

Local Happenings

C. J. Anderson was a visitor here on Monday from his farm southwest of Ione, where he this year has sown to wheat some five hundred acres. Mr. Anderson states that the grain is now beginning to show up quite well, though it failed to get the start it should in the fall, owing to dry weather conditions. So far as he was able to learn, there had been no damage to grain in that section of the county from the cold spell of weather.

C. L. (Buck) Lieualten, state highway patrolman, was here on Monday from Pendleton. He reports the highway in his territory as in very good condition following the sub-zero weather and big snow fall. Here and there the frost caused some breaking up, but these spots will soon be repaired. He also reports that it has been found necessary to do some reseeded in parts of the Umatilla county wheat belt.

John Byland has been a pretty busy man during the winter months handing out the feed to the stock on his ranch near Hardman. Mr. Byland was in the city for the first time in many weeks on Monday and reports everything coming along okeh up his way.

John Turley arrived during the last week from Coburg, where he spent the winter. He will be here and in the high mountains with sheep during the spring and summer months, expecting to be on the job with D. O. Justus, Hinton creek flockmaster.

Egbert Young of Eight Mile and Lee Scrivner of Democrat gulch, were farmers looking after business in Heppner on Monday. They report the roads as drying up sufficiently to make traveling easier than it had been for many weeks past.

Fred Ashbaugh of Hardman who was in the city on Monday reports grain and grass as coming along fine. This warm February weather is turning the trick, and with the fine lot of moisture there should be a splendid harvest this season.

F. B. Hogue of Alderdale, Wash., who operates the Alderdale ferry across the Columbia river, was a business visitor in Heppner Tuesday. Mr. Hogue lauded the condition of the road between Heppner and Heppner Junction while here.

Theo. Anderson, extensive grain grower of Eight Mile, was attending to business affairs here on Monday. He is well pleased with the fine growing weather his section is experiencing at present, and grain is beginning to show up well.

Paul M. Gemmill went to Portland Wednesday to receive treatment at the Veterans Bureau hospital. Arrangements for his hospitalization were made through the efforts of the Heppner American Legion post.

Gene Ferguson returned to Heppner Friday after attending the meeting of Chevrolet dealers in Portland. While away, Mr. Ferguson also visited a number of willamette valley and southern Oregon points.

Mr. and Mrs. Loran Hale of Helix announce the birth of a son at Pendleton, February 11. Mr. Hale will be remembered as the son of Mrs. Ollie Kennedy of Heppner.

Mrs. Mary Armstrong, mother of Mrs. Stanley Moore, who has been visiting here for the past six months, left for her home in Paulsboro, N. J., Wednesday.

Riley Munkers of Lexington was a visitor in Heppner Friday, having just returned from Portland after spending the winter there.

Alonso Edmundson returned to Portland Friday night to receive medical attention. He made the trip to the city by train.

E. E. Lovgren of Eight Mile spent a short time in the city on Monday while looking after business matters.

Andy Baldwin now sports a new delivery truck, purchased the past week from Latourell Auto company.

Will buy your old horses. 1c a pound or better. Call or write W. H. I. Padberg, Lexington. 49-50.

Mr. and Mrs. Ernest Heliker and Mrs. H. G. Rankin were Ione folks in this city on Monday.

WANTED—Plowing, with tractor, any time. Frank Stone, Hermiston, Ore. 46-51p.

Otto Ruhl, farmer of Lexington, was a visitor here on Monday.

A LENTEN MESSAGE.

We are approaching once more the Church's great Penitential Season. During the forty days of Lent we are to endeavor more intensively to examine ourselves and to endeavor to drive out of our lives those besetting sins which we find there. We are to practice self-denial, not as an end in itself, but that through it we may gain even a faint appreciation of the supreme self-denial of the Saviour. We are to endeavor more earnestly than ever to imitate in our lives, and to show forth through our words and by our deeds, the example of Him who went about doing good. We are to meet every temptation, and the sin which doth so easily beset us, during these forty days, even as He was tempted, and we are, by the strength which comes through Him, to strive to overcome such temptation. By prayer, through attendance upon the services of the church, through self examination and self sacrifice let us go with Christ through these Forty days that we may more fully enjoy the break of the Easter dawn.

Let us strive, each one of us, this Lenten season to seek to walk more closely with the Master, and talk with Him and find refreshment for soul, mind and body. Let us strive to come apart from the world, with its cares and perplexities into the desert of peace and quiet with Him.

Let Christ minister to us. Let us seek to increase our faith in Him. Let us, by prayer and by praise and by thanksgiving, truly worship Him and offer our lives as a daily sacrifice in service to God and our fellow men.

Church school at 9:45 o'clock. Morning prayer and sermon at 11. Young Peoples Fellowship at the rectory at 6 p. m.

Jesus said, "I thank thee and praise thee, O Lord of Heaven."—Matt. 11:25.

REV. STANLEY MOORE, Missionary-in-Charge.

Wheat Outlook Gloomy Says Government Data

The U. S. department of agriculture says of the future: There is little in the wheat situation in the United States and other countries to indicate that prices for the 1930 crop of the United States will be much different from those prevailing for the 1929 crop, unless fall damage or the spring wheat acreage is reduced.

World stocks will be somewhat reduced by July, 1930, from those of July, 1929, but the world acreage may not be materially changed and yields are not likely to be so low as in 1929, when they were below average. World production of wheat is keeping pace with increasing demand, so there is little prospect for a general upward trend in prices for some years to come. Farmers of the United States must expect to meet continued keen competition in export markets from Canada, Australia, and later on, possibly Russia.

MORTGAGE GRANTED.

Mr. and Mrs. M. L. Case granted to E. N. Gonty a mortgage on Heppner real property, according to an instrument filed in the Morrow county clerk's office January 30. The mortgage was given as security on a promissory note for \$1200, dated February 5, 1929, and payable two years after date.

New Penney Ad Manager Gives Newspapers Boost

John A. Fitz Randolph, nationally known merchandising and advertising authority has just been appointed advertising manager for the J. C. Penney company, according to word received by J. D. Cash, manager of the local J. C. Penney store.

Mr. Fitz Randolph, graduate of Columbia college, New York as well as the Fordham university law school of New York, has been actively identified with large organizations in the capacity of a principal executive since 1916.

In his capacity as advertising manager for J. C. Penney Co., Mr. Fitz Randolph will be in direct control of the largest newspaper advertising campaign put out in the department store field by one organization. The present campaign utilizes more than 2000 local newspapers in more than 1400 cities and towns covering every state in the union.

In a communication sent to Mr. Cash, Mr. Fitz Randolph says, "As a retail dry goods store institution organized to bring the style and quality products of the leading merchandising centers to more than 1400 cities and towns, the J. C. Penney company is fully mindful of its obligation as a local store institution in every town that it serves."

"The local newspaper is the

strongest local force in the development of the community and in the activities of community life.

"Throughout its entire history, the J. C. Penney company has been a supporter of the local newspapers and our present plans include the expansion of our expenditures for newspaper advertising in all store locations.

"Modern merchandising, especially in the dry goods field requires the ability to reach a nationwide market on extremely short notices as important style developments take place.

"Women everywhere are familiar with what is taking place in the style centers of the world, largely through their local papers with their style news stories and the successful local merchant must be able to tell the story of his merchandise simultaneously with the news stories.

"The flexibility of control of newspaper space, the fact that the newspaper is a local institution serving local needs, and the fact that every worthwhile home in the country now has its daily paper, are factors in modern merchandising which cannot be discounted."

For Sale—Tamarack and fir fence posts at a bargain. G. W. Thompson, Heppner. 48-50p.

Second-Hand Washer for Sale cheap. Pacific Power & Light Co.



Put vegetables in wilted... take them out crisp!

The Hydrator—now standard equipment on all household Frigidaire—keeps vegetables fresh until served. It even restores freshness and flavor to wilted vegetables. See it demonstrated at our showroom.

FRIGIDAIRE
With the HYDRATOR

Peoples Hardware Company

Merchandise With a REPUTATION

We unhesitatingly guarantee the merchandise we carry to be the best you can buy anywhere in its price range.

Here are some of the well known brands we carry:

- Levi Strauss Overalls
- Can't Bust 'Em Cords and Pants
- Day's Tailored Trousers
- Weyenberg Shoes
- Florsheim Shoes
- Styleplus Suits
- Allen-A Underwear and Hosiery
- Hardeman Hats
- Greenhood Shirts
- Spur Ties

You will find these brands only in the better stores.



STAR THEATER

Friday-Saturday, Feb. 21-22:

Senore Uric and Farrel MacDonald in **SOUTH SEA ROSE**

Rosalie, an elemental daughter of the South Seas is transplanted to bleak New England. Imagine the sensation she created, the conflicts, the comedy. All talking with songs.

Also **PIANO TUNERS**, talking comedy.

Sunday-Monday, Feb. 23-24:

IN OLD ARIZONA

with Edmund Lowe, Warner Baxter and Dorothy Burgess. An all talking outdoor feature. "I love you," crooned Tonia. "Yeh! Me and the rest of the Army!" answered Sergeant Mickey. Thrills, Comedy, Wise Cracks!

Also **Max Davidson** and **Thelma Todd** in two reel all talking comedy **MURDY GURDY**.

Tues.-Weds.-Thurs., Feb. 25-26-27:

Nancy Carroll and Buddy Rogers in **ILLUSION**

We all want things we cannot get. Everything looks great from a distance. That's "Illusion." Would you know love if you saw it, or are you dazzled by "Illusion"? Buddy Rogers and Nancy Carroll—talking, singing, dancing, making love—this "Illusion" is the real thing.

Also **NOAH'S LARK**, talking cartoon.

Friday-Saturday, Feb. 28-March 1:

Barbara Stanwyck and Sam Hardy in **MEXICALI ROSE**

Here is a talking picture pulsating with life, color, romance and thrills. A drama of volcanic emotions, tense moments and stirring action.

Also **"Our Gang"** in **SMALL TALK**, two reel talkie.

Sunday-Monday, March 2-3:

THE LOST ZEPPELIN

with Conway Tearle, Virginia Valli and Ricardo Cortez. SEE: A Huge Zeppelin lost at the South Pole—It strikes a mountain of ice—is wrecked. HEAR: A Radio Call for Help—Grinding of Icebergs—Crash of Zeppelin—a Storm near the South Pole.

MELODRAMA UP TO THE MINUTE.

Also **MADAM Q**, two reel all talking comedy.

Admission: Children under 12, 20c; Adults, 40c—Applies to all programs listed here.

Thomson Bros. BUYERS' GUIDE SATURDAY AND MONDAY February 22 and 24

WASHING POWDER CITRUS Regular Size Package 23c 2 for 45c	COFFEE Big Stick Pure Cane Candy FREE with Each Pound Affiliated Buyers "BEST" Coffee Highest Quality Pound 39c
MORTON'S SALT Plain or Iodized "When it rains it pours" 28-oz. Package 9c	SPAGHETTI FRANCO AMERICAN For a Good Quick Hot Lunch Can 10c
DATES Dromedary Pitted or Regular Pasteurized Package 20c	FLAP JACK FLOUR ALBERS—A Breakfast Treat Large Size Package 23c 2 for 45c
RODMAN PEAS Fancy Petit Pois 2s Can 24c 2 for 45c	BAKED BEANS B & M Delicious Oven Baked Large Can 19c 2 for 37c
HERSHEY'S COCOA 1/2-lb. Tin 14c	SOAP CRYSTAL WHITE—The Million Bubble Soap 5 Bars 23c
MILK FEDERAL BRAND Decidedly Superior Large Can 9c	ROLLED OATS MOTHER'S—with China Large 55-oz. Package 38c
DEL MAIZ CORN The Originally Nationally Advertised Yellow Corn No. 2's Can 18c 2 for 35c	KNOX GELATINE The Real Gelatine 1 Pkg. Knox Gelatine equals 4 Pkgs. of Jelly Powder SPECIAL Package 19c
BEANS MEXICAN RED Choice New Crop 3 Pounds for 25c	

"MARATHON" HATS for Spring



New shapes, new shades, new trimmings... all reflecting the smartness, quality and value identified with the name "MARATHON" from Coast to Coast.



"The Headliner," a young man's "Marathon," with welt-edge, curl brim. In Sand, Pearl Grey, Elk Tan and Smoke Grey. **\$2.98**



"The Times" a finely proportioned, smartly styled fedora for the younger man. Welt-edge, curl brim model, handsomely satin-lined. In the wanted shades. **\$3.98**



"The Forecast," a raw edge, snap-brim hat expertly styled from fine hatter's furs and beautifully satin lined and trimmed. A quality and style leader. **\$4.98**

J.C. PENNEY CO. INC.

Solid SURE
Good Old-Fashioned
6% Guaranteed
is Yours

No matter how little or how much, here you get 6% guaranteed, on Full Paid Certificates, with dividend checks always January 1 and July 1, PLUS Safety, and State Supervision.

START TODAY
Write for Facts

Western Savings & Loan Association
Resources Over \$1,600,000
Y. M. C. A. Bldg., Portland, Oregon

PACK YOUR PLOWING WITH THE CAMPBELL TYPE PACKER

Packs deep down, removes air cells, conserves moisture. Leaves surface cloddy and slightly ridged to prevent crusting or blowing. Place orders at once as stock on hand is going fast.

KARL L. BEACH
Lexington, Oregon

John Day Valley Freight Line (Incorporated)

Operating between Heppner and Portland and John Day Highway Points.

DAILY SERVICE

GET OUR RATES ON TURKEYS and other produce before shipping
\$10.00 Cargo Insurance

Office CITY GARAGE, Phone 172 M. VENABLE, Mgr.