

We have received this week

# A CAR of BOXES

INCLUDING

Apple Boxes

Peach Boxes

Tomato Boxes

Grape Crates

Honey Cases

If you need any of these you had better

place your order before this

stock is gone

**TUM-A-LUM LUMBER CO.**

R. A. Brownson, Mgr.

PHONE 111

We are making

## Special Prices

on

## Men's & Women's Shoes

**NOTHING RESERVED**

We are determined to clear out all stock purchased at war time price. This will be your opportunity to get

**A Real Bargain in Seasonable Goods**

**Hermiston Produce & Supply Co.**

"The Best of Good Service"

C. M. Henderson has bought the interest of Pat Mooney in the City Meat Market and the business will be conducted by Sikey & Henderson.

We will be prepared to give our many patrons the same good service we have always given them in the past.

**City Meat Market**

SIKEY & HENDERSON, Props.

### THE HERMISTON HERALD

Published every Thursday at Hermiston, Umatilla County, Oregon, in the heart of Eastern Oregon's great irrigated alfalfa fields, by the Herald Publishing Company.

BERNARD MAINWARING, EDITOR

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#### COST OF HIGHER EDUCATION SMALL

Some comment upon the high cost of higher education has prevailed in the state, meaning by that specifically the burden of supporting the state's three institutions of higher education, the Oregon Agricultural college the University of Oregon and the State Normal School at Monmouth. Careful consideration of the facts, however, indicates that the burden of taxation laid by these institutions is, much less than goes the general report. Figures compiled by the University of Oregon show the entire educational tax of the State \$16,244,065.10. Of this \$14,162,387 is used for grade and high schools and only \$2,081,678.10 for the institutions of higher education. The latter figure is approximately one-eighth of the entire educational tax.

The total to be raised for 1921 is indicated as \$41,174,049 of which the sum devoted to supporting the three institutions of higher education is 4.9 per cent. In other words \$4.90 of every hundred dollars collected in taxes goes this year to the support of the three institutions of higher learning. This figure, which is not commonly understood and which is not high, is however, 34 per cent higher than it will be in 1922 when a decrease in the money required for the three institutions of \$1,194,091.06 will be in effect. This decrease results from the fact that millage taxes in effect this year for the first time, were retroactive and it was necessary therefore to collect this year for 1920 as well. The facts, therefore, are that for 1921 the three institutions of higher learning, including the experiment station appropriations, will cost \$4.90 out of every hundred paid as taxes, while the figure for 1922 will be reduced to \$3.34.

From these figures it will be seen that the tax for higher education is a very small one when the total of our tax bill is taken into consideration. It is so small in fact that if our institutions of higher learning were to be abolished altogether the saving would be so small that the tax payer would hardly notice it.

Lower taxes are very much to be desired, but education is not the place to begin.

#### WHY DO MERCHANTS ADVERTISE?

Tupelo (Miss.) Review

Why do merchants advertise? It is not because they do not realize that everybody in their community knows them and what their lines of goods are. It is not that they know that their friends are aware that they are doing business. That has nothing to do with it. The fact that a man or woman has opened a store for the sale of certain lines of goods does not by any means mean that they will be successful. Everyone in the community may be aware of the fact, and they are also aware that there are others in the same line of business. The fact is that advertising creates business. It creates a demand for the merchandise that the merchant has upon his shelves. A person may walk into a store a dozen times and come out without inquiring for various articles that could be had for the asking. The merchant knows that to be a fact, and that is why he advertises in his local paper. He knows that paper goes into practically every home in the community, and he knows that by advertising his goods the people will go to the store to buy what they see advertised. Advertising creates a demand.

#### AS A NEW UNIT TO THE UMATILLA PROJECT

East Oregonian

Local people who are anxious to see the McKay reservoir built are taking notice of Senator Borah's plan for enlarging western reclamation projects as one step toward relieving the unemployment situation and they also note with satisfaction that Herbert Hoover is inclined to support the move.

Western people are quite agreed upon the wisdom of extending the reclamation policy and the unemployment situation makes such a move at this time particularly appropriate. It is also sound policy for the government to extend and enlarge upon existing projects wherever possible to do so. There are many reasons for this and they need not be enumerated here.

If such a policy is adopted and carried to a logical conclusion the present Umatilla irrigation project will eventually become but the nucleus of a much larger project. The com-

pleted project will include the McKay reservoir and the benefits that go with it and also the Umatilla rapids project with extensive irrigation on both sides of the Columbia by means of pumping.

Heretofore we have talked of the Umatilla rapids project as something distinct and separate from Umatilla irrigation project. As a matter of fact the rapids project could well be considered as but an additional unit of the present government project. There is a natural close relationship between the two enterprises, the reclamation features will be very similar, the territory contiguous and it is possible that by grouping the two projects together we might secure funds that would not be immediately available for an entire new project.

#### Oregon Press Comment

##### Out of Place

Selling men on the auction block in Boston sounds Bunkoviki, and it will make good reading in Russia—Medford Mail-Tribune.

##### Some Consolation

Considering recent news from the coal regions, Oregon has reasons to offer fervent thanks that her coal fields are limited.—Eugene Register.

##### Aurora Speaks Up

Let's tell them all that Aurora is one little town that is for the 1925 fair. Seventy-five per cent of Oregon's visitors pass through Aurora.—Aurora Observer.

##### More About Gardner

They will never catch Gardner if the members of the posse seeking him are possessed with that same sort of hero worship which makes so many citizens say: "I hope that bird gets away."—Astoria Budget.

##### Mt. Hood Erupts

Now that the geologists have decided that both the Mount Hood and Mount Adams "eruptions" were just ordinary avalanches, it remains for some enterprising genius to think out new advertising stunts.—Hood River News.

##### Exposition Endorsed

It is scarcely necessary to say that people want the 1925 exposition held. They will be exceedingly disappointed if it is not held. As to the finance plan adopted, it is perhaps as fair a plan as could be devised.—Pendleton East Oregonian.

##### Even We Have a Few

Prizes will be offered in Cottage Grove for the best pictures of unsightly spots in the city as a means of creating civic pride. Granting that Corvallis has some good photographers many first prizes would be needed if such a movement were started here.—Boston County Courier.

#### Brief and to the Point

"What is worry?" asks a correspondent. Perhaps one might say that worry is what you make it—New York Sun.

If the universe is really one thousand times larger than we thought it was, how large did we think it was?—Life.

Of course it is none of our business but as far as we can see this world was made for grandchildren.—Dallas News.

Can't some manufacturer give a straw hat a boomerang shape, so it will come back when it blows off?—Greenville (S. C.) Piedmont.

The country must be getting back to normalcy. The lightning-rod agents are doing business again.—Palatka (Fla.) Times-Herald.

Woman never is, but always to be dressed, if there's truth in her eternal "I haven't a thing to wear."—Louisville Courier-Journal.

Now that a gang of girl burglars has been found in Des Moines, people ought to keep a mouse instead of a bulldog.—Omaha Bee.

If woman's dress was of the old length and the price in proportion how much would it cost to dress a chicken?—Steamboat Springs (Colo.) Pilot.

## Over 500 Designs From Which to Choose

Homes, Churches, Schools, Garages, Barns and other buildings

The superior building service rendered by this company has been obtained for the exclusive use of customers. This makes it possible for you to step into this office and inspect hundreds of designs of modern homes and other buildings before you build. All the guesswork has been eliminated because the designs have actually been built and many of them are hand colored photographs. A complete set of blue prints, specifications and an accurate and complete bill of material will be supplied with any design. All this is free to customers. For your individual satisfaction call at this office. No obligation.

### Inland Empire Lumber Company

Phone 331

"The Yard of Best Quality"

H. M. STRAW, MGR.

Exclusive Representatives of National Builders Bureau

SEE

# HITT

—FOR—

# GUNS

—and—

## AMMUNITION

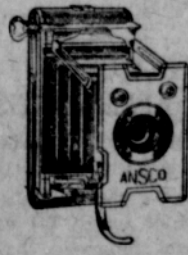
A FULL LINE

## H. B. Sisacel

CONFECTIONERY  
STATIONERY

Delicious  
Wholesome  
Confectionery  
Tasty  
Stationery  
For Women

News stand  
Cigars and Tobacco



## ANSCO KODAKS

Films developed--  
Enlargements made

Make our store your headquarters when in Pendleton

### TALLMAN & CO.

The Leading Druggists

Pendleton, Oregon

## NO HUNTING OR TRESPASSING

Signs printed on cardboard

—FOR SALE AT—

## The Herald Office