



BEAUTY

Beauty, like morals, is a question of latitude, there is no rule of universal application.

Shakespeare is the only universal author because he never describes his heroines. Juliet was fourteen and beautiful; that is all he says about her looks.

It is a fortunate thing for humanity that tastes in beauty differ. Even the movies have not been able to standardize the feminine ideal.

STEAM

The U. S. Aircraft Carrier "Lexington" is tied up at a pier in Puget Sound, while her engines are turning the dynamos which generate electric current for the cities of Tacoma and Seattle.

It is also an illustration of what happens, sometimes, to water-power. Tacoma and Seattle get their normal municipal supply of current from hydro-electric plants which the cities own.

ALUMINUM

The commonest of all metals, more than twice as common as iron, aluminum was a curiosity at the Centennial of 1876 and only came into general commercial use when the harnessing of Niagara Falls made the electric furnace economical.

Now a project is on foot to cast automobile bodies in one piece out of aluminum. That will still further reduce the cost and weight of motor cars.

WAR

The only independent persons are those who own land. The only countries whose people care enough about them to fight for them are those made up largely of individual landowners.

In many states corporations are forbidden to own land except for their own business purposes.

The Government is trying by every possible means to get all of the public lands into the hands of individual owners. That is the only safeguard for the nation's future.

MEAT

The food faddists have been preaching against the eating of meat for many years. Except in certain types of disease, intelligent physicians tell their patients to eat meat freely, as nature intended they should.

Stefansson, the Arctic explorer, lived for five years on an exclusive diet of meat, as the Eskimos do, without ill effects.

Sensible people will continue to eat whatever they can digest and as a rule will live longer and happier lives than those who worry about their diet.

Former Heppner Boy Advanced by Western States Life Company

From The Westerner, house organ of Western States Life Insurance company, with head offices at San Francisco, we have an interesting account of the advancement of Marcus Gunn, a former Heppner boy, who was the first of the year elected to the vice presidency of that company.

Marcus Gunn, who came to the company as actuary in December, 1924, was born in Oregon in 1892. Orphaned by a flood when he was 11, he grew up with relatives in Detroit.

Writing insurance during vacations brought him interesting friends and valuable experience. One of the first sold was an Italian laborer who spoke no English.

'keep a stiff upper lip,' having lavished many hours on wholly uninsurable prospects and encountered those who maintained 'the Lord will take care of my dependents,' he used to return to his studies each autumn with a million dollar list of prospects.

"He was graduated from the University of Michigan in 1914, having supplemented his course with a year of mathematical work at Harvard. After graduation, he became actuary for the Masonic Mutual, later the Acacia of Washington, D. C.

"Having joined officers' training camp in May of 1917, he was first commissioned in the cavalry and later in artillery. Most of his wartime experience was in the balloon end of artillery observation.

"Though he spent eight months of the war in France, Mr. Gunn reflects without regret, 'Just as I approached the trouble at the front they called it off.'

"After the war he returned to consulting actuarial work, eventually locating his office in Chicago, where he served a number of Middle Western life companies and the Illinois insurance department.

MARKETING LEADS AT WOOL MEETING

(Continued from First Page)

Mr. Dobbin has been in the sheep business since the early seventies, and is a man of sound judgment. Falconer is one of the best known and largest producers of sheep in the state; Stanfield has been the biggest producer of sheep in the United States and buyer and seller of wool on a big scale.

Other committee appointments made during the convention were: Auditing—Mac Hoke, Pendleton; Herbert Hynd, Cecil; J. B. Huddleston, Lone Rock.

Hynd, Heppner; Henry Rooper, The Dalles. Resolutions—K. G. Warner, Pendleton; H. B. Duff, Crane; Mac Hoke, Pendleton; James Hoskins, Echo; R. G. Johnson, Canyon City.

Livestock and finance—Will Steiwer, Fossil; R. A. Thompson, Heppner; Mac Hoke, Pendleton; Charles Smith, Heppner; Tom Connolly, The Dalles.

Organization and membership—J. W. Hoeck, The Dalles; Wayne Phillips, Keating; Charles V. Bales, Kimberley; H. C. Rooper, The Dalles; Ralph Thompson, Heppner; Mac Hoke, Pendleton.

Predatory animal control—J. G. Barratt, Heppner; J. B. Huddleston, Lone Rock; Ralph Thompson, T. J. O'Brien, and W. H. Cleveland, Heppner.

Public lands—R. N. Stanfield, Baker; Charles V. Bales, Kimberley; Ernest Johnson, Wallowa; David T. Jones; G. K. Wilkshire, Lakeview; Blaine Devers, Bend.

Shearing committee—Jack Hynd, Cecil; Joe Kenny, Heppner; John Monahan, Condon; F. V. Chapman, Pilot Rock; L. C. Johnson, Wallowa; J. W. Fisher, Shaniko; John Kilkenny, Heppner.

Taxation—Frank Monahan, W. P. Kilkenny, Heppner; D. T. Jones, Suntext; G. K. Wilkshire, Lakeview; J. W. Fisher, Shaniko; Joe Cunha, Echo.

Morrow county had the largest attendance of any county at the convention. Those attending from this county being: Jack Hynd, Herbert Hynd, William Hynd, J. G. Barratt, W. H. Cleveland, J. B. Huddleston, R. A. Thompson, Mr. and Mrs. W. P. Mahoney, Roy Nell, Ed Nell, Frank Wilkinson, John Kelly, Frank Monahan, Barney Devlin, C. L. Sweek, Thomas O'Brien, John Kilkenny, Joe Kenny, William Kilkenny, E. Groshens, Ralph Justus, John Doherty, John Higgins and Carl Cason.

Advertisement for Phelps Grocery Co. featuring a 'Fresh' logo with fruits and vegetables. Text: 'Fruits and Vegetables--- Your Body Needs Them. Dieticians are agreed that fresh fruits and vegetables are an absolute essential. . . . We have the best on the market at the lowest prices in town. Just try us. A profusion of our fruits and vegetables makes a royal repast out of a meal. You can leave an order with us by telephone—and be assured that the delivery will be prompt. Courteous service at all times. Phelps Grocery Co. The Home of Good Eats.'

Advertisement for TUM-A-LUM TICKLER. Text: 'Published in the interests of the people of Heppner and vicinity by THE TUM-A-LUM LUMBER CO., Phone 912. Volume 30 Heppner, Oregon January 23, 1930 No. 4. EDITORIAL: We see by the papers that Will Rogers and Joe Robinson are over there trying to fix up the world. It will probably mean that Europe will take up the gum chewing habit and carry larvae. ALBERT ADKINS, Manager, Editor. The burning question of the hour. Do you know the answer to it? Tum-A-Lump coal. The hottest mined and, Oh Boy, so easy to start on a cold morning. Do you want that load sent up today? Phone 912 for quick service. We Just Unloaded A Car of Big Lump COAL. We have everything to build anything.'

Advertisement for GILLIAM & BISBEE. Text: 'Be Prepared--- For spring farming activities. Obtain new plows and harrows, and replacement parts for your old equipment from us while stocks are complete. We handle the well-known OLIVER line of plows and implements. If you need a tractor don't fail to learn all the features of the INTERNATIONAL HARVESTER TRACTORS. GILLIAM & BISBEE We Have It, Will Get It, or It Is Not Made'

Advertisement for Pacific Power and Light Company. Text: 'Winter days are here. And with them comes the need for greater use of electric service. Electricity has erased the gloom of dark, winter days, brightened the long winter evenings and given you many comfortable hours otherwise lost. These demands for longer service have their effect on your bill for electricity—but the comfort and convenience this added service brings represents no more expense than a visit of the family to the theatre! "Electricity IS cheap—The smallest item in the family budget" Pacific Power and Light Company "Always at your Service"'

Advertisement for Frigidaire Hydrator. Text: 'Now Frigidaire gives you the HYDRATOR. The Hydrator is a marvelous new moist air compartment that makes vegetables and salad materials delightfully fresh and tender. See it demonstrated today. Now, with the development of the Hydrator, Frigidaire offers a new service to users . . . a special compartment for vegetables and foods that need added moisture. You can put even wilted celery in the Hydrator and make it crisp and fresh again. You can make lettuce tender and brittle. You can quickly restore the firmness of radishes, tomatoes and other vegetables. Today every household Frigidaire is equipped with the Hydrator. It is part of the surplus value offered by Frigidaire. So, too, is the famous "Cold Control" which enables you to speed the freezing of ice cubes and desserts. And to make Frigidaire still more practical and more strikingly beautiful, every household cabinet is now rust-proof Porcelain-on-steel inside and out. See a complete demonstration at our showroom—now. FRIGIDAIRE Electric Refrigerators for Homes, Stores and Public Institutions . . . Electric Water Coolers for Homes, Stores, Offices and Factories . . . Ice Cream Cabinets . . . Milk Cooling Equipment . . . Room Coolers Peoples Hardware Company Heppner, Oregon'

Advertisement for First National Bank. Text: 'SAFETY & SERVICE. Find Out, First. Don't envy the man who is earning more money than you are, at least until you find out how much money he is saving as he goes along. Spending money will not make the spender rich. We will venture the guess that YOU have known people who worked a lifetime at fairly good wages, yet had nothing to show for their labors. Keep your eye on the man who is SAVING. Don't envy him. Do as he does. SAVE, and deposit the savings at our Bank for safe-keeping. First National Bank HEPPNER, OREGON'