

The Hermiston Herald

Published every Thursday at Hermiston, Umatilla County, Oregon, by J. M. Biggs, Editor and Manager.

Entered as Second Class Matter December, 1906, at the postoffice at Hermiston, Umatilla County, Oregon.

Subscription Rates
 One Year \$2.00
 Six Months \$1.00

JUDGMENT IN ADVERTISING

This newspaper observes with much satisfaction the change that has been made in some of the most vicious cigarette billboards ever set up by any tobacco companies. We refer to the pictures showing a young girl taking a "light" from a cigarette of a young man. While we recognize that in this day of modernity it is hard to tell how old a woman is by looking at her, we submit that the picturing of a child face from which protrudes a cigarette cannot possibly be intended as an urge for grandma to take up the fag. Another billboard referred to depicted two young women exchanging testimonials concerning cigarette pleasure to be derived from certain brands.

We do not deny the right of a mature woman to smoke, if smoke she must to steady her frazzled nerves or keep her sylph-like form, or to keep herself pleasant in particular company. Neither do we care whether she or they reach for a cigarette instead of a sweet. We contend that the campaign to round up new recruits in the form of minor smokers is not directed at the mature woman or man so much as it is to lure the young people to whom the pictures of prideful manhood and beautiful young womanhood act as a direct suggestion that to smoke that particular brand of cigarette is to become as those pictured banalities.

There is a law making it unlawful for minors to possess tobaccos, yet these tobacco companies have been permitted to plaster the billboards showing youths who certainly have the appearance of a minor in the act of enjoying a cigarette. Taken from this angle, such advertising becomes advice to girls and boys to set aside a law passed for their protection and take up a habit which is harmful to youth. We are not joining hands with the tobacco companies, neither are we interested in what mature men and women do regarding the use of tobacco as that is their business, for women have a perfectly good right to enjoy a cigarette as do the men, but we believe that there are parents who have the welfare of their youngsters at heart with sufficient seriousness to be on the lookout for their acts, and will see that they receive a fair chance. Yes we use 'em.

HIS MISTAKE

This story sounds shocking yet it appeared in the Literary Digest, which publication was correct in its forecast as to who would win the political world series last November.

A clergyman, anxious to introduce some new hymn books, directed the clerk to give out a notice in church regard to them immediately after the sermon. The clerk, however, had a notice of his own to give with reference to the baptism of infants. Accordingly, at the close of the sermon he announced, "All those who have children they wish baptized, please send in their names at once." The clergyman, who was deaf, supposing that the clerk was giving out the hymn-book notice, immediately arose and said: "And I want to say for the benefit of those who haven't any, that they may be obtained from me any day between three and four o'clock, the ordinary little ones at fifteen cents, and the special ones with red backs at twenty-five cents each."—East Oregonian.

THE PRESIDENT'S TARIFF RECOMMENDATIONS

The tariff section of President Hoover's first message to congress is of unusual interest to both industry and agriculture.

He recommends revision of rates when foreign competition in any industry or producing line proves injurious to American producers and that more power be given to tariff commission, thus taking the tariff out of politics and putting it on a more scientific basis which recognizes problems involved in international trade.

Congress would do well to follow the President's suggestion.

Our idea of the proper use of the word "diadem"—people who drive onto the railroad crossing without looking diadem sight quicker than those who stop, look and listen.

If father is able to sign his name to checks, the family will forgive his lack of other accomplishments.

Nothing is needed quite so badly as the spread of intelligence among those who think they know it all.

The kind of prosperity we want is the kind we can notice without a politician telling us about it.

Speaking of blessings, suppose modern short skirts had come in style when bustles were all the rage.

A pretty girl broke herself of the habit of eating too much by marrying a cut-price business man.

Lots of people are so busy talking they don't have time to say anything.

When you feel down at the mouth, think of Jonah, he came out.

If you don't have push, you are not apt to have a pull.

COLUMBIA NEWS NOTES

Mr. and Mrs. Bert Sherry spent the week-end transacting business in Walla Walla.

Delbert Ward and daughter spent the week end visiting at the C. A. Gibbs home.

Sherlock Stockard spent the week-end at the home of his parents, Mr. and Mrs. R. H. Stockard.

L. H. Pearson was a dinner guest at the Tom Stewart home Sunday.

W. O. Whitsett spent the week-end at his home.

Mr. and Mrs. Jap Templeton motored to Pendleton Sunday to visit

his brother who is critically ill.

Uncle Johnnie Thom has been visiting at the Templeton home for the past few days.

W. F. Hannan and family were Sunday visitors at the Ed. Jackson home.

Mrs. C. A. Lynch left Thursday to visit her sister in Portland. Accompanying her home Sunday was her nephew Leland Sewell.

Mr. and Mrs. Fred Lenz were business visitors in Pendleton last Wednesday.

Word was received that Danny Cupid played his part last week as Claud Whitsett was married at that time.

A very interesting meeting of the Farm Bureau was held last Friday

night at the Columbia school house. A large crowd attended.

R. L. Addleman and family motored to Pendleton Saturday.

Claude Haddock and Bob Bennett spent the week end at the D. C. Heberlein home at Friend, Oregon. The former taught at Friend three years ago.

Childs Barham and his mother were Sunday visitors at the Gus Linder home.

Uncle Johnnie Thom was a Sunday dinner guest at the Snell home.

Mr. and Mrs. Tom Stewart motored to Pendleton Tuesday.

Officer Here.
 T. B. Gurdane, sheriff of Umatilla County, stopped in Hermiston Thursday.

Big Demand for Paper

One hundred and eighty pounds of paper is the yearly requirement of every individual in the United States

NOTICE IS HEREBY GIVEN that the undersigned, as Agent of The First National Bank of Hermiston, has taken possession of the hereinafter described personal property, under and by virtue of the terms of a chattel mortgage executed by Gerald A. White to the First National Bank of Hermiston, dated April 29, 1927, and recorded on April 30, 1927 in Volume 51, at page 57 of the Records of Chattel Mortgages of Umatilla County, Oregon, and that pursuant to directions from the mortgagee, I will, on the 10th day of May, 1929, at the hour of two o'clock P. M., at the hatchery house located on that part of the Northeast Quarter of Section 10, Township 4 North Range 28, E. W. M., lying east of the O. W. R. & N. Railway right of way, in Hermiston, Oregon, sell the following described property at public auction to the highest bidder for cash, to-wit:

24 electric Master incubators, 580 egg capacity

All of the chicken hatchery equipment now located on said premises, and owned by the mortgagor above mentioned at the time of the making of said mortgage, including 6 brooder houses now located on said premises.

1 Ford truck, motor No. 13797024. The proceeds of said sale will be applied to the payment of the costs of taking possession and selling said property and the balance will be applied to the payment of the sum of \$2072.05, with interest thereon at the rate of 8 per cent per annum from the 15th day of November, 1928, until paid.

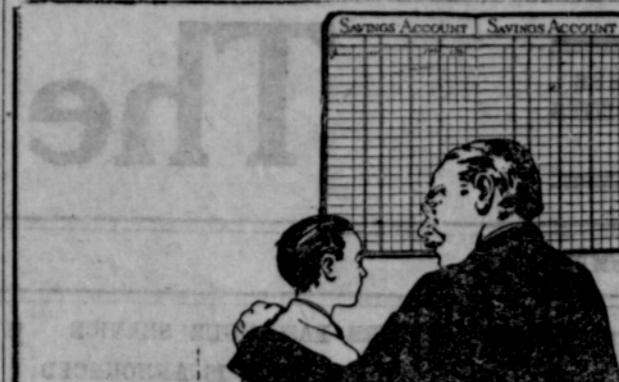
Dated at Hermiston, Oregon, May 1st, 1929.

F. B. SWAYZE,
 Agent of The First National Bank of Hermiston.

NOTICE OF HEARING UPON FINAL REPORT.
 In the County Court of the State of Oregon for Umatilla County.

In the Matter of the Estate of Harry M. Straw, Deceased.

NOTICE IS HEREBY GIVEN that the undersigned executrix of the last will and testament of Harry M. Straw, deceased, has filed her final report with the Clerk of the above



TEACH THEM WHEN THEY ARE YOUNG

You cannot begin too young to teach your children the value of thrift, and the equally important thing, a good banking connection. If you do not know just how to go about this important duty, bring your children here and we will aid you.

First National Bank

of Hermiston
 Capital, Surplus and Undivided Profits Over \$50,000
 F. B. Swayze, Pres. R. Alexander, Vice-President
 A. H. Norton, Cashier

CIGARS, TOBACCOS, CONFECTIONERY

BASE BALL GOODS

Fishing Tackle

Golf Outfits

Hitt's Confectionery

HERMISTON

entitled Court, and that the Judge of said Court has designated Saturday, the 25th day of May, 1929 at 2 o'clock in the afternoon as the time, and the rooms of the above entitled Court in the County Court House in Pendleton, Umatilla County, Oregon as the place when and where hearing is to be had thereon. All persons interested are hereby notified to then and there appear and show cause, if any they have, why said report should not be approved, the executrix discharged and the estate closed.

Dated this 25th day of April, 1929.
 PEARL A. STRAW,
 34-5tc Executrix.

SHERIFF'S SALE

NOTICE IS HEREBY GIVEN, that under and by virtue of a writ of execution, issued out of the Circuit Court of the State of Oregon, for Umatilla County, under the hand of the clerk and the seal thereof and to day of May, 1927 and the further sum of \$12.46 taxes and \$75 reasonable attorneys fees, costs and disbursements taxed at \$46.60 and whereby it was decreed that a certain mortgage executed by Albert H. Laird to plaintiff on the 6th day of November, 1926, and recorded at page 97 of Book 85 of the Record of Mortgages of Umatilla County, Oregon, be foreclosed and the property therein described, to-wit: The Northeast Quarter of Section 20, in Township Four North of Range Twenty-nine, E.

W. M., containing 160 acres, should be sold, and the proceeds applied to day of March, 1929, in favor of D. L. Johnson and against Albert H. Laird and —Laird, his wife, and Archie A. Laird, and whereby plaintiff did recover judgment against said Albert H. Laird for the sum of \$450 with interest thereon at the rate of 10 per cent per annum from the 6th day directed and delivered upon a judgment and decree rendered and entered in said court on the 23rd day of the payment and satisfaction of said judgment and costs and disbursements of sale, and that plaintiff's recovery is limited to the amount for which said property is sold.

Now, therefore, I will on the 4th day of May, 1929, at the hour of 2:15 o'clock in the afternoon of said day, at the west door of the County Court house in the City of Pendleton, Umatilla County, State of Oregon, sell all the right, title, interest and estate which said Albert H. Laird, —Laird, his wife, and Archie A. Laird, or any of them and all interest, which any person, claiming by, through or under them had on the 23rd day of March, 1929, or have since acquired therein, or now have in or to the above described real estate and every part thereof, at public auction to the highest and best bidder thereof for cash in hand.

TOM B. GURDANE,
 Sheriff of Umatilla County, State of Oregon.
 By Vayne M. Gurdane, Deputy.
 31-5tc

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We Have Installed
 New Alamite High
 Pressure Grease Gun

—3400 POUNDS OF PRESSURE—

THIS GUARANTEES A COMPLETE

LUBRICATION IN ALL BEARINGS.

NOTHING BUT GENUINE

ALAMITE GREASE USED.



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AUTHORIZED LINCOLN, FORD, FORDSON DEALERS



Bread For Boys

Sold at All Grocers. Hermiston Bread—the bread that is made right, baked right and reaches your table in perfect condition today, tomorrow and every day.

HERMISTON BAKERY

Trade in Your
 old set now and
 get up to \$100
 allowance on a
 NEW
 KOLSTER
 RADIO

Blessing Hardware Co.

The Latest Thing in Milking Machines
 and Separators

The New De Laval Magnetic
 Milking machine

THE GOLDEN SERIES De LAVAL SEPARATOR

BUY THE De LAVAL LINE AND BE
 SATISFIED

The Dairy Cow Does Better at Hermiston

The Hermiston Creamery Company

The Home of OREGON ROSE Butter.