

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 second 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 is Money," said Poor Rich-rd. 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. Mer-chants 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 out-side 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 re-ported 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 many bushels to the acre as ordin-

ary wheat.

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

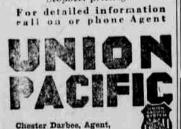


FARE AND ONE-THIRD FOR ROUND TRIP TO

> **OMAHA** CHICAGO DES MOINES SIOUX CITY COUNCIL BLUFFS KANSAS CITY ST. LOUIS DULUTH ST. PAUL MINNEAPOLIS MILWAUKEE

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

Stopover privileges



Heppner, Oregon



KEEP

tuberculosis away from them

BUY HRISTMAS SEALS

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

remembered, however, that Russia discovery may have revolutionary gave the world new grains before consequences for the whole world. Durum wheat originated in that country as well as other

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

are the latest. Why not? In a world then is to use advertisements to 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 vis it a fashionable country club. Wo-men 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 be tween 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 con-tacting the public, he explains, are through personal selling and thru display, and only newspaper or oth-er 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 adver-tisement 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

Advertising can be greatly im-proved 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 compar ative prices.

One of the best methods now and

One of the Leading Play Hits of the Season

ma Eva

To be presented by the Junior Class of Heppner High School at

AUDITORIUM-GYMNASIUM

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!

"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 del-egates 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 Farm Pointers

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 confer-ence. It is believed that students will find the sessions of great help in arriving at the solution of diffi-

cult 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 cound table discussions. Problems will be taken up, such as financing

he delegates will be entertained by the Oregon student committee at a reception and banquet, and will at-tend the opening basketball game of the year again Washington State college. A tour of the campus, and "College Night," a vaudeville enter-tainment, will also have places on

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 Ex-

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

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

yearbooks, organization of publica-tion staff, athletic problems, and high school dances.

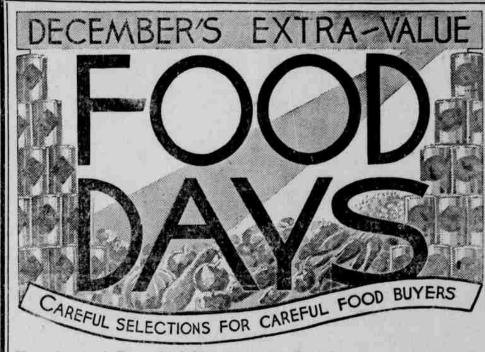
Besides the numerous meetings. Hyde as Federal aid for road construction in the fiscal year 1931.

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 statoin.

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

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

Dr. Clarke of the Clarke Optical Co., 321¼ Washington St., Cor. 6th, Portland, Ore., EYE SIGHT SPE-CIALISTS, will be in Heppner, all day and evening, Saturday, Dec. 14 at the Hotel Heppner, SEE HIM ABOUT YOUR EYES.



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

FLOUR

49-lb. Sack\$1.89

24-lb. Sack\$1.10

STONE'S COFFEE

Special Blend 1 Lb. 35c; 3 Lbs. \$1.00 Supreme Blend

Lb. 45c; 3 Lbs. \$1.33

SOAP Crystal White

bars 42c

SOAP

Lux Brand

Per Bbl.

40C

Sperry's 3 Lb. 33c Package

PANCAKE FLOUR

Oranges

20_{bars} 79c

Sweet and Juicy No. 216's Per Doz... 45C FLAPJACKFLOUR

SOAP

P. & G. Brand

STONE'S SYRUP

\$1.59

49c

No. 10 Tin

No. 21/2 Tin

Alber's

3 Lb. 33c Package

Raisins

Prunes DATES A very good grade

5_{LBS.} 53c

Fresh Stock

25c

A wonderful buy 4 LBS. 31C

MIXED NUTS 5 Different Kinds

1 LB. 3 LBS.

<u> NOTATONIO NOTATONIO NOTATONIO DE CONTROPOSIONIO NOTATONIO PORTATO NOTATONIO NOTATONIO NOTATONIO NOTATONIO NEC</u>

GRAPEFRUIT

A Texas Product No. 80's 3 for

BRAZIL NUTS

Always Good 2 LBS 5 LBS. \$1.00

Walnuts

No. 1 Grade 1 Lb. 35c 3 Lbs. 95c

Almonds

Soft Shell

73c

Walnuts No. 2 Grade 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.

Phone 1082

STONE'S DIVISION

Hotel Heppner Bldg