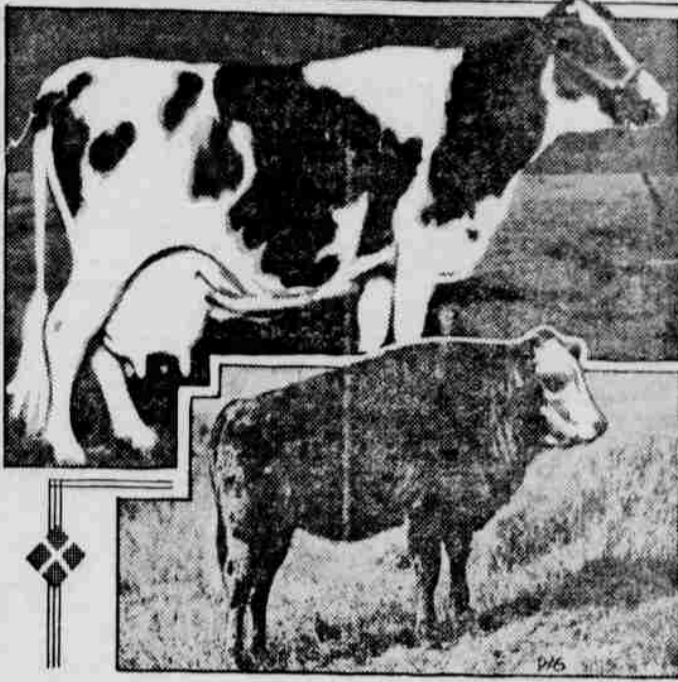


IN THE WEEK'S NEWS

Two Extremes in Improving the Breeds



Above is Winterthur Ganne, a 7 year old Holstein owned by H. P. DuPont of Winterthur, Del. who has just set a new record by producing 1,004.2 pounds of butter fat in one year on a strictly twice a day milking, exceeding the former world record by 145.8 pounds. She produced 23,444.6 pounds of milk. Below: A new animal called "cattle" which is being developed by the Canadian government by crossing domestic cattle with buffalo so they may better stand the severe winters. Its meat is tasty and the hide and coat superior to the domestic, it is said.

Jimmy Mattern



The last picture of Jimmy Mattern as he checked his plane and charts before hopping off from New York on his solo flight around the world in the attempt to better the mark made by Post and Gatty in their historic performance, whose elapsed time for 15,488 miles was 8 days, 15 hours, 8 minutes.

To Washington



Miss Celeste Jedel, 23, Barnard graduate in '31, and a student there under Prof. Raymond Moley, now assistant Secretary of State, is now assistant legal adviser to Prof. Moley at Washington.

Round-Trip to Europe



Roger Q. Williams, noted transatlantic flyer, plans a round trip flight to Europe in July, going New York to Rome, southern route, and returning Dublin to Chicago, northern route to ascertain the most practical route for regular commercial flying to Europe.

Hello, \$120,000



Miss Louise M. Popp, 29, N. Y. telephone operator, threw the switch and said "hello" to \$120,000. She was informed that she had won that amount with a ticket on the English Derby winner.

HARDMAN

By MRS. J. W. STEVENS.

Mrs. Ray Ferrell and daughter Ruby came out Friday evening and were overnight guests of Mrs. J. B. Adams. They were enroute to the Parker Mill ranch to visit with Mr. Ferrell who is herding for Garnet Barratt.

Mr. and Mrs. Elmer Musgrave made a business trip to Heppner Friday.

J. A. Adams and Jim Stevens were callers in Heppner Saturday. Mr. and Mrs. O. C. Stephens and daughter Edna and sons Joe and Laura motored to Top, in Grant county, Saturday to visit with Mrs. Stephens' parents, Mr. and Mrs. Joe Rue. They returned home on Sunday.

Sam McDaniel, Sr., is home from Heppner where he had been for several days doctoring. We are glad to know that he is very much improved and well on the road to recovery.

Mrs. Lucy Swanson and son Larry of Portland and sister, Laura Williams of Eugene, are visiting their mother, Mrs. Tilden Williams of the Rood canyon district.

Mrs. May Adams went to Heppner Sunday and is spending the week visiting her sister, Mrs. Corda Saling.

Clair and Roy Ashbaugh are employed at the Bill Greener mill.

Mr. and Mrs. Paul Menegat, who spent the past week with Mrs. Menegat's sister, Mrs. Bill Johnson, departed Monday for Portland where they expected to take in the rose show and also visit Mrs. Menegat's mother, Mrs. Nellie Montgomery. They were accompanied by Mrs. Johnson who will remain indefinitely with her mother.

Bill Johnson was called out on the forest Monday.

Mr. and Mrs. Robert Clark came up from Portland Monday to visit with Mr. and Mrs. Floyd Adams. The men have returned to the city. Mrs. Clark remaining for a more extended visit with her daughter, Mrs. Adams.

Esten Stevens went to the mountains Monday to work for Elmer Musgrave.

Lester Ashbaugh left Monday to work for Mrs. Ada Cannon.

Hubert McDonald left Friday for the mountains above Pendleton where he will be stationed in the forest. Victor Johnson took his saddle horses in his truck. Mrs. McDonald will join her husband later.

Muri Bennett left Monday for Portland where he will visit his wife who is living in the Rose city. Mr. Bennett expects to be called out on the forest at any time.

Miss Nellie Bleakman went to Heppner Monday to visit her cousin, Neva Bleakman, who is in a hospital there.

Sorry to learn that Neva Bleakman, who was operated on last week for appendicitis is not so well, it being necessary to reopen her side. Hope she will soon be able to return home.

Mr. and Mrs. Ted Burnside of

the Rood canyon district visited over Sunday at the home of Mrs. Burnside's parents, Mr. and Mrs. J. B. Adams in Hardman. George Samuels left Monday for the McEntire ranch, where he has work.

Baker Farmers Growing Lettuce

Baker—A number of Baker county farmers are going into the lettuce raising business in a big way, according to County Agent P. T. Fortner. Forty-one men have signed contracts to raise a total of 125 acres of this crop for the J. C. Sewell Produce company of Nampa, Idaho. The plan is to harvest this lettuce during the latter part of August, when carload shipments from other sections are at the lowest.

Flax Trials Do Well in Malheur

Ontario—Flax trials on the A. V. Fee and R. C. McCallum farms in Malheur county showed fine stands with promise of a good crop when inspected by County Agent F. G. Larson recently, and two new trials have been started on the farms of B. G. Roberts and John Reese.

FOR A GOOD MEAL ANYTIME GO TO THE ELKHORN

Complete Fountain Service

ELKHORN RESTAURANT

ED CHINN, Prop.

CALL FOR WARRANTS. All General Fund Warrants of Morrow County, Oregon, registered on or before May 28th, 1933, will be paid on presentation at the office of the County Treasurer, on and after June 15th, 1933, at which date interest on said warrants will cease. Dated Heppner, Oregon, May 31, 1933. LEON W. BRIGGS, County Treasurer.

MACMARR STORES

SUGAR 16 LBS. 89c

SYRUP MAXIMUM 5 LBS. 59c
Cane and Maple 10 LBS. \$1.09

TAPIOCA Minute Brand, for hot weather desserts. PER PKG. 14c	BRAN Post Bran Flakes for a quick breakfast. 4 PKGS. 35c	Dressing Best Food Salad dressing, best all-ways. PER QUART 33c	PEACHES Libby fancy Melba halves in heavy syrup. 2 3/4-LB. TINS 33c
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BK. PDR. 5 LBS. \$1.15
10 LBS. \$1.73

CRACKERS Snowflakes, slightly salted 2-LB. Caddy 28c

BEANS Red or small whites, MACARONI, fresh elbow cut RICE, Blue Rose head 10 LBS. 59c

Candy Extra fresh molasses kisses or jelly beans. PER LB. 15c	VEGETABLES Always fresh and economical New Spuds, 7 lbs. 25c PEAS, 4 LBS. 23c LETTUCE Large heads 5c	TOBACCO PRINCE ALBERT. "No other tobacco like it." 2 Tins 25c Per. Lb. 89c
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Coffee AIRWAY, 3 Lbs. 65c
NOB HILL, 3 Lbs. 79c
DEPENDABLE, 2 Lbs. 55c

FLOUR Primrose, Sk. \$1.10 Per BBL. \$4.15
MacMarr, Sk. \$1.19 Per BBL. \$4.45

SAVINGS FOR FRI., SAT., MON., June 16-17-19

Bruce Barton writes of "The Master Executive"

Supplying a week-to-week inspiration for the heavy-burdened who will find every human trial paralleled in the experiences of "The Man Nobody Knows"

Weakness of Generalities

"When you are going about your business, be as kind as you can. Be thoughtful of the other travelers on the highways of life. Take time to look for those who have fared less fortunately; lend them a helping hand whenever you can."

I say Jesus might have uttered such generalities. But if He had, do you suppose that they would ever have been remembered? Would the disciples have recorded them? Would our age ever have heard His name? He was far wiser in the laws and habits of the human mind. Instead of the commonplace phrases written above, He painted this striking picture:

"A certain man went down from Jerusalem to Jericho and fell among thieves."

There's your illustration and your headline. If you had lived near Jerusalem or Jericho; if you often had occasion to use that very road, wouldn't you want to know what happened to that unfortunate traveler?

"They stripped off his raiment," the parable continues, "and wounded him, and departed, leaving him half dead." Pretty soon a priest came by and seeing the victim said to himself: "That's a shameful thing, the police ought to do something about these outrages." But he crossed over carefully and passed by on the other side. A certain respectable Levite also appeared. "His own fault," he sniffed, "ought to be more careful." And he too passed by. Then a third traveler drew near, and stopped—and the whole world knows what happened. Generalities would have been soon forgotten. But the story that had its roots in every-day human experience and need, lives and will live forever. It condenses the philosophy of Christianity into a half dozen unforgettable paragraphs. The parable of the Good Samaritan is the greatest advertisement of all time.

Take any one of the parables, no matter which—you will find that it exemplifies all the principles on which advertising textbooks are written. Always a picture in the very first sentence; crisp, graphic language and a message so clear that even the dullest can not escape it.

Here is another one:

What Happened To The One Lost Sheep?

What man of you, having a hundred sheep, if he lose one of them, doth not leave the ninety and nine in the wilderness, and go after that which is lost, until he find it? And when he hath found it, he layeth it on his shoulders rejoicing. And when he cometh home, he calleth his friends and neighbors, saying unto them, "Rejoice with me; for I have found my sheep which was lost."

for I have found my sheep which was lost." . . . I say unto you, that likewise joy shall be in heaven over one sinner that repenteth, more than over ninety and nine just persons which need no repentance. . . .

Next Week: Power In Words.

PINE CITY

By OLETA NEILL

James O'Brien returned home Friday from Salem where he has been attending school the past year.

Frank Helms took a load of stock to the Portland market Saturday morning. Henrietta Helms and August Rauch went with him.

Mrs. C. H. Bartholomew and the Misses Lila Bartholomew and Oleta and Bernice Neill called at the Roy Neill home Friday afternoon.

Mr. and Mrs. A. E. Wattenburger motored to Long Creek to visit their daughter, Mrs. Reid Buselek, during the week end.

Miss Isabella O'Brien visited at the John Healy home Thursday.

E. P. Jarmon and Miss Shirley Jarmon were business visitors in Hermiston Saturday.

Mrs. W. D. Neill and Jasper Myers returned home Friday from a week's visit in Idaho with relatives.

Mr. and Mrs. John Healy and daughters, Cecelia and Helen, were in Heppner Thursday.

The Misses Helen and Esther Fredrickson visited at the L. D. Neill home Monday.

Mr. and Mrs. C. H. Ayers and family were business visitors in Hermiston Monday.

Mr. and Mrs. Bert Young of The Dalles visited at the homes of Mr. and Mrs. H. E. Young and Mr. and Mrs. Bill McCarty Sunday.

Miss Maxine Allen is visiting at the home of Mrs. O. F. Thompson. Mr. Robinson is doing some remodeling work on the Joe Foley house.

Visitors at the Mrs. Ollie Neill home Sunday were Mrs. T. J. O'Brien and children, Mr. and Mrs. C. H. Ayers and family and Mrs. Walter Wigglesworth and son Gene.

Mr. and Mrs. Burl Wattenburger and children were in Heppner Wednesday on business.

Miss Lenna Neill is staying with Mrs. Walter Wigglesworth while Mr. Wigglesworth is working for Joe Cunha in Echo.

Strawberry Marketing Arranged.

Roseburg—Douglas county strawberry growers are organizing this year to handle the marketing of their crop in orderly fashion, reports J. C. Avery, county agent. A permanent committee has been formed empowered to hire a local manager who will see that all local needs are supplied as desired by the various dealers, and will ship all excess production to the Portland market. The berries will be graded uniformly to insure a high grade product. It is planned to make returns to growers the second day after delivery.

For Sale—235 black-face lambs, born Jan. and Feb.; 350 ewes from 1 to 5 yrs. old; 4 reg. black-face bucks, 2 2-yr. olds and 2 4-yr. olds. W. H. French, Hardman. 137c

The FAMILY DOCTOR by JOHN JOSEPH GAINES, M.D.

In Presence of the Sick

Last Sunday afternoon, I participated in a religious service in a Veterans Hospital in my town. . . . In the great assembly-room was grouped a goodly number of the young men who had faced enemy cannon, and came away victorious, but at what cost! To me, it was a pathetic view, as I sat on the platform with the choir of my church, looking into those faces, now sober, with lines of suffering that might never be erased, even with the splendid care they were getting.

I just wanted to tell you—we actually sang a FUNERAL HYMN to those boys at the end of the sermon! After the benediction the boys walked—limped—sadly away. "While I draw this fleeting breath—When mine eyes shall close in death—"

We sang just that. A beautiful—an immortal hymn, but a veritable bayonet-thrust to those sorely wounded men, some of whom were booked for eternity! The selection of that hymn was none of mine, you may be sure; and, none more sublime, more beautiful, but so out of place!

It is our duty—our absolute duty—to be cheerful in presence of the seriously ill. We have no right to add to their already overwhelming burdens. There are so many lively, hopeful hymns we might have sung!

I sat by an aged physician recently—he is probably in his last illness; he said as much to me. My role was a delicate one, I assure you. Did I talk with him of death and resurrection? Not I. I said, "doctor, you, and I were built out of second-growth biomass; it never wears out." He actually smiled. And that smile was worth more than medicine! If you are one of the gloomy sort, stay away from the sick-room.

O. S. C. Summer Session Opens Monday, June 19

Indications are for an excellent summer session at Oregon State college starting June 19, despite the delay necessary in perfecting final arrangements because of budget adjustments, says Dr. M. Ellwood Smith, in charge of the session at Corvallis.

A drawing card at the session this year is the holding of the only athletic coaching school of the entire system at Corvallis for the first two weeks of the session. Football, track, basketball and baseball will be taught by A. L. Stiner and A. T. Gill, head coaches at Oregon State. Next year the coaching school will be held at the state university.

Noted visiting instructors in home economics and industrial arts, first work to be offered under the school of science in summer school, and a full program in the usual subjects taught in summer are other features of the session.

Henry Ford Dearborn, Mich.

June 5, 1933

LOW PRICE CARS VS. CHEAP CARS

We do not build a low-price car: the cost to us of building our car is pretty high.

But we do sell a high quality car at a low price.

Almost every new Ford V-8 car we have built so far this year, has cost more to manufacture than its selling price was. As you buy them at only \$490 to \$610, we have to depend on increasing volume to make up the difference.

The reason for this is simple:—a manufacturer who gives good value must expect to lose money on the first cars he sells because he cannot charge all his costs to the people who are first to buy.

But with the purchaser it is different—he cannot afford to lose anything on a car. It must give him full value from the first, and keep on giving him full value for years.

Two things make possible our combination of low prices and high cost quality:

1. Volume Production
2. Taking only one profit

First, we set our price at what would be fair to the public on the basis of economies we enjoy in volume production. Then, in order to justify and maintain our low price we must get volume sales.

Thus it comes that a car which is really high-cost to make, is also low-cost to buy.

There is a difference between a cheap car and a low-priced high quality car.

Ford prices are always fixed at a point which makes it profitable for a customer to buy.

Good and lasting business must produce profit to the buyer as well as to the seller. And of the two, the buyer's profit must be, comparatively, the larger one.

It pays us to sell the Ford V-8 because it pays you to buy it.

Henry Ford