

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

RULERS OF AMERICA

Mr. James W. Gerard, once United States ambassador to Germany, made public the other day a list of 64 men who, he said, were the real rulers of America. There was not a single politician or office holder in the list. It was composed of the men who operate the great industries, banks and newspaper organizations of the nation.

Some of the nation's richest men were on Mr. Gerard's list, of course; but many men of great wealth were not included. The rich men whom he named are men who actively manage the investment and operation of their own wealth, like Henry Ford, and John D. Rockefeller, Jr. But the great majority of these "Rulers of America" are hired men. They work for other people, manage other people's money and property for them.

They rule, or help to rule America, not because they are men of wealth, but because they are men of brains and ability. Walter P. Gifford, president of the American Telephone and Telegraph Company, does not own as much as one per cent of the company he manages. Owen D. Young, chairman of the General Electric Company, is a hired man working for the company's company's stockholders. Such power as those men and others similarly situated exert is theirs because they have proved their ability to build and operate great organizations of capital and men.

That is the American principle to which we all subscribe; that a man is entitled to go as far as his individual abilities will permit, provided he does not gain power at the expense of others. And it is safe to say for sheer ability the men whom Mr. Gerard calls "Rulers of America" have it all over the general run of public officials.

Not so good. Too many citizens park their cars all day long—cash customers find it difficult to reach the stores.

Can you beat it? Home grown strawberries on the market and dad has started hollering—for gosh sakes ma where is my flannel night shirt. Impossible to please some folks.

Until we have done everything a community can do, any time spent complaining is a confession.

The season of benefits this, and benefits that is now on. Who's next?

Maybe the Lord sent 1930 to give the bellyachers a tummy full.

Hermiston Irrigation District Notice

Notice is hereby given that the board of Directors of the Hermiston Irrigation District, acting as a board of equalization, will meet at the office of the secretary in Hermiston, Oregon, on the first Tuesday in October, 1930, at 8 P. M., for the purpose of reviewing and correcting the assessment and apportionment of taxes for the year 1930 to be levied on or before the first Tuesday in September, 1930.

W. J. WARNER,
Secretary.

52-61c

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Our Fountain Is Modern

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Candies, Sandwiches

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Hermiston, Oregon—Phone 100

LOCAL NEWS ITEMS

Leaves for Whitman College.
William Felthouse, Jr. left the last of the week for Whitman college in Walla Walla, where he will attend school this coming year.

Visit From Heppner.
Mr. and Mrs. Joe Long of Heppner visited at the home of their niece, Mrs. Earl Benschel, Sunday.

Leaves for Cle Elum.
Mrs. Fay Rodgers and son Jack, and daughter, Jerry Jean, who have been visiting Mrs. Rodgers' parents, Mr. and Mrs. A. E. Benschel the past two weeks, left the last of the week for home in Cle Elum, Washington.

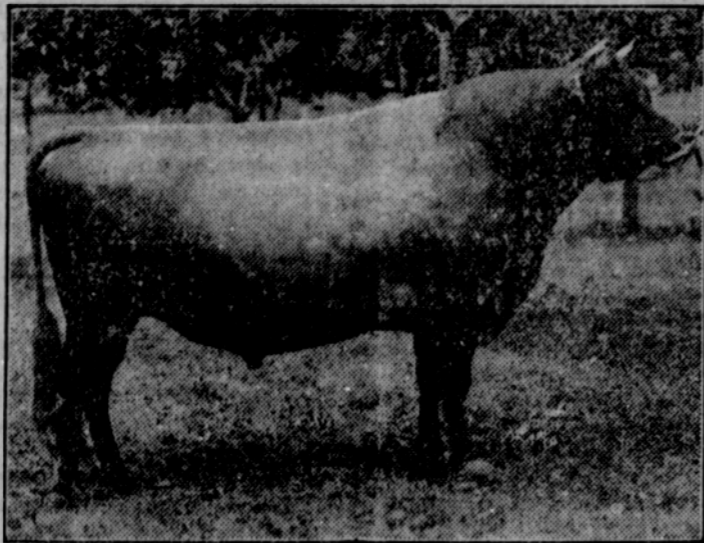
From Heppner.
Monte Hedwall of Heppner, was in Hermiston Saturday night and Sunday visiting his parents, Mr. and Mrs. A. Hedwall, who reside on the North Hill.

Attend Heppner Rodeo.
Hermiston people attending the Heppner rodeo Saturday night were: Joe McNaught, George McKenzie, Kenneth Beebe, Clara Gehrert, Catherine Cranna, Ina Lenhart, Ruth Benschel, Roland Begg, Loyd Moore and Margaret Neary.

From Pendleton.
John Haddock of Pendleton was a Hermiston business visitor Wednesday of this week.

Confined to Home.
J. A. Reeves is confined to his home this week on account of illness.

Champion to Compete Again



"Fiddledywinks Crown", grand champion Jersey bull at the Oregon fair last year, will be entered in the 1930 state exposition at Salem, Sept. 22 to 28, by Florence Gale Neal of Oregon City. The largest livestock exhibit ever held at this Oregon event is being planned, it is announced.

Salem Pacer in Fair Races



"Maxie Bengine", highly-touted horse owned by Sam Bush of Salem, is to be entered in the 2:20 and 2:25 pace events at the Oregon State fair Sept. 22 to 28. "Maxie" is shown being called "nice horsey" by pretty Betty May Lawrence, Hollywood actress, who recently visited the fairgrounds.

If it is
Printing
we can do it
and do it right



**Firestone
TIRES**

When the cost
is no more, why
not choose
the best?

At the
**Black & White
Garage**

Fair Entry in Fine Form



"Loughspring", prize-winning jumper from the Aaron M. Frank stables of Portland, who will be entered in competition for the \$17,500 in special race premiums offered at the 1930 Oregon State fair at Salem, Sept. 22 to 28. Jack Sullivan up.

Read the Advertisements

Opening Sat. A. M. Sept. 6

At my Residence on Crossfield Place,
First House South Stewart Service Station.

SPECIAL--For first 10 days, will give 1 Leon Oil Permanent Wave for \$7.50 or 2 coming together on the same day, for \$10.00.

WILL GIVE FREE SHAMPOO WITH EACH MARCEL OR FINGER WAVE FOR 75c.

Hair Cuts, 50c Shampoos, 50c

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The more you earn the more you will spend in your own community. If you are prosperous, we will prosper. See the county agent for information.

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of Hermiston

Capital, Surplus and Undivided Profits Over \$50,000
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A. H. Norton, Cashier

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Leave Pendleton, Oregon Daily 11:52 P. M.

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Final Return Limit Oct. 31
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Hermiston, Oregon

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Have More Cents"**

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| 40c CAKE FLOUR | 33c |
| 45c COFFEE | 35c |
| 45c BURNHAM'S SPECIAL COFFEE | 29c |
| 3 CORN FLAKES | 25c |
| 3 POST TOASTIES | 25c |
| 10 POUNDS HONEY | 98c |
| 10 BARS CRYSTAL WHITE SOAP | 39c |
| 3 POUNDS SPAGHETTI | 25c |
| 5 POUNDS CHEESE | \$1.29 |
| 8 POUNDS LARD | \$1.29 |
| 3 DOZ. SPRING CLOTHES PINS | 19c |
| 1 POUND HILLS BROS. COFFEE | 44c |
| MRS. STEWART'S BLUING | 18c |
| 8 POUND BAG SALT | 19c |
| ORONITE FLY SPRAY KIT | 78c |
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| 25 BOTTLE CATSUP | 15c |
| 2 CARTONS MATCHES | 35c |
| OVERALLS, PER PAIR | \$1.09 |

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