

THE HERMISTON HERALD

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IEWS OF THE FAIR

In line with its policy of giving its readers the pros and cons of the 1925 fair question The Herald printed last week an editorial from the Madras Pioneer which supports the exposition.

This week we print an article on the other side from our Umatilla county contemporary the Athena Press, which represents what is undoubtedly the prevailing sentiment in this county at the present time.

What the fate of the fair will be is still a question. The indications are that if it gets before the people this year its boosters will have to use the initiative. And unless economic conditions improve the people are not going to be willing to saddle upon themselves another tax.

Yet the fair idea has a lot of merit and we believe it will win out. But Portland will have to pay more of the costs.

A most excellent newspaper was the Oregonian of Monday, January 2. It was the annual New Year's edition and it maintained the high standard set in other years. If there was anything lacking it was that the so-called "back country," which needs the advertising most got least—as usual.

We reprint an article from the Prineville Central Oregonian on the business men's Tuesday noon lunch in that city. Their custom is similar to the one prevailing among the commercial club members here. Every live town needs an active commercial club and the noon meeting serves the purpose admirably. A good new year's resolution for every man in Hermiston would be (and its not to late to begin) to be present every Tuesday at the commercial club meetings.

Speaking of the new year did you notice the big crimp the resolutions didn't put in the cigar industry?

Did you write it 1922 the first time?

ADVERTISING NEWS

Billings (Mont.) Gazette
It is a safe venture that 80 per cent of the readers of news read the advertisements also sheerly because of the general interest to be found in them. There is news value in a well-written advertisement, which is a thought for the consideration of those who think an advertising contract is something of a speculation, or who are careless in the preparation of their "copy." An attractive advertisement com-

pels the reader's attention. Everyone knows how at times, even in the midst of an interesting news item, his eye has been deflected by some outstanding sentence in a nearly "ad," and how he has read the "ad" before returning to the news story. Advertisements narrate the romance of business, they represent an individual art, they are instructive.

For instance, the classified advertisement page. The persons are innumerable who read it, not because they are searching for something definite, but because each little "ad" tells of something of interest to the active mind. Many are those who, reading the classified page because of this general interest only, find something there that interests them individually and directly, prompts a reply, and performs a concrete service both for the advertiser and the reader.

ANOTHER VIEW OF THE FAIR

Athena Press
The position of Senator Ritner is impregnable. Knowing that no sort of fair tax would be countenanced in Umatilla county, he opposed the Portland scheme to put one over at a special election. As president of the senate he would not sign the gas-tax measure, holding that sixteen and not fifteen votes constitute a majority of the state senate, even though that body had but twenty-nine members at the time of the voting. In this ruling he is sustained by the opinion of the attorney general, Senator Ritner and his colleagues from this part of the state who presented a firm and unyielding front against what must have been an extraordinary pressure brought to bear from Multnomah county, deserve the gratitude of their constituents, nine out of ten of whom are unquestionably of the belief that Portland should pay for her own world's fair if she wants one. Most of us are willing to help along by going to see it, but not to pay taxes for it.

TUESDAY NOON LUNCHEONS IN PRINEVILLE TOO

Prineville Central Oregonian
During the holidays the attendance at the weekly business men's luncheon at the Hotel Prineville has fallen off, and, owing to the season and other attractions, no effort was made to get out a crowd. But start the new year right and be on hand next Tuesday.

There should be a get together meeting of the business men of every community at least once a week. There is no time when this can be done with so little inconvenience as at the noon hour. The hotel is serving a luncheon for 50c that is worth more, and the benefits that can accrue from these meetings are unlimited.

Keep the luncheons alive. Nineteen twenty-two is coming and holds much in store for the community. It is up to the business men to realize on our assets, and work together. There is no time when it is easier to be unanimous and whole heartedly in favor of the right thing than when a good meal is being enjoyed.

OREGON PRESS COMMENT

We, too, favor undersea warfare—the deeper undersea the better—Athena Press.

Why not finance the fair with a tax on the gas that is so voluminously released in the state house—Weston Leader.

With all the cities, counties, states and nations of the world so heavily in debt we wonder if it wouldn't be a good idea to cancel all of them and start all over again?—Benton County Courier.

"Much Hangs on Farmer," says a headline in a daily paper. It sure does. And the farmer is apt to truthfully tell the world that there are still many who are trying to hang more on him.—Prineville Central Oregonian.

Carelessness on the highway costs lives and damage to property and it is time the courts upheld the law. That will be one way to hold down those prone to do their thinking after someone is injured, instead of before.—Hillsboro Argus.

"What's the Matter With the Moon?" asks a headline in the Lit. Dige. Can't say. Haven't been up there lately.—Weston Leader.

France is in less danger from an unprovoked assault than a provoked one, if her militarists continue in the saddle.—Weston Leader.

Farm Flock Needs Care
The farm poultry flock to be profitable must have careful attention in selection of stock and care of the birds, reports O. Crum, of the O. A. C. Experiment station. Very little neglect, he says, may result in weakened vitality. The male bird is half the flock, he considers, and must be of right stock and good vitality.

BAPTIST NOTICES

R. V. Ashmun minister. Residence first house east of library. Phone 32. Sunday school 10:00 o'clock. We are just beginning a 9 months course of study in the Old Testament. It will add much to your interest to begin the study now.

Roosevelt's fourth reason for going to church. "Yes, I know all the excuses. I know that one can worship the creator in a grove of trees, or by a running brook or in a man's own home just as well as in a church. But, I also know as a matter of fact the average man does not thus worship."

We invite the community not worshipping elsewhere to join the ranks in Bible study and worship.

The Junior B. Y. P. U. meets in the basement at 11:00 o'clock. Interest is very gratifying. Attendance good. Those not attending are losing a profitable hour.

The senior B. Y. P. U. will meet at 6:30, topic "Utilizing Opportunities." Leader, Henry Shelleday. The young people are cordially invited.

The ladies aid will meet Wednesday afternoon at 2:30, Jan. 11. The place of meeting will be announced Sunday. A cordial invitation is extended to the ladies of the church and their friends.

Children under six years will be cared for in the nursery in charge of Mrs. Fritts. Mothers are urged to use this opportunity to worship with us and at the same time know that the children are being properly cared for.

Morning worship at 11:00 o'clock. Special music by the choir. Theme, "Spiritual evolution."

Evening theme, "Unbelief in Christ Impossible." Special music. There will be a cornet solo and other special music at this service. Prayer service at 7:30 Thursday evening.

"EARTHBOUND," IS FEATURE AT PLAY HOUSE SATURDAY

Picture Will Be at Umatilla Friday; Basil King is Author of the Story

"No God. No sin. No future life. Nothing but the survival of the fittest, and every man for himself."

That was the ruthless creed by which two men lived. They thought it had brought them success and riches until one of them was forced to sacrifice his wife upon the altar of that creed. Then he killed Dick Desborough, the man he had looked upon as his best friend, but Dick, even after death, was not free to progress.

His spirit was forced to remain earthbound until he was willing to be guided by the higher creed that "love is the great progressive force both in this world and what we call the next." That is the theme about which Basil King built the powerful story, "Earthbound," which critics have recognized as the greatest and most impressive screen production ever attempted will be at Umatilla Friday and Hermiston Saturday. It is an event which no one who thinks in the higher terms of life can afford to miss.

"THE KENTUCKY COLONEL," COMING TO PLAYHOUSE

Story Taken From Opie Read's Well Known Book Will Be Feature Here Next Sunday

For many years Opie Read, the author of "The Kentucky Colonel," which is showing at the Play House Sunday has been traveling over Lyceum circuits, principally in the middle west, giving readings from his books. In speaking of his lecture tours recently, Mr. Read said that "The Kentucky Colonel" has always been, not only his own favorite, but that of his audience as well.

Opie Read is the most interesting type of man found in America today, a man no longer young, he still has a mind that for sheer keenness of intellect would make many a younger man "sit up and take notice." His face charms you with its kindly, thoughtful eyes and sweet understanding smile. One has but to look at him to see that he has gleaned a great deal from life—that he has met happiness and sorrow alike with wisdom, a wisdom that, as years have gone on, has increased because of his increasing understanding of himself, of others, and of Life itself.

His is the face of the philosopher, the thinker, the student of human nature. Not only his books but his thoughtful, interesting face, shows that he has delved deep into the myriad phases of human life. And in "The Kentucky Colonel," this sterling author has given to the world the best of that which he has learned.

Bilious Headache

When you have a severe headache, a disordered stomach and constipation, take three of Chamberlain's Tablets. They will correct the disorders of the liver and bowels, effectually curing the headache.



Plan This Winter

BUILD IN THE SPRING

All indications show that lumber prices have reached rock bottom. There are so many new homes needed that it is only reasonable to expect building costs to increase with spring demand.

Select a design for your new home. Place the contract for the material now. Build as soon as the weather will permit.

Inland Empire Lumber Company

Phone 331

"The Yard of Best Quality"
H. M. STRAW, MGR.

Exclusive Representatives of National Builders Bureau

Echo Flour Mills

Echo, Oregon

MANUFACTURERS OF

High Grade Patent
Blue Stem Flour

The Superior Product of Scientific Milling
Makes Better Bread
Try a Sack

DEALERS IN GRAIN AND FEED

We extend to our patrons and friends our best wishes for a happy new year.

STANGEBY & GAST
UMATILLA, OREGON

PIONEER EMPLOYMENT CO.

With two big offices

PENDLETON and PORTLAND

Is prepared to handle the business of Eastern Oregon better than ever before

Our Specialties
Farms, Mills, Camps, Hotels, Garages, Etc.
We Negotiate Leases and Rentals

Wire Rush Orders at Our Expense

Portland Office
14 N. Second St.

Pendleton Office
115 E. Webb St.

The only Employment Office in Eastern Oregon with Connections in Portland

You'll Save Money
by
Remodeling Now

You who have been waiting for lower prices before you laid that hardwood floor, renewed those old walls and ceilings, re-roofed the house or barn, or built the garage—this message is directed to you.

Do you know that lumber and building material prices are down 50 per cent?

Do you know that you can repair or remodel cheaper than at any time in the past five years?

Do you realize that every day you wait not only inconveniences you but cost you real money?

Building material prices may come down more—we think not—but every day you delay in getting the new garage deprives you of the use of it, and causes you to pay out money for garage rent.

Every day you delay roofing the barn and the home, makes your property more liable to damage from storm. Every day you put off inside repairs the trouble increases and the total expense becomes greater.

Do your repairing and remodeling at the present bargain prices and get the benefit now.

Come in today and let us figure your job. Begin getting the benefit now.

TUM-A-LUM LUMBER COMPANY

R. A. Brownson, Manager

Phone 111

Do Not Buy What You Can Get Along Without---

Without endangering the health of those depending on you or seriously impairing your earning capacity, even of your home merchants and surely not of the bargain price dealers of the city stores. These price saving devices are only for your own undoing.

Do not be deceived, these fine phrases bode no good for anyone except those who want to unload their burdens upon some one else.

Keep your money just as close to home as possible in these times, possibly you might get a chance at it again.

We are busy now taking our known losses and it would be only human to try and have you share them with us. Your interest is to take on just as little of these as possible.

Hermiston Produce & Supply Co.
"The Best of Good Service"