

### The Hermiston Herald

Published every Thursday at Hermiston, Umatilla County, Oregon, by Pauline M. Stoop and Alfred Quiring, Publishers.

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

#### ANNOUNCEMENT

In turning the Hermiston Herald over to the new owners I take this opportunity of thanking subscribers and patrons of the Hermiston Herald for their loyal support given during our short stay of 25 months in publishing the Herald, and solicit your continued support to the new owners, as in the past. Although my work during the next several months will take me away most of the time my headquarters will be in Hermiston and my family will remain here.

The Hermiston Herald has been purchased by Earl Richardson, Miss Pauline Stoop and Alfred Quiring, all of Dallas, Oregon. The paper henceforth will be under the management of Miss Stoop and Mr. Quiring, who are taking over the paper and making their home in Hermiston.

The new owners join with the residents of Hermiston in regret that the affairs of Mr. Biggs, in connection with his election as commander of the American Legion, Department of Oregon, have made it necessary for him to dispose of the Herald, but they welcome the opportunity to come to the community and take over the control of the paper.

Mr. Richardson is publisher of the Itemizer-Observer at Dallas and his connection with the Herald will be only in an advisory capacity. Miss Stoop and Mr. Quiring are both former employes of the Itemizer-Observer and have shown themselves well qualified to assume the management of a newspaper property. They are coming to Hermiston to make their home and to become a part of the community. They wish to become acquainted with the business men, subscribers and friends of the Herald and will welcome the opportunity to meet them as soon as possible.

Miss Stoop is an eastern Oregon girl, whose home was formerly at Elgin. She is a graduate of the Northwest School of Printing at Spokane and for the past several years has worked on newspapers at Condon, Elgin and Wallowa, Oregon and Soda Springs, Idaho. For the past year she has been on the staff of the Itemizer-Observer at Dallas.

Mr. Quiring is a Dallas boy and learned the printing trade on the Itemizer-Observer. Just prior to coming to Hermiston he was enrolled at Willamette University in Salem and for the past two years has been employed as a printer in a Salem printing plant.

It is the desire of the new owners to devote the Herald to the interest of the Hermiston people and west Umatilla and east Morrow counties and to serve these districts in every way possible. They hope to merit the continued loyal support of the community and will do everything possible to live up to their obligations.

#### CONQUERORS

By Bruce Barton

A great merchant of my acquaintance, who is a friend of Gene Tunney, told me what occurred after the final Dempsey-Tunney fight.

Gene, who never loved the crowds or was greatly loved by them, wanted to get away immediately. His idea of the way to spend the evening of victory was to hide himself with a few companions in a hotel bedroom.

His friend said: "Gene, you could have done that if you had lost. But you won. You are champion of the world. Whether you like it or not you must pay the price of the championship. And part of the price is to be seen by the crowd."

In telling the story the merchant enlarged upon the theme.

"When I became manager of one of our stores I had to do a lot of things I did not like to do," he said. "When I became head of all the stores my unpleasant duties increased. Now I get to the office at nine o'clock every morning, and a large part of my day is consumed in duties that are more or less distasteful. The only man who can do as he pleases is the failure. Every step up that you take means that you belong less to yourself and more to other people."

As he spoke I thought of some examples that have come under my own observation.

The partners of Morgan & Co. are the prices of the modern business world. If you stand outside their building on almost any winter's evening you will see the lights burning in at least a part of the private offices. The lower floors may be dark. The clerks and accountants have

### TURKEYS

WILL BE RECEIVED AT SWIFT'S CREAM STATION, ON DECEMBER 9, HERMISTON, OREGON.

— Prices Net To Growers —

NO. 1 YOUNG TOMS, 12 lbs. and up	20c
NO. 1 YOUNG TOMS, 8 lbs. and up	24c
NO. 1 OLD TOMS	20c
NO. 2's	18c

GROWERS ARE URGED TO SELL ALL BIRDS THAT ARE READY FOR MARKET

SWIFT & COMPANY

F. B. BARKER, Agent

gone home, But almost always some of the partners are still on the job.

I spent a day with Coolidge while he was still President. He was supposed to be on vacation. He fished a little in the morning, but it was the least relaxing job of fishing that I have ever witnessed. A secret service man stood at his elbow and another kept watch from behind the bushes on the bank.

Once, for a week, I travelled in a private car with the president of a great corporation. Every morning we left the car at eight o'clock and called on dealers in their stores. We lunched with a group of them at noon, and had another group with us until midnight. At midnight we went to bed, to wake up the next morning in another city and do the whole thing all over again.

It was a tougher week than any laborer ever spent. The big jobs look attractive from a distance, but when you get closer to them you find a large price tag pinned on each one.

Some of us who have been close enough to read the figures on the tags find it quite easy to reconcile ourselves to remaining quietly and contentedly below.

#### LOCAL NEWS ITEMS

**Return From Idaho.**  
Mr. and Mrs. N. R. Mueller returned to Hermiston Monday, from Hope, Idaho, where they had been spending the Thanksgiving holidays with Mrs. Mueller's parents, Mr. and Mrs. John Donovan.

**Former Residents Here.**  
Mr. and Mrs. Burdette Graham and children who were former residents of the Columbia District for several

years, were visiting Mr. and Mrs. Jasper Templeton last week. They now make their home in Tacoma.

**Parents Of Baby Boy.**  
Mr. and Mrs. Lou Hooker are the parents of a baby boy born November 19, at the Hermiston Medical hospital.

**Returns From Portland.**  
Charles Keller returned from Portland last Wednesday where he had gone a few days previous for medical attention. He is reported as somewhat improved.

### Markham Beauty Shop

JUST SOUTH OF STEWART'S CABINS

#### Christmas Special

From now until Christmas, your choice of—

LEON OIL COMBINATION

— or —

LEON OIL CROQUINOLE PERMANENT WAVE

\$5.00

— A Specialist in all Beauty Work —

Phone 521 — — Hermiston, Ore.



### BETTER Bakery Foods..

BETTER BECAUSE THEY ARE MADE FROM THE PUREST INGREDIENTS BY EXPERT BAKERS  
JUST TRY OUR BREAD, PIES, CAKES, COOKIES, DOUGHNUTS, BUNS AND ROLLS.

### HERMISTON BAKERY

### BURNHAM'S

GENERAL MERCHANDISE

"Where Your Dollars Have More Cents"

MEN'S \$4.00 DRESS PANTS	\$2.69
MEN'S \$6.00 DRESS PANTS	\$4.29
MEN'S \$6.00 DRESS PANTS	\$4.19
PART WOOL ESMOND BLANKETS, 66x80 size	\$2.69
REVERSIBLE PART-WOOL BLANKETS, 66x80 size, 4 1-2 lb	\$3.99
LADIES' PART-WOOL KNT BLOOMERS	70c
LADIES' PART-WOOL VESTS	45c
LADIES' PART-WOOL UNDER HOSE, flesh color	75c
RAYON COMBINATION SUITS, Rose, Peach and Flesh	\$1.98
RAYON FRENCH PANTIES, all colors and sizes	85c
SWEATERS — All sizes for men and women and kiddies	Each at \$1.50 to \$3.00
BLUE BLAZERS HEAVY MACKINAW CLOTH, only	\$4.00

WE CARRY GOOD LINE RUSSELL GLOVES

8 Pounds LARD for	\$1.29
HAM, Per Pound	25c
4 lbs. MACARONI	25c
4 lbs. SPAGETTI	25c
5 lbs. CHEESE	\$1.19
100 lbs. SPUDS, at store	\$1.00
CELERY, per bunch	5c
OREGON WALNUTS, New Crop, 2 lbs for	40c
MIXED CANDY, 2 lbs	25c
CRACKERS, 5 lb. Box for	60c

From Yakima.

Russell Ackley of Yakima, Wn., is visiting at the home of his grandparents Mr. and Mrs. B. J. Nation of this city.

Visit From Weiser.

Mr. and Mrs. Jess Watson of Weiser, Idaho, were guests at the home of Mr. and Mrs. O. O. Felthouse Sunday.

Deputy Sheriff Here.

Vane Gurdane, Chief Deputy Sheriff from Pendleton, was in this city Tuesday afternoon on business connected with his office.

At Variety Store.

A full stock of Xmas goods at the Propst Variety Store. We invite comparison with larger cities in price and variety. —adv.

Parents Of Boy.

Mr. and Mrs. Uria Lenhart are the parents of a 7 1-2 pound baby boy born at the Hermiston Medical hospital Tuesday, December 2.

A TRIUMPH IN TRAIN COMFORT  
The Portland Rose

HOME VISITORS  
Excursion Fares East  
Fare and One-Third for Round Trip to

OMAHA  
CHICAGO  
DES MOINES  
SIOUX CITY  
COUNCIL BLUFFS  
KANSAS CITY  
ST. LOUIS  
DULUTH  
ST. PAUL  
MINNEAPOLIS  
MILWAUKEE

Departure Dates:  
NOV. 1, 8, 15, 22, 24, 29  
DEC. 6, 13, 18, 19, 20  
Return limit Feb. 28, 1931  
Stopover privileges

UNION PACIFIC

F. C. Woughter, Agent,  
Hermiston, Oregon.

### No Longer Do We Bury Our Treasures

The Modern Man places his treasures in a Safe Deposit Vault where he knows they will be safe—  
It's the cheapest form of burglary insurance you can procure.  
Safe Deposit Boxes for Personal use—\$1.75 to \$5.00.

### 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

### CONSOLIDATED Truck Lines

PUT IT IN STORAGE

### Hermiston Transfer & Storage Co.

Phone 31

Why Not a USED CAR?

We Have Used Parts FOR ALL MAKES  
Hermiston Auto Wrecking House  
E. F. PIERSON, Owner  
We Buy Used Cars

### GOODYEAR

### THE BEST MONEY CAN BUY -- WHY PAY MORE

Goodyear means minimum road trouble, maximum mileage.

Look at these Low Prices on Pathfinders!

BALLOON		HIGH PRESSURE	
Size		Size	
4.40-21 (29x4.40)	\$5.55	30x3	4.68
4.50-20 (29x4.50)	6.30	30x3 1/2 Regular	4.89
4.50-21 (30x4.50)	6.35	30x3 1/2 (Oversize)	4.98
4.75-19 (28x4.75)	7.55	31x4	6.65
4.57-20 (29x4.75)	7.65	32x4	9.35
5.00-19 (29x5.00)	7.98	33x4	9.95
5.00-20 (30x5.00)	8.15	32x4 1/2	13.10
5.25-20 (30x5.25)	9.40	23x4 1/2	13.55
5.25-21 (31x5.25)	9.75	34x4 1/2	14.20
5.50-19 (29x5.50)	9.95	30x5 H. D. 8 Ply	19.45
6.00-19 (31x6.00)	12.80	32x6 H. D. 10 Ply	34.10

### ROHRMAN MOTOR CO.

OUR SHOP IS MODERN

OUR SERVICE GUARANTEED

AUTHORIZED SALES AND SERVICE

HERMISTON, OREGON

PHONE 571