

The Hermiston Herald

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

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TAXING THE BILLBOARDS

The billboards along the highways of America have become a public nuisance. They are at their best an impertinent attempt to force advertising upon people during their hours of recreation.

It is not enough to denounce the advertisers who use the billboards. They would not continue to use them, doubtless, unless they found that it paid them to do so.

It is not enough to pay the owner of the land on which a billboard is erected, a more or less nominal rent for the space occupied. There are others besides the land owners concerned.

In France that is exactly the way in which the billboard evil is kept down to reasonable limits. The French government has adopted a sliding scale of taxes.

That is a fair and equitable tax. It keeps down the number of billboards and those which are permitted will continue toward the maintenance of the highways along which they stand.

FIREWORKS AND AUTOS

Morning papers of every July 5 formerly carried distressing accounts of the killing and injuring of many persons, mostly children, through the explosion of fireworks in celebration of the Glorious Fourth on the preceding day.

While casualties of this kind still occur, their number has been reduced to a small fraction of those in former years. On the Fourth of July, 1905, no less than 182 persons were killed outright and 4,994 were wounded.

This illustrates the fact that sometimes safety warnings finally accomplish the desired results, but the process of educating the public to a realization of even the most obvious dangers is a slow one.

And it seems that when one menace to life and limb has been brought under control, a new one arises to take its place. Today the outstanding menace is the automobile, which last year took a toll of more than 30,000 killed and nearly a million injured in the United States.

Most of the deaths and injuries were as unnecessary as the casualties from fireworks were 25 years ago. Will it take 25 years more to develop a generation of careful automobile drivers?

Hermiston may appear to be asleep as soon as dark comes, but last night the two local officers made seven arrests and six were convicted and sentenced before three o'clock this morning.

Governor Norblad announces he is not a candidate for the nomination—as tho that would make any difference. Hot dog.

Cash suit filed on Hunter plane—Headline. That is all right, the Hunter brothers are still up in the air.

Posing as a doctor, an Indiana man fooled 25 women. Most of us would be satisfied if we could only fool one.

One consolation is that any change in economic conditions will probably be for the better.

We might beat the sugar tariff by stirring the tea more thoroughly.

Are you planning on driving to Pumpkin Center for the Fourth?

And dont forget the banana deal.

TELEPHONE SERVICE EXTENDED TO ALL POINTS IN SWEDEN

Oregon telephone users will be able to talk for the first time to points within the Arctic circle on Monday, June 30, when transatlantic telephone service will be extended to all points in Sweden.

Service to Sweden is limited now to three cities, Stockholm, Gothenburg and Malmö. With this new "farthest north" point established, Bell System telephone-radio service will connect with an area extending from within the Arctic circle in Europe to nearly the parallel of sixth latitude in America.

Spends Week-end in La Grande. Walter Blokland spent the week-end in La Grande visiting his wife who is employed in the railroad office in that city.

LOCAL NEWS ITEMS

Motor to Pendleton. Mr. and Mrs. Dwight McKinny motored to Pendleton Sunday afternoon.

Leave for Baker. Mr. and Mrs. J. Weaver and two children left Saturday for Baker, Oregon, where they will make their home. Mr. Weaver's office will be in Huntington, Oregon.

For sale—Ford Pick-up, 1926; priced to sell. Rohrman Motor Co.—Adv.

Motor to Kennewick. Mr. and Mrs. George Strohm and Mrs. J. D. Waghorn motored to Kennewick, Washington, Thursday.

Pendleton Visitor. Mr. and Mrs. M. L. Watson and son, Earl, were Pendleton visitors Sunday.

Spends Sunday Visiting. Mrs. O. T. Lockridge spent Sunday visiting at the Barrager home in Columbia district. See Burk's Big Sale Ad.—Page 5.

Motor to Pendleton. Mr. and Mrs. O. O. Felthouse motored to Pendleton Sunday.

Go on Fishing Trip. Russell Blessing and B. W. Tillotson of Arlington made a trip to Desolation lake Thursday where they spent the day fishing.

Visits From Pendleton. Erma Clark of Pendleton spent Tuesday of this week visiting Ruth Cherry and Mary Brownson.

Visits at Strohm Home. Mrs. J. D. Waghorn spent Friday of last week visiting at the George Strohm home.

Go to Portland. Dick Hitt left Thursday night for Portland where he hopes to find employment for the summer.

Motor to Touchet. John Kopacz, Mildred Cummins and Mrs. William Schabel motored to Touchet, Washington, Sunday.

From Echo. Mrs. Sadie Thomas of Echo was in Hermiston Tuesday afternoon visiting friends and seeing after business interests.



INDEPENDENCE DAY

There is no better time to think of your own future independence. Nothing can start you on the road to independence better than starting a Savings Account.

ONE DOLLAR OR MORE WILL OPEN AN ACCOUNT START TODAY! First National Bank OF HERMISTON

Read the Advertisements

FIRST CLASS DAIRY COWS

EASY Terms Public Auction EASY Terms

Wednesday, July 9, 1 P. M.

I will sell at Public Auction the Davis herd of Dairy Cows. Some exceptionally good ones. Terms one-half cash, 20 months for balance; or no cash, 20 months to pay, but two cows to be mortgaged with everyone bought.

On Wednesday, July 16, I will sell the Jess Hopper herd. Look for next week's advertising for particulars.

TIME—1:00 P. M., July 9

PLACE—Fair Grounds, Hermiston.

AUCTIONEER, A. CARTER



Meadowbrook Ice

Get the Best

SERVICE QUALITY

PHONE 741

Open Sundays Until 12:00

VITAMIN - A

I T A M I N - D

BUTTER-- NATURE'S OWN FOOD

Butterfat is unique among the food fats in that it contains, in addition to heat and energy, vitamin A, which promotes growth and health, and builds resistance to pulmonary infection, and vitamin D, which prevents rickets and promotes bone development—both indispensable to the growth and best health of the body.

"THERE IS NO SUBSTITUTE FOR GOOD BUTTER AND OTHER DAIRY PRODUCTS"

Hermiston Creamery Co.

HERMISTON OREGON

(This Adv. is sponsored by Oregon Creamery Operators Association)

Advertisement for beef featuring a woman's profile and the text 'Don't be Like That', 'Dieting Sanelly Does Not Affect Disposition', 'Serve BEEF often in the Balanced Diet'.

Hermiston Meat Market My Motto: QUALITY and SERVICE A. W. TURNBLAD PHONE 411

Advertisement for used cars and parts: 'Why Not a USED CAR?', 'We Have Used Parts FOR ALL MAKES Hermiston Auto Wrecking House E. F. PIERSON, Owner We Buy Used Cars'.

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



The BEST BUY

A TIRE YOU CANNOT EQUAL FOR MILEAGE AT MORE MONEY—GOODYEAR PATHFINDER.—GENUINE SUPERTWIST CORD.

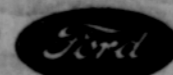
Pathfinder, 30x3 1/2 OVERSIZE \$4.98 Pathfinder, 29x4.40 - \$5.55 Fathfinder, 30x4.50 - \$6.35 Pathfinder, 33x6.00 - \$12.90

Other Sizes Equally Low.



ROHRMAN MOTOR CO.

OUR SHOP IS MODERN



OUR SERVICE GUARANTEED

HERMISTON, OREGON

AUTHORIZED SALES AND SERVICE

PHONE 571