

IONE

MRS. JENNIE E. McMURRAY, Correspondent

Miss Martha McDewitt returned Monday from a pleasant visit in Portland.

Because of the toppling over of an electric light pole, the residents along Riverside drive were without electricity Monday night.

Mr. and Mrs. A. W. Lord of Imperial Beach, Cal., are guests in the Werner Rietmann home. Mrs. Lord is Mrs. Rietmann's mother.

Ed Dick of Pomeroy, Wash., was in town Saturday and Sunday, calling on old friends and looking after his farming interests in this locality.

John Harbke and wife of Vancouver, Wash., were seen on our streets Saturday.

Mr. and Mrs. Charles Battersby, J. H. Bryson, Mr. and Mrs. John Bryson and son, and Mr. and Mrs. Bert Bryson and daughter, motored down the Columbia river highway Sunday as far as Vista House. They had a very enjoyable day.

Mr. and Mrs. Bert Bryson and daughter, who have been guests for a couple of weeks in the John Bryson home, departed Monday for their home in Lewiston, Idaho.

Mrs. Thomas Davidson, who had been visiting for some time with relatives here and at Morgan, left last week for her home in Cleveland, Ohio. She took her train at Pendleton, being accompanied that far on her journey by Miss Fern Engelman and Johnny Turner.

Paul Lovell of Estacada was transacting business in Ione last week. He was accompanied by his son, Vernon.

Mr. and Mrs. J. W. Howk and Mrs. P. J. Linn returned home the middle of last week from a pleasant auto trip to Portland, Vernonia, Astoria and Seaside. Mrs. Loula Jones was also of the party. She had been visiting at the home of her brother, Mr. Howk, and as they returned took train at Arlington for her home in Chickasha, Okla.

Mr. and Mrs. Brose Ford and son visited on Thursday of last week with Mr. and Mrs. Blain Blackwell. The Fords were returning to their home in Pendleton after a visit with relatives in Monument.

Mrs. Helen Farrans and daughter, Arieta, were out-going passengers for Portland Monday morning.

Miss Arieta Farrans has been chosen queen of the Rodeo which will be held soon in Heppner.

Mr. and Mrs. Lee Howell and daughters, Mr. and Mrs. Ernest Helker and son and daughter, and Harold and Mildred Finnell of Portland, guests in the Helker home, made up a party that went a-geysing to Ritter springs Sunday. On the way to the springs they stopped near Monument for a brief visit with Mr. and Mrs. Wilson, at Monument they called at the Stubblefield home and at Long Creek visited with Dr. and Mrs. Norris. All these people are old friends of Mr. Helker's. Their noon day lunch was eaten at the Norris home and then these good people joined the Ione party at Ritter. The evening lunch was spread at McDuffee springs. The day was full, and all returned home very tired but happy.

Mr. and Mrs. Grant Olden left July 31 on their vacation trip. In Portland they were guests in the Floyd Barlow home. They visited Seaside and before their return home will visit two of Mr. Olden's sisters in Washington.

Walter Corley has been awarded the contract for the transportation of school children from the Lone Tree district to Ione. This route will bring eight pupils to our school.

Mr. and Mrs. Harold Robinson who reside near Arlington were over Sunday guests of Mr. Robinson's father, Frank Robinson.

Mr. Barr and Harry Cummins of Portland were transacting business in Ione Monday. They were here working in the interests of a life insurance company of which Mr. Barr is district manager. Mr. Cummins is a former resident of our town, being at one time cashier of the Ione bank.

The ladies of the American Legion auxiliary are giving a gingham and overalls dance in Legion hall Saturday night, August 9. A fine of 25 cents will be levied on each person not properly costumed.

H. J. Fulker was relief agent at Ione station while Agent J. W. Howk was away.

Miss Beulah Agee recently enjoyed a visit with her cousin, Emma Agee, at Boardman.

Hiram Werst drove over from Clarkston, Wash., on Thursday of last week and on Wednesday returned to his home, accompanied by his wife and two children. Mrs. Werst had been enjoying a visit with her mother, Mrs. Emily McMurray, and other relatives here in Ione.

Mrs. Allen Learned of Seattle is a

guest at the home of her parents, Mr. and Mrs. Paul Balsiger.

Francis Bryson suffered a badly fractured arm Monday when he was thrown from his horse. He was taken at once to Heppner by his parents, Mr. and Mrs. John Bryson. Dr. McMurdo is looking after the injured arm.

Mr. and Mrs. Mike Rowell of Boardman were in Ione Monday visiting at the home of their daughter, Mrs. Harry Ring. When they returned to their home they were accompanied by their granddaughter, Bernice Ring.

G. L. Stevenson and A. A. Underhill, the two men in charge of the newly established Shell Oil plant in Ione, arrived last week. Mr. Stevenson is making his home at the Ione hotel, and Mr. Underhill and wife have an apartment in the Harris building.

County Nurse Reports

Six Months' Activity

By EDITH STALLARD, County Nurse.

All except five schools in the county were given a school inspection. Advice in followup work for defects was given and a chance for a free examination by the local doctors if the parents would take their children to their chosen physician. As a result of this work we have had eleven tonsal operations done by the local physicians and two at the Doernbecher hospital in Portland.

One application for admittance is on the waiting list of the institution for the feeble minded. One case of a crippled child is on the Shrine hospital waiting list. Three children have been treated and returned home at the Doernbecher hospital in Portland. Arrangements have been made for one blind child to enter the school for the blind in the fall. This is all to no expense to our county and the children are having the benefit they would not have had because the parents are not able to have the work done otherwise. We understand our local doctors have done some free work for which we are truly thankful. The same is to be said of our local dentists, who inspected the teeth of the children of all town schools in the county. The data for dental corrections will be fully gathered in September.

We have had thirteen baby clinics where the gain in weight of babies has been watched and advice on feeding given. One hundred and twenty-six babies have had this service.

The ruling made by the City Council at the August meeting on the handling of contagious diseases governing the city of Heppner and a similar one governing the districts throughout the county outside of Heppner made by the county court will make it possible to make a definite work with controlling the contagious diseases during the coming year.

A contest on improvement of the physical condition of the individual has been organized in the 4H clubs of the county. First, second and third prizes will be given at the North Morrow County Fair in September. Eighteen contestants are working hard on this.

Mrs. Josephine Mahoney arrived home Tuesday afternoon, having returned the first of the past week from her journey to Alaska, and spending a few days at Seattle and Portland. She reports having had a very pleasant trip and a delightful vacation of sightseeing in the wonderland of the north.

Miss Gladys Benghe has been chosen as a teacher of mathematics in the Medford high school for the coming year. Miss Lucia Benghe, her cousin, is also an instructor in the Medford junior high school, where she has taught for the past two years.

Mrs. Carrie Vaughn is looking after her property interests at Heppner. She arrived here from Portland the first of the week.

THREE MUSKETEERS COME TO HEPPNER

(Continued from First Page)

years of practical experience in merchandising. Mr. Vance's talk was well spiced and illustrated with many pointed anecdotes through-out which his listeners were kept in a happy state of mind, receptive to his more serious message, and unconscious of the passing of time.

He brought home the assertion that retail stores would not exist except that the public demands them, declaring styles to exist in merchandising the same as in wearing apparel, and that it behooves merchants to keep in close tune with the attitudes of the buying public; to conduct their stores as

the public wants them to be conducted, and not as the owners themselves think they should be conducted by consulting only their own judgments.

He laid down ten commandments for good merchandising based on what 50,000 American housewives expect of a store as shown by a survey by the United States department of commerce. The first thing expected to be found in a store by



Free Air

A COLUMN OF FUN AND FACTS

(Edited by Dean T. Goodman from his private sanctum down at the Heppner Garage.)

August 7, 1930

HOWDY FOLKS—We note by the papers that the dry weather is killing off all the fish in the east. But what slays us is why some of these poor fish around here continue to buy mail order and other off-brand tires when they can purchase genuine GOODYEARS for us for less.

Meantime perhaps you have heard of the successful young salesman who got two orders on the same day—"Get out" and "Stay out."

And can you believe it, even in this age of luxury there are poor people who live in such dilapidated shacks that when it rains they have to go outside and sit in their sedans.

Tobacco, we are told, is found in many Southern States, and also in some cigars.

Terence: "Tis a foine lad ye have here. A magnificent head, and noble features. Could ye lend me a couple of dollars?"

Pat: I could not. 'Tis my wife's child by her first husband.

Rhodes Scholar: "And poor Williams was killed by a revolving crane."

Englishwoman: "Heavens! What fierce birds you have in America."

Economical Angus McTavish fell into his cistern. The water was eight feet deep and cold, but Angus could swim. His wife yelled down to him, "I'll ring the dinner bell, and the boys will come in and pull ye out." "What time is it?" asked Angus. "About eleven o'clock," said the wife. "Don't ring it," said Angus decisively. "I'll swim about until noon."

Hunter: "Are there ptarmigan around here?"

Other Person: "Wall, no. But thar's pturles, and pturkeys."

IT COSTS LESS TO RIDE ON GOODYEARS.

The man who broke the record driving a stock sedan from coast to coast probably was looking for a place to park his car.—Atlanta Constitution.

Competition may be the life of trade, but it is the death of profit.—Shoe and Leather Reporter.

The judge admonished the prisoner thus: "I cannot conceive a meaner, more cowardly act than yours. You have left your wife. Do you realize that you are a deserter?"

Prisoner: "Well, judge, if you know dat lady as well as I does, you sure wouldn't call me a deserter. I'm a refugee."

Goodyear's seven tire manufacturing plants have a daily capacity of 110,000 tires. These plants are located as follows: two in Akron, one in Los Angeles, New Toronto and Bowmanville, Canada; Sydney, Australia; Wolverhampton, England; and Gadsden, Ala.

He (as they drive along a lonely road): You look lovelier to me every minute. Do you know what that's a sign of?"

She: Sure. You're about to run out of gas.

The hand that rocks the cradle confuses the world when it sticks out from the driver's seat.

Among the Budget Makers North—How do you spend your income? West—About 30 percent for shelter, 30 per cent for clothing, 40 percent for food and 20 per cent for amusement.

North—But that adds up to 120 per cent. West—That's right.

MANY MORE MILLIONS OF PEOPLE RIDE ON GOODYEARS THAN ANY OTHER KIND OF TIRE.

Fifty-seven percent of the motor cars are owned in communities having less than 10,000 population.

Four million seven hundred thousand workers depend for their livelihood on motor transportation.

He made no enemies here below For him death held no terrors, And now he's where the "Goodfellows" go. No hits, no runs, no errors.

We heard about a youth who had been operated on 47 times and then wanted to be a surgeon. Must want to get even.

Play 'em another waltz professor.

Vaughn & Goodman (HEPPNER GARAGE) "Where Quality and Service Meet"

the American woman, who it was said does 85 percent of the buying in the United States, is a large assortment of attractively displayed goods. She expects the privilege of returning purchased goods and to be refunded her money if for any reason she does not wish to keep them.

Selling Qualifications Told. She expects her children to receive the same consideration she expects for herself. She expects the price to be in plain sight; and the same price quoted to everybody. Truthfulness is expected; accuracy in filling telephone orders; courteous prompt, active service. She expects salespeople to have a knowledge of the goods they sell.

Four prime requisites for a good salesperson were declared by Mr. Vance to be ability, reliability, endurance and action. A salesman must have the capacity for doing the job, he must have the integrity to carry on without constant supervision, he must have the strength with which to carry on, and he must not be lazy. The first letters of the words chosen by the speaker to define these requisites, when placed in order, form the word "area." For the purpose of memorizing them, he said, his listeners might visualize a square formed by the four words, one on either side, within which may be included personality, and a hundred and one other traits which might be desired in a salesman.

The banquet was prepared and served by the ladies of the church, J. D. Cash, Chas. Smith and Spencer Crawford being the committee in charge of this part of the institute. P. M. Gemmill is chairman of the local general institute committee.

Chas. Knabe, for many years sales manager of Pacific Power and Light company at Astoria, and known by a number of local people, will be connected with the Heppner store of the company for a time. Mr. Knabe arrived here today.

Mr. and Mrs. Gay M. Anderson took in the Passion Play at Walla Walla Tuesday evening, and were delighted with the performance.

Morrow county on 1200 acres, one-quarter rent. For sale on account family problems. Summer fallow clean. Mr. R. F. Wigglesworth, telephone 1F13, Heppner, will show ranch. Joe Fisher, Owner, 780 Mississippi Ave., Portland Ore. 20t.

FOR SALE Wheat ranch, three year lease

RED & WHITE STORES

M. D. Clark : Hiatt & Dix

THRIFTY THINKING HOUSEWIVES— Buy at Red & White Stores

"If for no other reason than that they carry their full share of the tax burden, you should patronize your local independent stores," says a prominent public official. Red & White stores are independent stores individually owned by citizens of the community. The savings they offer you on quality foods are made possible by an unparalleled group buying power.

Save Money on Your Food Purchases — Buy Here Regularly

Saturday & Monday (August 9th and 11th) Red & White Super-Specials

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Wheaties	25c	R. & W. Mayonnaise	39c
2 Packages		Dressing, Pint Jar	
Alpine Milk	27c	Porto Fruit Punch	29c
3 Cans (Tall)		Bottle	
R&W Coffee	Serv-us Coffee	Palmolive Soap	25c
1-lb. Pkg. 39c	1-lb. Can 45c	3 Bars	
Mazola Oil	49c	B & M Baked Beans or Brown Bread	39c
Quarts		2 Cans (Large)	
White Wonder Soap	31c	R. & W. Baking Soda	15c
7 Bars		1-lb. Pkgs. 2 for	
R. & W. Flour	\$1.53	Sliced Beets	35c
49-lb. Sack		2 Cans (2s)	
R. & W. Asparagus	55c	Red & White Catsup	21c
2 Cans (2s)		14-oz. Bottle	

THE OWNER SERVES THE BUYER SAVES

RED & WHITE STORES

How's Business?

Mr. H. T. Vance

here for the business institute, has asked this question of chairmen at several meetings in line with his work, attended recently.

"Not so good," has been the general answer. Still he found that one of these men had experienced an increase in the volume of his business the month before over the corresponding period the year previous. Others admitted their business was going along about the same.

PEOPLE ARE STILL LIVING AND STILL BUYING

They are probably a little more eager to learn of bargains.

READ THE ADS

BUTTER "In a Class by Itself"

"Butter is in a class by itself. It is one of the most easily digestible of fats and undoubtedly, when considering the oils and fats dietetically, is the best source of Vitamin A," says M. E. Jaffa, Emeritus Professor of Nutrition, University of California.

Butter is indispensable in the diet of young and old. It contains Vitamin A, the growth promoting factor, also Vitamin D, which aids in assimilation of the minerals in the other foods you eat. Butter builds bones, cells and tissues.

Pride of Oregon butter at your grocer's.

Morrow County Creamery Company