

Local Happenings

Raymond, Jr., and Donald Drake, and Miss Norma Parmenter were over May day visitors at the home of the Drake boys' parents, Mr. and Mrs. R. K. Drake. Raymond is located at Salem where he is foreman of his department as welder with a foundry, having obtained the good position through his study of welding at Oregon State college last year. Donald is attending Oregon State college again this year, while Miss Parmenter, friend of Raymond's, resides in Corvallis.

Arne G. Rae, field representative of Oregon Newspaper Publishers association, called in Heppner Tuesday on his return from an Oregonian motorlog trip on which he accompanied the newspaper and automotive representatives a hundred miles up the Snake river by launch last week end. He reported enjoying immensely the trip through one of the most rugged sections in America.

Mr. and Mrs. Peter Timm, former residents of the Ione section, were visiting Morrow county friends while transacting business here on Tuesday from Pendleton. They now farm near Pendleton, and in their section the new wheat crop looks mighty good. The fall wheat is 18 inches high, and the spring wheat a good six inches, with heavy stands.

Mr. and Mrs. Walter McGhee were house guests at the farm home of Mr. and Mrs. R. K. Drake the first of the week, arriving Sunday from their home at Walla Walla. Mrs. Drake and Mrs. McGhee were calling on Heppner friends Tuesday. Mr. McGhee was looking after business as representative of a farm machinery concern while here.

Ambrose Chapin arrived from Portland last Thursday evening to spend several days on business and to visit with his family. He recently disposed of his interest in the Coxen and Chapin barber shop here to Burl Coxen and has since been making arrangements to move to a new location.

Mr. and Mrs. S. E. Notson motored to Portland Friday evening with their son-in-law and daughter, Mr. and Mrs. V. M. Sackett. While in the city Mr. Notson expected to seek specialized medical attention for an illness from which he had been suffering for some time.

Mrs. A. A. Amort and children arrived Monday evening from their home in Portland for a visit at the home of Mrs. Amort's aunt, Mrs. Rebecca Patterson. Mrs. Patterson has been bedfast since Friday in an illness from which she has suffered for several weeks.

Miss Reba Seeger left Saturday on the return to her home at Los Angeles following a fortnight visit at the home of Mr. and Mrs. J. V. Crawford. Mr. and Mrs. Crawford motored to Portland with her, returning home Sunday.

Mrs. J. O. Rasmus returned home Saturday from Portland, having recovered nicely from a recent operation at a Portland hospital. Mrs. Charles Vaughn accompanied her, and they were met at Arlington by Mr. Rasmus.

C. J. D. Bauman, Loyal Parker, Alva Jones and Spencer Crawford attended the tri-state wreck of "40 et 8," American Legion fun order, at Pendleton Saturday evening. They reported a good attendance and a lively time.

Mrs. Lana A. Padberg was visiting in the city Tuesday from Ione. The cold weather made shearing disagreeable at the Padberg farm, she said, and has also kept crops back.

Born, to Mr. and Mrs. P. A. Molahan at their home in this city, Friday, May 7, Larry Owen, weighing 7 3-4 pounds. Mother and babe are reported to be doing nicely.

Orve Brown and son-in-law, Kenneth Akers, are putting shakes on the residence occupied by Mr. and Mrs. Akers on Gilmore street in south Heppner.

Grant Olden was in the city several hours Monday on business from the Rhea creek farm, among other things looking after the delivery of his wool clip here that day.

E. Harvey Miller was in the city Monday from the north Lexington farm, making arrangements to join the junket leaving the next day for Waterville, Wash.

Mr. and Mrs. Louis Marquardt and Tom Craig of Lexington and Mrs. Lillian Cochran of Heppner composed a party spending Mother's day in Portland.

Mr. and Mrs. Myles Martin were business visitors in the city for several hours Monday from the north Lexington farm.

Mrs. Earl French returned Sunday from Silverton where she attended funeral services for her brother, George Cannoy.

Ralph Jones was in town Monday from Butter creek transacting business in connection with his sheep operations.

Mr. and Mrs. Clyde Denny were visiting in the city Tuesday from the farm in the Lexington section.

Auto Club Seeks Safe Engineering

Make Oregon safe for safe drivers. Such is the plea of the Oregon State Motor association, as this week contingent with their "educate, enforce and engineer" traffic safety program, the campaign leaders concentrate their forces to provide better safety guides throughout the state.

F. T. Fowler, engineer in charge of traffic control for the city of Portland, has prepared a questionnaire reviewing conditions needing control for the ultimate reduction in the traffic slaying that last week reached 32 in the Rose city alone. Fowler's survey was made at the request of the Oregon State Motor association.

The brief of city problems, prepared by the municipal engineer, will be debated by leading traffic safety experts as well as presented to the public at large in order to ascertain complete backing of the motorist or pedestrian concerned, for further action toward adequate engineering facilities to be taken in the motor association program to give death a holiday.

Through the efforts of Ray Conway, secretary of the state motor association, a supplementing questionnaire of state-wide interest is now stirring the attention of Portland and adjacent residents who feel that it is "time to survive."

The motor association questionnaire is designed to sound public opinion on how to solve the staggering traffic problem and may be brought to any city in Oregon through its newspaper by contacting the Oregon State Motor association office at 1200 S. W. Morrison street.

The questionnaire discusses the advisability of such important features as re-routing traffic through business districts instead of around them as is now arranged by the state highway department; more severe penalties for traffic violators; compulsory inspection of cars, and all-night parking on main traveled streets. The general query also asks for additional suggestions that the average citizen feels would make Oregon a safer place to live in.

The questionnaire method of arousing public interest in the traffic problem threatening thousands of lives in the state has been found tremendously effective in reducing fatalities, injuries and property damages by automobiles in Pennsylvania, Conway pointed out.

"Once the public inertia responsible for this deadly toll is shaken off by concentration of response in individual localities, local and state legislatures can be approached to attack the traffic problem to insure for Oregon the traffic engineering facilities and enforcement it demands," the motor association official declared.

State Market Problems Reported on by Kerr

Oregon's unsolved problems in the field of agricultural production and marketing were classified under three heads by Dr. W. J. Kerr, chancellor-emeritus of the state system of higher education, and director of research in production and marketing, in a preliminary report to the state board of higher education at its recent meeting in Corvallis.

These are as follows: 1. The need for greater efficiency in production and more effective coordination of production with market demands. 2. The need for greater efficiency in marketing, including further application of uniform grades and quality standards, improvement in distribution and aggressive merchandising. 3. The need for more effective marketing organization with dominant district, state or regional control in the various industries.

Oregon producers have attained conspicuous success in all three of these fields, Dr. Kerr pointed out, but pressing problems remain which need the combined efforts of all existing agencies focused on their so-

lution. As a result of his exhaustive investigation of actual conditions existing from the farms to the consumers' tables, Dr. Kerr concluded that the state system of higher education should support an office which, like the Giannini foundation in the University of California, would devote its attention to such specific marketing problems as now exist or will arise from time to time.

He said such an office should be able to carry on both emergency and long-time research, but that its greatest service would probably be in coordinating the present services afforded through the division of agriculture at Oregon State college, and other agencies of the system, and the state department of agriculture.

Dr. Kerr cited the present plight of the prune industry as a conspicuous example of the need of aggressive leadership in mobilizing the existing forces in a campaign for the serving of an highly important industry.

Detailed recommendations as to the organization of the office will be made by Dr. Kerr as soon as he completes some final investigations now under way, he told the board.

Advertise or Lose Cash Is Rule for Producers

Corvallis—Producers in the long run advertise their products in one way or another. Sometimes it is by a definite advertising program, and sometimes it is through the medium of distress prices, says H. E. Cosby, head of the poultry department at Oregon State college.

Growers of poultry meats have paid tremendous sums of money by the route of low prices received in order to get their products advertised to Mr. and Mrs. Consumer, he says.

"Growers should never lose sight of one fact, and they should preach it until a solution is on the way," he pointed out. "The turkey grower and the chicken man are manufacturers of perishable articles of food-stuffs. If they do not advertise their products for their own protection, it is as certain as death and taxes that disastrously low prices will advertise them at a much greater cost in years of normal and excess production."

Orrin Wright transacted business in town Monday from the Rhea creek ranch of Wright Bros.

What is the "Low-price Field"?

YOU hear a lot about "the low-price field" these days. A good many cars claim to be in it.

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