Honor the Pioneers

Each year many county pioneers are honored. They represent the makers of the Old West which the Rodos attempts to recall. Men who lived a life in the middle, and in the saddle, and among their horses, must ride side by side through the snowy years are spoken of. In their years of fame is a reminder which the best top hand of today may not fittingly consider. These pioneers are passing from the scene too, in less years part of their coming and going at Rodos time has been the only recognition. It is fitting and proper that the Rodos association have this year should all these pioneers an opportunity to picnic together while attending the show, and to single them out for special recognition and honor.

In doing this, no idea is of interfering in any way with the annual pioneer reunion held at Lexington. That occasion has become an institution in itself, gaining a place of high esteem in the hearts of all.

Our county pioneers have more than one meeting a year. The Rodos is just one of the many social gatherings and picnics. This Rodos, the 7th held, is the gathering of pioneers attending the show who would like to learn more about the users of commerce of the Lexington event to create interest in the annual reunion to be held later.

Any misunderstanding about the matter is unfortunate. Through the operation both the Rodos and the Lexington Pioneer reunion has been made more enjoyed for everyone. Lack of cooperation might give the appearance of making a football to be intended to honor.

WAY TRADE LEAVES HOME

Vale Malheur Enterprise

This morning we took from our box in the post office a 34 page circ- cular advertising August sales in a neighbor town at the store of one of the great mail order houses. People are edging nearer, and maybe rather, to keeping this trade local. Coun- cils and radio advertising, paints and var- nishes, lumber, aluminum, steel, chain, soap, washing machines and sash, and a great variety of home goods and home products described a woman's cost sale. All the ads are typical of mail order advertising. All, in our town, are written and des- cribed so attractively and in such a way that one would readily make a desire to buy and order. It is well illustrated. It is safe to assume that a thousand or more of these circulars are being distributed this week to mail order trade in the Vale trading territory.

The question that retail advertis- ing takes a form of Vale stores in this area of The Enterprise is lowered for several months. Thus prospective buyers in the Vale trading area, going to their postoffice bears this week, receive an additional mid week newspaper to look into that from an out-of- town store at 30 million. It is as if the enterprise that should receive the attention of the Vale traders cut off the highway to neighboring towns. Looking over the list of Vale stores circular, we notice that all the mail order houses so attractive, their products can be purchased in Vale stores; but also note that there are no mail order houses in the Vale which can be bought in other stores. We think it should be considered an important advantage to make a list of prospective purchasers in their mail order books.

This leads up to the point of this week's column. We have carefully written—but just any kind of newspaper advertising won't do—but skillfully written newspaper advertising can be an added value of the small town, even of small towns, where there are few other opportuni- ties to come to mind. Buhl, Idaho, and Bethune, Oregon, are not much larger. Those are about 20 miles apart. Both have small businessmen with high measure commerce than... (continued)

Crop Listing on Farms

To Speed Up Crop Checks

Farmers taking part in the A.A.A. program in Oregon can speed up the work of checking on their farm's performance by having the necessary information ready, ready for the supervisors to check, says N. C. Donald- son, secretary of the A.A.A. of Oregon.

It is suggested that growers prepare a list of 1937 crops grown on each field and further list all the yields in which they have performed precise estimates. Estimates made under the agricultural conservation program. Such a listing with the lat- est required to prepare the comp- lete forms for checking and sub- mitting will cut the cost of checking and submission, and it may enable the A.A.A. to make its estimates a little higher or lower than it would otherwise. It will also add to the efforts of their community committee chairman or their county extension agent, as the practices have been performed.

Certain annual reports in the west- ern division program as it applies to Oregon have recently been en- countered by George E. Forrest, west- ern regional director. One of these extends the practice of applying landscape in the interests of additional counties. These are Josephine, Jackson, and Klamath and Rogue River. Another change permits the use of paint in place of the construc- tion of range fences.

A third amendment permits the withholding of any payments in areas where a farmer may not have performed any practices which the secretary deter- mines tend to offset the costs of the purposes of the 1937 program. It also provides that a person who fails to perform any practice that would offset the effect of such payments for which payment should be otherwise. These "safety devices" to prevent any attempts to take advantage of the program.

A few suggestions have been locally intro- duced in nature and intended to star- ting former program have been made, which are now in the hands of the various county committees.

Undergroun... (continued)

Mr. Glen Jones successfully un- derwent a major operation at Portland on Wednesday last week and is recuperating. The operation of Mr. Jones returned home Sunday after being operated on Tuesday in town Monday night for a short time, getting up to take his place on the project which was so much admired, Mr. Ben Jones, the head of the Jones firm, had a long time to get, estimating 13.5 pounds in the stand. The Jones firm is a native of Portland and specializes in fall and winter crops.

Mr. and Mrs. John Turner spent another Fall Harvest at the new house and grounds in county from their home at Pendleton.

Bel E'te It's Not... Our New Fall Suits

It may be a little early to wear a Fall Suit, but it is an ideal time to make a selection and have it set aside for you. (A small deposit will take care of that.)

We have sold a lot of suits, but at no time have we had a more complete line of good STYLISH Suits than we are this Fall.

STYLES FOR MEN AND YOUNG MEN

We are really hot for them, and we know you will be when you see them.

Retail Price $27.50

WILSON'S

The Store of Personal Service