotel Studio.

the \$73,125,000 just apportioned among the 48 states and Hawaii by Secretary of Agriculture Arthur M. Hyde as Federal aid for road construction in the fiscal year 1931.

December is the month during which modern farmers get out the farm account book and figure up the profit or loss for the year in preparation for a new start January 1st, says the Oregon Experiment station.

Supplies of good seed are usually scarce, and the wise grower makes his selections and purchases before they are all gone, says the Oregon Experiment station.

**Keeps Tobacco Moist**  
Place a slice of raw potato in airtight containers holding tobacco or cigarettes and the tobacco will not dry out.

Dr. Clarke of the Clarke Optical Co., 321 1/2 Washington St., Cor. 6th, Portland, Ore. EYE SIGHT SPECIALISTS, will be in Heppner, all day and evening, Saturday, Dec. 14 at the Hotel Heppner. SEE HIM ABOUT YOUR EYES.

DECEMBER'S EXTRA-VALUE  
**FOOD DAYS**  
CAREFUL SELECTIONS FOR CAREFUL FOOD BUYERS

Here they are! December's big extra-value food days! Crammed to the brim with value-giving, these specially selected foods and household items show you real savings and assure you real satisfaction. And, remember every item is GUARANTEED at MacMarr's.

**Effective Friday & Saturday**

<b>STONE'S COFFEE</b> Special Blend 1 Lb. 35c; 3 Lbs. \$1.00 Supreme Blend 1 Lb. 45c; 3 Lbs. \$1.33	<b>FLOUR</b> MacMarr Brand Per Bbl. \$7.25 49-lb. Sack \$1.89 24-lb. Sack \$1.10	<b>STONE'S SYRUP</b> No. 10 Tin \$1.59 No. 5 Tin 89c No. 2 1/2 Tin 49c
<b>SOAP</b> Crystal White 10 bars 42c	<b>SOAP</b> Lux Brand 6 Bars 45c	<b>SOAP</b> P. & G. Brand 20 bars 79c
<b>PANCAKE FLOUR</b> Sperry's 3 Lb. Package 33c	<b>Oranges</b> Sweet and Juicy No. 216's Per Doz. 45c	<b>FLAPJACK FLOUR</b> Alber's 3 Lb. Package 33c
<b>Prunes</b> A very good grade 5 LBS. 53c	<b>DATES</b> Fresh Stock 2 LBS. 25c	<b>Raisins</b> A wonderful buy 4 LBS. 31c
<b>MIXED NUTS</b> 5 Different Kinds 1 LB. 29c 3 LBS. 75c	<b>GRAPEFRUIT</b> A Texas Product No. 80's 3 for 29c	<b>BRAZIL NUTS</b> Always Good 2 LBS. 43c 5 LBS. \$1.00
<b>Walnuts</b> No. 1 Grade 1 Lb. 35c 3 Lbs. 95c	<b>Almonds</b> Soft Shell 2 LBS. 73c	<b>Walnuts</b> No. 2 Grade 1 Lb. 25c 3 Lbs. 73c

We have just received a large quantity of Fresh Christmas Candy. Come in and look our prices over. They are always right.

**MACMARR STORES**  
Phone 1082 STONE'S DIVISION Hotel Heppner Bldg.



FARE AND ONE-THIRD FOR ROUND TRIP TO

- OMAHA
- CHICAGO
- DES MOINES
- SIoux CITY
- COUNCIL BLUFFS
- KANSAS CITY
- ST. LOUIS
- DULUTH
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- MINNEAPOLIS
- MILWAUKEE

Departure Dates:  
NOVEMBER 23 AND 30  
DECEMBER 7, 14, 19, 20, 21  
Return limit February 28, 1930

Stopover privileges  
For detailed information call on or phone Agent

**UNION PACIFIC**  
Chester Darbee, Agent, Heppner, Oregon

One of the Leading Play Hits of the Season  
**"ADAM and Eva"**  
To be presented by the Junior Class of Heppner High School at  
**AUDITORIUM-GYMNASIUM**  
**THURSDAY**  
**DECEMBER 19, 1929**  
8 o'clock Tickets 50c  
Tickets on sale at Gordon's after Monday.  
All seats reserved at no advance in price.  
Three Full Acts of Merriment!  
Special Music Between Acts!  
**Don't Miss It!**