



Off The Front Page

I was talking recently to Ted Clark who was secretary to Mr. Coolidge at the White House. He told me about one of the famous Gridiron dinners, at which a character was made up to represent the "Front Page." The poor fellow was emaciated and despondent; he complained that Coolidge had ruined him by making so little of him.

Ed said: "I think that one of the best and thickest tributes that could be paid to Coolidge would be to say: 'He took the government of the United States off the front page.'"

He went on to tell half a dozen dramatic incidents which might easily have become national issues if Coolidge had been minded to make a fuss about them. But he handled them so quietly that the public knew nothing about them.

The newspapers are the greatest single educational influence in our lives. By throwing the fierce glare of their search-light in all directions they have been a powerful aid in abolishing secret diplomacy. They have encouraged business to come out into the open, and they are a constant and tremendous deterrent to crime.

But under our system of government they put an unwilling pre-

their administrative officials, employing a city manager instead, report that not only is the expense to the taxpayers much lower but that public money does not flow nearly so rapidly into private pockets.

HARVESTER

Just one hundred years ago, in 1831, the first harvester was demonstrated by Cyrus Hall McCormick before a group of farmers of Rockledge County, Virginia.

McCormick's invention has been called the pivot on which the industrial revolution turned. By making it possible for fewer people working on the farms to feed more people in the towns, it released labor from agriculture to work in the engineering industries.

Where it took three-quarters of the population, a century ago, to feed themselves and the other one-quarter, now all of the people can be fed by the labor of only one-tenth of their number.

The overproduction of agricultural commodities, from which the whole world is suffering today, is due to failure to control the agricultural machine's output. Many remedies are proposed. The one which seems most likely to cure the situation, if it can be applied, is the Farm Board's program of limitation of acreage in the staple crops.

Today, the more all of the farmers grow the less each of them makes. It is a curious paradox that there is more profit in less production.

FLYING

More air-miles of travel were paid for by the people of the United States in the past year than in any previous twelve-month. Business men and others are getting the habit of flying from city to city to save time.

Between Washington and New York, for example, the fastest trains take five hours. The airplane does it in two. A New York business man, having to see the Income Tax Unit of the Treasury, for instance, can leave the city at half past seven in the morning, be at the Treasury before ten, and if he is not detained can take a plane back at twelve, arriving at his office a little after two, with a lot of time left in the business day.

The combined rail-and-air routes between East and West are growing in popularity. The plane flies you as far as it can go in a day. Then you take the train for a night's sleep in a Pullman, pick up another plane in the morning for another day's flying.

It costs more to fly than to travel by rail, but the cost is coming down and the safety of flying is increasing.

LYNCH TO REMAIN.

M. A. Lynch, whose term as state highway commissioner expired on March 31, will continue, it is believed, with announcement by Governor Meier that he had no one else in mind for the position. Mr. Lynch is the eastern Oregon member of the commission, living at Redmond.

Dinah: Is you made all yo' 'rangements for yo' weddin'?

Mandy: Not quite. I's got to buy a trooson, an' rent a house an' get my husband a job, an' get some regular washin' work to do. An' when them's done Ah kin name the happy day.

Customer: "What does this mean in your advertisement—" "Big sta'?" Clerk: "Bathing suits, madam. They are abbreviated this season."

AMERICAN LIVING MODES CHANGE

More Than 100 Per Cent Increase Found in Past Century, Says State College Professor.

Human nature never changes, so they say, but human likes and dislikes seem to have changed considerably during the past century, at least in the United States. General standards of living for all classes in this country have increased more than 100 per cent during that period, according to N. H. Comish, professor of economics and sociology at Oregon State College.

Among the significant changes during this progress has been the increased use of some goods and the decrease in others. In foods, for instance, Dr. Comish points out that the per capita consumption of flour has fallen in the past 30 years from 224 to 176 pounds.

Corn has decreased from 129 to 46 pounds, beef from 67 to 62 pounds, and rye flour from 7 pounds to 2 1/2 pounds.

The consumption of sugar, on the other hand, has grown in 30 years from 68 pounds to 109 pounds per capita. In the same time, the use of fruits has increased from 173 to 178 pounds. Tobacco consumption has risen from 5.8 pounds to 7.3 pounds per capita, and approximately 12 per cent more milk is being used now than 30 years ago.

Most noticeable of all has been the increased consumption of vegetable oils, which in 1930 was 61 percent greater than in 1920.

The quality of many of these commodities has also changed for the better, Dr. Comish says. Better quality fruits and vegetables are coming to the American dining table now than in 1830, and more first-class eggs, butter, nuts and similar foods are consumed.

The higher living standards are also manifested in cloths, houses, and house furnishings, vehicles and entertainments, Dr. Comish points out.

Mrs. Styles—The Crumbys have some china that has been in the family for more than a hundred years.

Mrs. Newrich—That just shows that they were never able to afford servants, poor things.

Pasturing Detrimental to Seed Crops, Says O. S. C.

While the actual need of feed for livestock will usually determine whether or not the seed crop shall be pastured back in the spring, this practice is almost invariably detrimental to most seed crops, with the exception of red clover, believes G. R. Hyslop, chief in farm crops at Oregon State College.

In the case of red clover, Professor Hyslop says, it is customary to pasture the crop back extensively in the spring to delay the blooming period to such an extent that the flowers will not be injured by the midges or chalcids—tiny insects that bore into the flower head and destroy it. Delayed blooming also gives the red clover the advantage of a greater abundance of pollenizing insects, such as the bumblebee.

It is important, Hyslop points out, that the red clover crop be pastured back close to the ground so that it will not break into bloom as soon as the livestock is taken off.

With the other seed crops in Oregon, however, such as alsike clover, bent grass, rye grass, vetches and grains, no such protection is necessary, and any amount of pasturing is likely to result in a reduction of the seed crop, Hyslop says. With this in mind, the question for the grower to decide is whether or not the gain in livestock feed will be enough to offset this reduction.

"Love-making is just like it always was."

"How do you know?"

"I've been reading about a Greek maiden who sat up and listened to a lyre all night."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF HEPPNER GAZETTE TIMES, PUBLISHED WEEKLY AT HEPPNER, OREGON, FOR APRIL 1, 1931.

State of Oregon, County of Morrow, ss. Before me, a Notary Public and for the State and county aforesaid, personally appeared Vawter Crawford, who, having been duly sworn according to law, deposes and says that he is the publisher of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the day specified in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publishers, Vawter Crawford and

Spencer Crawford, Heppner, Oregon. Editor, Vawter Crawford, Heppner, Oregon. Managing Editor, Vawter Crawford, Heppner, Oregon. Business Managers, Vawter Crawford and Spencer Crawford, Heppner, Oregon.

stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company, as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

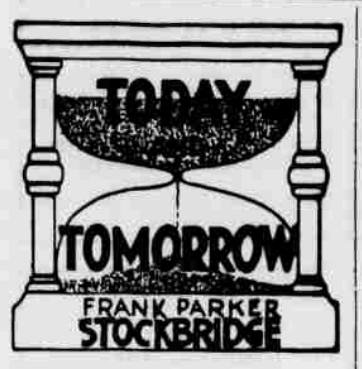
A PREMIUM GASOLINE AT NO INCREASE IN PRICE



"HELLO, LONDON... HELLO, MAMA". The world is truly yours, by telephone. Year after year improvements in communication and transportation—refinements you perhaps haven't considered even possible—continue.

"Standard" Gasoline is such an improvement—in every way a new and finer motor fuel—with all the skill and capacity that 53 years of Standard Oil Company refining experience represents. On sale everywhere.

"Standard" Gasoline AT STANDARD STATIONS, INC., AND RED WHITE AND BLUE DEALERS



HEREDITY

Talent runs in families, says Arthur D. Howden-Smith, who has written the biographies of several famous Americans. He points to the Adams family, which has given the country two presidents, one or two famous diplomats and the present Secretary of the Navy, as well as one great philosopher and several bankers. Another talented family is that of Roosevelt, with one President to its credit and three members now in public service, one as Governor of New York, another as Governor of Porto Rico and a third as Ambassador to Austria. The Du Ponts of Delaware have an unbroken record of high ability both in business and statesmanship, as the Morgans have in banking through four generations.

The first Cornelius Vanderbilt seems to have transmitted his driving energy and much of his engineering talent as well as his business ability to all of his eleven children and most of their descendants. The La Folettes as a family have made a great start toward establishing a "dynasty." In Europe families like those would constitute the ruling class. But for every representative of a talented family in active public life here, we have a thousand who came up by their own unaided efforts, including such outstanding examples as Chief Justice Hughes, Alfred E. Smith and Herbert Hoover.

MARRIAGE

The action of the Federated



Only 18% of mankind are independent at the age of sixty

The other 82% would adopt some system of saving if they could do it all over again.

Our savings plan will help you enter the class of 18.

The man who won't stop goes farther than the man who won't start.

Farmers and Stockgrowers National Bank There is No Substitute for Safety

Council of Churches of Christ in America in declaring that there is nothing incompatible with the Christian religion in birth control, brings out sharply the contrast between Protestant and Catholic teachings about marriage and its concomitants.

The Catholic church teaches that marriage is a sacrament and that to interfere with any of the natural consequences of marriage is against the will of God. The Protestant sects uniformly deny that.

The Plymouth colonists, to whom almost all American Protestantism traces, had no minister at all for several years, but even after they had one they decided that the church had nothing to do with marriage, which was purely a civil contract, and it was not until 60 years or so after the settlement of New England that any marriage was performed in the colony by a minister.

These two divergent differences of opinion in respect to divorce, also. If marriage is regarded as a civil contract it can be dissolved by the civil power; if it is a God-given sacrament only God can dissolve it. So long as there are two opposing opinions on the subject, held by such large numbers on both sides, marriage, birth control and divorce will be debatable subjects.

GRAFT

Whether there is any more graft and corruption on the part of politicians in the big cities, in proportion to population, than there is in many smaller communities, is a question to which nobody can give a satisfactory answer. It does not always take the same form, but it is curious how prosperous many rural sheriffs, supervisors and selectmen become.

Several cities which have abolished the old system of electing

The Kilowatt Kiddies

Bring CLEAN, QUICK COOKING

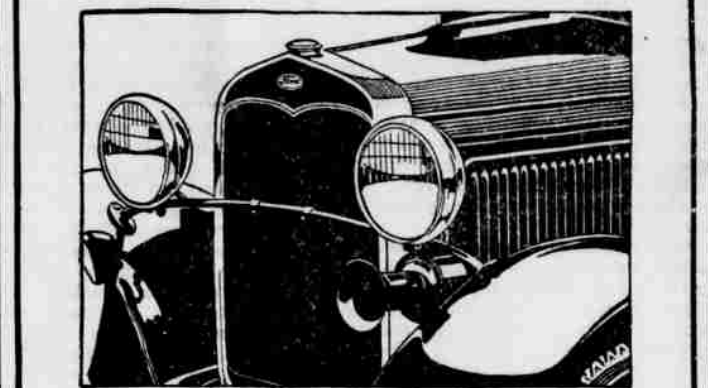
THE KILOWATT KIDDIES are symbols of service... ELECTRIC service that converts thousands of tasks into self-doing services. Invisible as they are, countless Kilowatt Kiddies spring to your service the instant you summon them. Command Charlie and Clara at any time—the cost is little... their service limitless.

BE MILES away—at the bridge party, the Club Meeting, anywhere... confident that the Kilowatt Kiddies will attend to the cooking in your absence. Charlie and Clara Kilowatt are real economists, too... The ELECTRIC range they symbolize actually saves food by reducing cooking shrinkage. Your meals just about "cook themselves" through the time and temperature controls the Kilowatt Kiddies can be depended upon to watch—whether you are there or not!

ELECTRIC Cooking is as modern as the 'morrow... as convenient a change over other methods as the ordinary stove was over the caveman's fire... as economical as only Electric Service can be through special low rates for cooking provided by the

Pacific Power & Light Company "Always at Your Service"

ANOTHER EXAMPLE OF FORD VALUE



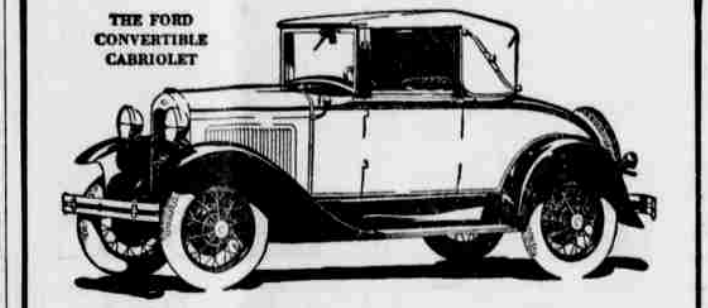
Bright, enduring RUSTLESS STEEL is used for many exposed bright metal parts of the Ford

WHEN YOU BUY a Ford you buy enduring beauty. The body finish is made to last for the life of the car and practically all exposed bright metal parts except the bumpers are made of enduring Rustless Steel.

This Rustless Steel has great tensile strength. It is the same bright metal all the way through. A salt test equivalent to forty years' service under the severest weather conditions failed to have any effect on its brilliance. It never requires polishing. All you do is wipe it with a damp cloth, as you do your windshield.

This is just one of many features that show the substantial worth of the Ford. In speed, comfort, safety, economy and long life—in the richness of its finish and upholstery—it brings you everything you want or need in a motor car at an unusually low price.

Call or phone for demonstration.



LOW FORD PRICES \$430 to \$630

(F. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. You may purchase a Ford car or truck for a small down payment, on convenient, economical terms through your Ford dealer.



SPRING CLEANING CAMPAIGN advertisement with illustration of a woman cleaning.

Saturday & Monday Specials

- House Cleaning Commodities: P. G. SOAP, SOAP PEET'S GRANULATED, CLEANSER, SAL SODA, S. O. S., SOAP, BON AMI, Brooms.

- CORN, COFFEE, PEAS.

OATS Sperry's Extra Cream Rolled Oats. 9-LB. BAG 47c

FRESH VEGETABLES ALL KINDS FOR THAT DINNER SPREAD—TOMATOES, NEW PEAS, CUCUMBERS, NEW SPUDS, GREEN PEPPERS, SWEET SPUDS, ASPARAGUS, SPINACH, RHUBARB, STRAWBERRIES, ALL BUNCH VEGETABLES, ETC. ALL PRICED RIGHT.

- FLOUR, SUGAR, BACON, HAMS.

SHORTENING Sweet-White and and Fluffy. 4 LBS. 54c

MACMARR STORES advertisement with phone number 1082.