

The Hermiston Herald

Published every Thursday at Hermiston, Umatilla County, Oregon by J. M. Biggs, editor and manager.

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QUALIFIED FOR THE JOB

Economical, fair and impartial service for all parts of the County is the declaration of A. W. Prann Republican Candidate for the nomination of County Commissioner.

If you wrote ten volumes, or talked for the next year nothing more could be said, that typifies the character and ability of Mr. Prann and puts before the voters the statements that any one can understand. Mr. Prann has been a resident of Umatilla County for 19 years, and during this time has served the City in which he lives, in the same manner as outlined in his declaration. This County is entitled to such representation as County affairs and our conscientious will not let us say that such has been the case. The roads in the west end of Umatilla County (save the Highway) are such that any farmer dare not drive over 15 miles per hour with a case of eggs and expect to arrive at his market with out breakage. Would it be possible to move the County rock crusher more than ten miles in ten years? Suppose the east end of the County as well as the south and west parts used the County machinery on equal basis. Would that not be fair, economical and impartial to all? Suppose we had Mr. and Mrs. Voter a regular three man County Court, could you not expect fairness?

Right, May 16th is the day to decide these questions and the polls are open from eight a. m. to 8 p. m.

ADVERTISING IS NEWS

How many of us have ever considered advertising from the standpoint of news value alone? We hazard the opinion that not many readers of the newspapers or magazines feel that the advertisements which engage their attention is actually news of the product or article.

Webster's definition of "news" is: "A report of a recent event; information about something before unknown; fresh tidings; recent intelligence". Pick up any periodical or piece of direct-by-mail advertising, and without question you will find some information before unknown to you about a product or service.

One reader of advertising found a simple plan of moderate cost which enabled him to put his son through college. Another discovered a way to modernize his dwelling which resulted in a subsequent sale, netting him a most generous profit. A glance at the papers today informs us that gray will be correct shade for early spring in man's wear. In short the various advertising media are vehicles for carrying to us the message of the advertiser relative to opportunities for pleasure and personal benefit.

Here then, is an essential economic service of advertising, in that it brings to us the news, intelligence or information about something which many of us did not know. We should look upon advertising not as a matter of course, but as one of the greatest news agencies of modern times and thereby derive the maximum benefit which it offers.

Nowhere will you find as much valuable usable information as in the column of your newspaper and when we as individuals begin to appreciate and use the news information of the advertisements carried in the press, then and then only will become wise buyers of merchandise.

And, in addition, the publisher of this paper makes every effort to disbar from these columns any advertising that might probe objectional or unprofitable to any of its readers, and the savings you will find in studying the advertisements will more than pay for the cost of the paper. We invite you to become a member of our family.

The very best part of many men and women lies buried beneath their own fears and doubts.

There is one thing for sure that Chemistry has given to the world-Blondes.

One of the best suggestions we can offer for the inventors, is a fly trap resembling a bald head.

A girl is a minor until she is 18—then she becomes a gold digger. Don't forget to vote X 34 and X 26 for your County officers

LOCAL NEWS ITEMS

Pendleton Visitors. Grace Jackson of Hermiston and Velma Colpitts of Stanfield were Pendleton visitors Saturday afternoon.

From Pendleton. J. W. Clarke formerly of Hermiston and now of Pendleton was in Hermiston Saturday looking after business interests and visiting with friends.

From Athens. Mrs. E. L. Cherry who teaches school near Athens was home for the week-end.

Spent Week-End at Home. Georgianna Briggs and Mrs. Gerald White, teachers at Pine City spent the week-end at their homes in this city.

Hermiston Visitor. George Story of the Shell Oil Co. at Pendleton was a Hermiston visitor Friday.

From Umatilla. Mr. and Mrs. Jesse Connell and daughter Josephine were in Hermiston Wednesday on business.

Spends Day. Mrs. Earl Bense of Umatilla spent Thursday with Mrs. Fred Barker.

Portland Visitor. Marian Coe made a trip to Portland over the week-end, going down Friday and returning Sunday.

Hood River Visitor. Clara Gehmert spent the week-end in Hood River visiting her sister, Teresa Gehmert.

Makes Trip to Lewiston. Catherine Cranna visited friends in Lewiston, Idaho over the week-end.

Pendleton Visitor. Fred Gibson was a Pendleton visitor Saturday.

Motor to Pendleton. Laura Wallace and Margaret McDewitt motored to Pendleton Saturday.

Leaves for Boise. Dewey Schiller left for Boise today Monday on his two week's vacation from his duties as the Shell Oil company's representative. Gordon Merier of Pendleton is taking his place while he is gone.

Fish Story. W. W. Felthouse, N. R. Mueller, and Claude Keck left Thursday for North Junction where they spent two days in catching the limit of trout. They went by motor as far as Madras and from Madras to North Junction by train. They all three took on a good coat of tan and had their share of work wrestling with the fish.

Visits in Bellingham. Mrs. F. H. Morlan left Saturday morning for Bellingham Washington where she will visit her daughter, Mrs. Roy Haddox, for about a week.

Pendleton Visitors. Mr. and Mrs. Fred Barker were Pendleton visitors Sunday afternoon and evening.

SCHOOL NEWS

Plans are being made for 8th grade commencement exercises to be held in the local high school auditorium Friday evening, May 23rd, at 8 o'clock. Eighth graders from school districts numbers 8-14-26-112-115 will be invited to come and receive their diplomas. Superintendent Yeager will be here to present the diplomas.

Saturday, May 10 the freshmen class is giving a picnic in honor of the Eighth graders.

Friday afternoon both boys' and girls' eighth grade baseball teams engage in combat with the Umatilla teams on the local diamond. Arrangements are being made for the local eighth grade boys' team to play Echo sometime in the near future.

The art exhibit will be held in the local high school building Friday and Saturday and everyone is cordially invited to come. Musical programs have been arranged for both evenings.

Last Saturday night, May 3rd, the Torch Honor Society of the high school entertained prospective freshmen whom they believe would qualify for the society in grades, etc.

Those belonging to the Torch Honor Society are Mary Brownson, Shirlee Brownson, Marjery Burnham, Ruth Cherry, Bill Hurly, Albert Kennings, Fern Linder, Enos Martin, Jimmy Neary, Edna Ott, Morris Pierson, Agnes Roberts, Mary Jane Sheridan, Helen Woughter, and Charles Wells.

Those who were entertained were Howard Cherry, Margaret Felthouse, Florence Pearson, Glenn Pierson, Frank Shaw, Jr., and Dick Martin. This party was held in the high school and games were played during the evening. At the close of the games delicious refreshments were served. Miss Brierly acted as advisor.

BOOKS LISTED AT UMATILLA COUNTY LIBRARY ON AVIATION

Five new books at the library deal with the history and romance of flying and four with its machinery and technique. The first are Amelia Earhart's "20 Hours, 40 Minutes", "The Aircraft Yearbook for 1930", "Air, Men and Wings" by George, "Conquering the Air" by Williams, and "Sky High" by Hodgins. The second group includes "The Airplane and its Engine" by Chatfield, "Practical Flying" by Jones, "Aviation from the Ground Up" by Manly, and "Simple Aerodynamics" by Monteith.

Barber, Aeroplane Speaks. Barnwell, Aeroplane Design. Chatfield, The Airplane and its Engine.

Page, A B C of Aviation. Page, Modern Aircraft.

Flying. Bedell, The Airplane. Clarke, Elements of Aviation. Edwards, Commercial Air Transport.

Luckless, Book of the Sky. Manly, Aviation from the Ground Up.

Monteith, Simple Aerodynamics. Great Aviators and Flights. Amundsen, My Life as an Explorer.

Byrd, Skyward. Earhart, 20 Hours, 40 Minutes Flight Across the Atlantic. Fraser, Heroes of the Air. Lindberg, "We". Williams, Conquering the Air.

Histories of Aviation. Aircraft Yearbook for 1927, 1928, 1929 and 1930. Collins, The Airman. David, Aircraft.

George, Air, Men and Wings. Hodgins, Sky High. Smith, Romance of Aircraft. Turner, Aircraft of Today.

Aviation in the War. Bishop, Winged Warfare. Bordeaux, Georges Guynemer. Pott, Cavalry of the Clouds. Diggs, Heroes of Aviation. Fall, High Adventure.

Molter, Knights of the Air. Roshier, With the Flying Squadron. Roshier, War Birds. Winslow, With the French Flying Corps.

Wood, Thrilling Deeds of British Airmen.

TOO LATE TO CLASSIFY \$400.00 BUYS A HOME, Barn and 5 lots in the City of Hermiston. Write F. E. Sherwin, Salem, Oregon. 36-2tc.

The Hermiston Herald

Circulates throughout the irrigated sections of West Umatilla and Northern Morrow counties, and always have the interests of this district at heart.

Our shop is fully equipped to handle all your job printing needs.

Subscribe now -- \$2.00 per year--your investment will be more than repaid thru "shopping" the advertisements in The Herald.

Special for Saturday May 10 Only

STRIP BACON, while it lasts, half or whole slab Per pound 25c POT ROAST BEEF, Per pound 23c RIB ROAST BEEF, Per pound 18c

And a full line of choice fresh and cured meats to select from

My Motto: "QUALITY and SERVICE"

HERMISTON MEAT MARKET

A. W. TURNBLAD PHONE 411



GOODYEAR

The... Best Buy

A High class Tire you can't equal for mileage at more money. A lifetime guaranteed Goodyear Pathfinder—GENUINE SUPERTWIST Cord.

Pathfinder

30x3 1/2 Over. Cords, \$5.10

29x4.40 Ballcons - \$5.79

30x4.50 Ballcons - \$6.60

Other Sizes Equally Low

ROHRMAN MOTOR CO.

OUR SHOP IS MODERN

AUTHORIZED SALES AND SERVICE

OUR SERVICE GUARANTEED

HERMISTON, OREGON

PHONE 571



Sufficient Capital and Surplus

Enhances a Bank's Strength and Safety. It has contributed much to the healthy growth of our Bank. OLD ACCOUNTS VALUED. NEW ACCOUNTS WELCOMED.

First National Bank

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

CONSOLIDATED Truck Lines

Eggs, 35c - - - Empties, 10c Chickens, \$1.80 - Empties, 20c Apples - - - 40c per 100 lbs. Groceries - - - 55c per 100 lbs.

Hermiston Transfer, Agts.

Phone 31

WEBBER'S CLEANERS

THE DALLES, OREGON WE CALL FOR AND DELIVER May 13-14

MAIL ORDERS PROMPTLY FILLED



Why Not a USED CAR? We Have Used Parts FOR ALL MAKES Hermiston Auto WreckingHouse E. F. PIERSON, Owner We Buy Used Cars

C. C. CONLEY

WATCHMAKER AND JEWELER

All work guaranteed satisfactory or money refunded

Hermiston, Oregon

CHAS. G. BURK, Inc.

GENERAL MECHANDISE

COME AND SEE US IN OUR NEW LOCATION

Old Swift Cream Station room of the Crezik Building. Putting in a full line of Groceries and a good stock of dry goods.

SUITS TO MEASURE BY MEYER & CO.