

Local Happenings

C. J. D. Bauman, S. E. Notson, Joseph Belanger and Jasper Crawford motored to The Dalles Tuesday morning for the annual New Year's parade of progress banquet sponsored by The Dalles Lions club with cooperation of other service organizations of that city.

Mrs. A. Q. Thomson and daughter, Miss Beatrice, arrived Sunday from McMinnville for a short visit with friends and relatives. Mrs. Thomson has been writing insurance at McMinnville for some time, while Miss Thomson is a student at Oregon State college.

Harry Schriever was up from the north Lexington farm Monday. He reported digging in his summer-fallow field to find new moisture to a depth of about seven inches. More moisture is needed and the ground is in good condition to receive it.

Mr. and Mrs. Bert Moore of Spokane were holiday visitors at the home of Mr. and Mrs. Ben Patterson. Mrs. Moore will be remembered by former friends here as Miss Margaret West, daughter of Mr. and Mrs. Tom West.

Mr. and Mrs. Walter La Dusire came over from their home at La Grande the first of the week for a short visit at the home of Mrs. La Dusire's parents, Mr. and Mrs. R. W. Turner, and with other relatives and friends.

The arrival of an 8-pound girl to Mr. and Mrs. Robert Notson in Portland last Tuesday night was announced by Mr. Notson to his parents, Mr. and Mrs. S. E. Notson, a few minutes after arrival of the new year.

Mr. and Mrs. M. D. Clark departed Monday night for Eugene, where Mr. Clark went to consult a medical specialist. He has been ill for some time, though was sufficiently recovered to make the trip.

Mrs. Adelyn O'Shea and son, Dick, were over-New Year's guests at the home of Mrs. O'Shea's sister, Mrs. Harold Cohn, coming up from their home at Portland.

Application for marriage license was made at the clerk's office Tuesday by Miss Camilla Kilkenny and Mr. James Monahan.

Born to Mr. and Mrs. Vernice Crawford of Ione at the home of Mrs. Ada Cason in this city, Sunday, a 9 1/4-pound son.

The American Legion Auxiliary will meet Tuesday evening, Jan. 7, at the home of Mrs. Raymond Ferguson.

Dr. J. P. Stewart, Eye-Sight Specialist of Pendleton, will be at Hotel Heppner on Wednesday, Jan. 8th.

THE Hehisch

Published by the Journalism Class of HEPPNER HIGH SCHOOL

Editor Dora Bailey Assistant Louise Anderson Grade News Helen Van Schoiack Basketball Game Charles Cox Humor Betty Hill and Louise McFerrin Features Norma Jean Beckett and Jimmy Driscoll

Editorial The New Year is here, and where are we? Have we decided to make this a new year or just another year? There is a lot of difference if you stop and think it over. Are

Want Ads

Lost—Female police dog. Answers to the name of Trix. Please notify Mrs. Werner Rietmann, Ione. 43.

Wagon repair factory. Experienced workmen. Cutting down wheels a specialty. Guaranteed satisfaction. Write for low prices. Home Supply Company, Lakeview, Ore. 42-45p

Lost at Elks dance Tuesday evening, black overcoat, initials R. T. on inside pocket. Reward. Leave at Thomson Bros. store. 11p

Man Wanted for Kawleigh Route of 800 families. Write today. Rawleigh, Dept. ORA-84-SA, Oakland, Calif. 43-44

Stock and wheat ranch for sale on easy terms; 7 mi. N. E. of Heppner; also 370 young ewes and new stock scales. Inquire Mr. and Mrs. M. J. Devin, city. 43-48p

For Sale—16-in. dry wood, near highway, \$3.50 cord. Harry French, Hardman. 43f.

For Sale—New Hampshire cockerels, six months, none better. Frank Rumble, Morrow General Hospital, Heppner. 43-44p

For Sale—6 R.I.R. roosters, blood tested, \$1.50 each. Harry Schriever, Lexington. 43p

Highest eastern prices for carloads broke or range horses, mules and colts. Fred Chandler Horse and Mule Market, Chariton, Iowa. 39-43

Maternity and convalescent cases cared for in my home. Mrs. J. B. Cason. 51f.

For Sale or Trade—1 bay horse, 8 yrs. old, 1850, broke single or double, broke to ride; one horse 6 yrs. old, 1400, broke single or double; one saddle horse, 7 yrs. old, none better. Will trade for cattle or sheep. W. H. French, Hardman. 38f.

Safeway Stores Boost Newspaper Advertising

Oakland, Dec. 31.—Newspaper advertising and its increasing value to the continued business and industrial development of the nation was emphasized here today in a statement made public by L. A. Warren, president of Safeway Stores, Inc.

Citing his own company as a barometer to indicate the attitude of business towards advertising, Warren declared that he considered the growth of Safeway Stores, Inc., and other chain systems but a reflection of the power of newspapers to build and retain public respect and public patronage.

"As far as Safeway is concerned, our advertising has been predominantly newspaper advertising, and I consider it an important factor in the growth of this company."

"It is through advertising that people come to know and to understand the scope of any business concern's public service, and the commodities it offers for public consumption. In this new age of commerce and distribution, consistent advertising helps materially to create respect and confidence for those who use newspaper space."

"It seems only natural that those concerns using newspaper advertising uninterrupted year after year do retain the highest confidence of the public they serve. Their customers have found out that they can truthfully rely upon the advertised product, service and economy which so often feature the display copy of the chain stores."

Warren referred to the success of farmer-consumer campaigns waged by Safeway Stores, Inc., to help farmers stimulate consumption for agricultural products as another example of the power of advertising.

"We have repeatedly endeavored to help farmers dispose of surplus or distressed crops by conducting widespread advertising campaigns on certain products at various seasons of the year," he said. "These campaigns have been eminently successful, and their beneficial effects to agriculture are both a tribute to newspaper advertising and the advantages of chain-store distribution."

"The fact that chain stores are believers in advertising has considerably accelerated the pace of their progress—it has enlarged their opportunities to further serve the consuming public and pass on to them the economical benefits of the chain-store distribution system."



Mrs. President, Unlikely

A woman who had obtained a job as co-pilot on an air-mail line resigned because she could not enter the Pilot's Union and so was not permitted to fly passengers in bad weather. This caused Amelia Earhart to suggest the raising of a fund "to break down the barriers against women in aviation."

Miss Earhart has done much herself to break down such barriers, but it will take a long time to destroy the prejudice inherited through many generations in which men have managed transportation. No woman drove chariots through the streets of Rome or commanded galleons on the Mediterranean. No Indian squaw captains a canoe; no dark-eyed maiden earned a living as a gondolier, and even in modern taxicabs not more than one driver in a thousand is a woman.

These are sad historical facts, and I do not blame the self-reliant maidens of the present from being rebellious toward them. But there is an even sadder fact, which is this—the real despots who keep women out of the top positions are not the men but the women themselves.

A leading feminist refused to have a woman doctor when her children were born. "I like women," she said, "and I battle for them. But when I am sick I don't want one fussing around me." Another woman, successful in business, refused an interview to a woman bond-salesman. "I work hard for my money," she explained. "Do you think I want to let a woman invest it?"

An organization which proposes to elect a woman President of the United States asks me to write in favor of their movement, but I answer that it will do no good. "The men will not put up much of a fight," I say. "But you never will be successful. No woman will vote against her."

For some millions of years wives have turned to husbands in emergencies and cried: "What shall I

do?" Some day doubtless this habit will pass away—in just about as many million years as it has taken the habit to be formed.

Faith Greater Than Hope

"Billy Sunday is dead—but he had something worth more than money or fame or the splendor of kings. If you are a very sophisticated person you may have thought him an emotional clown, but no one who knew him ever could doubt that he believed what he preached. He was as sure of the existence of God and Heaven as he was of his own presence on earth. Abraham, Isaac and Jacob, Moses and St. Peter were as real to him in their angelic robes as were the people who appeared physically before his eyes. He was sure also of his own salvation; he knew he would go to Heaven."

Compared with the brain of Robert G. Ingersoll, the brain of "Billy" may have been an inferior instrument of thought, but what would Ingersoll have given for "Billy's" unquestioning faith? Ingersoll achieved fame as the great agnostic would not permit him to affirm what he could not prove. But yearning almost pathetically, he hoped; and once at his brother's grave, he gave this tragic utterance to that hope: "Life is a narrow vale between the cold and barren peaks of two eternities. We strive in vain to look beyond the heights. We cry aloud, and the only answer is the echo of our wailing cry. From the voiceless lips of the unreplying dead there comes no word, but in the night of death hope sees a star, and listening love can hear the rustle of a wing."

Ingersoll wanted to believe; "Billy" Sunday believed. Which was the more fortunate? If it were possible to implant in every heart the certainty that "Billy" possessed, it would be the greatest blessing that could be conferred upon mankind.

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from OSC to spend his junior year at Lingnan university, Canton, China. He has written to friends here that there is considerable military activity in south China and that the strategy seems to be to hamper and delay Japan long enough to allow China's preparedness campaign to gain further momentum. China feels that given more time she will present a powerful united front against Japan, Fisk writes.

Try a G. T. Want Ad when you have something to sell.

SCHOOL MEETING SET. Considerable progress has been made toward arranging the adult night school classes. All persons who are interested in enrolling for one or more of the courses are requested to be present at 7 o'clock Monday evening at the high school building. Final arrangements will then be completed. Since it is required that a certain quota be reached, it is imperative that all those interested be present at this meeting.

10 Years Ago THIS WEEK. Dr. Johnson to open new hospital January 15. Dr. Johnson to open new hospital into Chimney building first of week. C. A. Minor gives friends attractive calendar with photographs and original verse. E. O. Wheat telegenue to meet at 8:00 p.m. at Young People's club, with party at Young People's club with Miss Anna W. Hays, Miss Louise Landon's Thronson as hostess. Wm. Hays, Javelier, taken to Portland offering had case if anyone.

LET'S BE 1936! Let's agree that our telephone is coming back, right there. Let's hear its friendly voice again. Let's have the feeling of protection that it gives. Let's be ready for good news. Telephone service costs so little and does so much that we must not go another day without it! A representative will gladly call at your convenience and describe the types of service THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Ione High Alumni Hold Class Reunions

The graduating classes of 1934 and 1935 of Ione high school held a reunion at the A. H. Nelson home December 27. Hosts were Ellen and Fred Nelson and Donald and Harriet Heliker. Those found present in class '34 were Henry Buschke, Earle Pettyjohn, Walter Bristow, Theodore Thompson, Fred Nelson, Raymond Lundell, Donald Heliker

Lucy Montgomery, Eugene Normoye, Bert Mason, Jr., and Louis Halvorsen.

Officers elected for the following year in class '35 were Clifford Yarnell, president; Howard Eubanks, vice-president; Ellen Nelson, secretary-treasurer. Other members present were Bryce Keene, Lloyd Padgett, Eva Swanson and Dot Crabtree. Each member related what he had been doing since school was out last May.

Invited guests included Mildred Lundell, Guyia Cason, Noia Keithley, Charlotte McCabe, Milam Hale



NOW --- You can have that Suit or Overcoat you have been wanting. Our entire stock of Curlee Clothes REDUCED Suits for Men and Young Men in sizes from 36 to 44 All good styles and patterns. Suits \$24.50 now \$19.50 O'Coats \$24.50 now \$19.50 These Suits and Overcoats on sale for a short time only— TAKE ADVANTAGE OF THIS SALE NOW AND SAVE! WILSON'S THE STORE OF PERSONAL SERVICE

SPECIAL SUBSCRIPTION BARGAINS FOR ALL THE FAMILY. Clear the track! The throttle is wide open—and we are bearing down on you with two big money-saving magazine offers that break all transcontinental records for value. STOP! LOOK! LISTEN! Don't miss out on these "limited" offers. YOU GET THIS NEWSPAPER (1 FULL YR.) OFFER NO-1 ANY THREE MAGAZINES FROM THIS LIST (Check 3 magazines thus "X") OFFER NO-2 1 MAGAZINE FROM GROUP A 3 MAGAZINES FROM GROUP B 4 IN ALL GROUP A (Check One Magazine) GROUP B (Check Three Magazines) NO CHANGES FROM ONE LIST TO ANOTHER PERMITTED. This Offer Fully Guaranteed—MAIL THIS TODAY! COUPON