

# Local Happenings

D. F. Depperman of Echo was a business visitor here Wednesday.

Miss Emogene Paul spent Monday afternoon in Pendleton.

Mrs. Laura Logan is now employed at the Hermiston Hotel.

Mr. and Mrs. O. L. Babcock of Mission were calling on friends in town the first of the week.

Mr. and Mrs. Fred Kupers of Helix were business visitors here Wednesday.

Mr. and Mrs. J. L. Stout of Boardman were among the business visitors here Tuesday.

J. A. Clarke returned Friday from Salem where he attended to business in connection with new rates and regulations for the Hermiston Light & Power company, of which he is manager.

Curtis Simons was confined to his home Thursday because of illness.

Mrs. Fred Lee of Pine City was transacting business here Tuesday.

W. D. Neill was visiting in town from Pine City Tuesday.

Odds and ends in dishes at Half Price. Amsberry's.

Mrs. H. M. Sommerer was taken to the St. Anthony's hospital in Pendleton Tuesday for treatment.

Ray Hubbard has been quite ill this week but is reported as improving at this time.

Visitors from Boardman Tuesday included Glenn Macken, Robert Harwood and Leslie Packard.

Mr. and Mrs. Earle Carson are the parents of a son born Sunday, January 20. He has been named Larry Earl, and weighed 8 1/2 pounds.

The largest display of 10c Dress Buttons ever shown in Hermiston at Amsberry's.

Mr. and Mrs. J. A. DeSpain of Oakland, Calif., were house guests of Miss Harriette Olson last week, while they were enroute to Spokane.

F. B. Swayze, president of the First National Bank, is spending the week with Mrs. Swayze in Portland. He left Saturday.

Mr. and Mrs. Ed. Ingles of Boardman were business visitors here Monday of this week. Mr. Ingles is superintendent of schools there.

A benefit card party will be given in the Stanfield Grange hall Friday, Feb. 1. Tickets, 25c, includes refreshments. Pinochle and "500." adv

Mrs. Stella Willcutt, mother of Dr. A. Willcutt and Victor visited here last week. She left Monday for her home in Tacoma, Wn., and was accompanied by her son Victor who will make his home there.

C. O. Marble, son of Dr. and Mrs. A. E. Marble, who underwent an operation in Emanuel hospital in Portland last week, is reported as doing nicely. Mrs. Marble visited him over the week end, returning home Monday.

Miss Jessie Thompson, assistant county health nurse, and Mrs. Clinton Hodgen of Pendleton, were business visitors here today.

Mark Neadeau of San Francisco, who was called to Hermiston last week by the death of his mother, Mrs. Peter Neadeau, left Saturday for his home. Mr. Neadeau is a carpenter by trade and at present is employed by the San Francisco-Oakland bridge.

Mr. and Mrs. Bert Quick are the parents of a baby daughter named Roberta Jean, who was born in Walla Walla two weeks ago. Both mother and daughter are doing nicely and are expected home soon.

Mrs. Ralph Richards won first prize Saturday night at the '49 dance given in the Westland school house, for the best old time costume. Clarence Berry, who portrayed the character of a southern gentleman was also named for first prize.

Valentines, 2 for 1c to 10c each, at Amsberry's. Hundreds of them. adv

Albert Hutchison of Pendleton was honored on his birthday Sunday with a birthday dinner given by Mrs. James Arnberg of Columbia district. His parents, Mr. and Mrs. Baxter Hutchison and daughter Lois, and Miss Taylor of Pendleton were also dinner guests.

Harry Kelley returned Sunday from McMinnville, Ore., where he had taken a truck load of household goods for Neill Boynton, who has purchased a farm there. Mr. Boynton expects to raise turkeys and will be joined by his wife in the near future.

R. A. Brownson, manager of the local Tum-A-Lum Lumber company, attended a meeting of Umatilla county lumbermen in Pendleton Monday, January 21, in the form of a luncheon at the Pendleton Hotel. Other men from this end of the county present included Roscoe Williams of Umatilla, C. H. Esselstyne of Echo, and Clyde Kennison of Stanfield.

Warrant Call. Calling warrants for School District No. 14 up to and including 1219. Interest ceases after Thursday, January 24th. Present Warrants to O. C. Pierce, Hermiston. O. C. PIERCE, Clerk.

FARM RECORDS GIVE FACTS ESSENTIAL TO MANAGEMENT.

"For the time and effort used, an annual farm inventory gives a farmer more information about his business than any other record," says W. I. Myers, governor of the Farm Credit administration, in connection with the National Farm Inventory week which is being observed in Oregon January 14 to 19. "More inventories should lead to more farm records and better business practices in general."

Farmers in Umatilla county who desire some assistance in their record keeping work will be able to get it through a cooperative arrangement being carried out in Oregon in January by which leaders in every county are being trained at a special conference with Oregon State college extension specialists to give this assistance. The county agent can give detailed information about these meetings.

Bankers throughout the state are cooperating in this campaign to emphasize the value of keeping accurate farm records because of the advantage to farmers in matters of credit arrangements, insurance adjustments, estate settlements, and because farm records usually mean more farm profits.

The AAA program throughout the United States, with nearly every commodity contract being based on past records, has greatly stimulated the practice of farm record keeping, extension men report. Some Oregon counties are already well organized in this field and in these farmers have been holding community meetings during January to close last year's books and open new ones.

The agricultural adjustment administration has encouraged this movement by supplying free record books to all contract signers who request them and to others in some instances. The first of these record books, distributed last year, were considered somewhat inadequate by farm management specialists for anything except recording crop data for AAA compliance and other simple records.

This year's books, on the other hand, are much more complete, affording opportunity to keep current records and summaries for various crops, complete inventories and detailed farm expenses. The still more complete O.S.C. farm record books are available but not for free distribution.

## OSC STUDENTS HOLD STEADY PEAVY DECLARES IN REPORT.

CORVALLIS—Students at Oregon State college have not been betrayed into following radical and visionary leadership, although no avenues of thought or investigation have been closed to them, writes President George W. Peavy in his biennial report to the Chancellor which is embodied in the printed report of the state board of higher education now in the hands of the legislators and other state officials.

"General scholarship has been kept on a high plane in the past two years and individual and group achievements have been in all essentials as worthy as in bienniums more fortunate in economic opportunities," President Peavy reported. "While alert to contemporary problems, and sympathetic toward progressive proposals for solving them, students have pretty consistently kept their self-control and refused to be stampeded by extremes."

Financial difficulties that have beset every part of the state system have fallen heavily upon the state college because with the changes in curricular assignments the college is "more emphatically than in the past the center of the more expensive types of major curricula—the scientific and the technical", the president records, but he says the faculty members "shouldered not merely a just but a generous share of the burdens of the taxpayers in accepting salary cuts and taking on more work."

"So far as the reorganized program has been concerned, the members of the faculty have worked as a unit in its support," the report adds. "They have kept their eyes on constructive policies and have tried to cooperate with all concerned in helping to build out of the several different units, long separate and divergent, a solidarity of state service."

Referring to moral standards and ethical ideals of the college community, President Peavy reports that "The traditions—mutually endorsed by students and faculty over a long period of time—prohibiting the use of intoxicants, and excluding smoking from the campus except in certain specifically designated rooms, have been maintained with a degree of fidelity that has given distinction to the campus."

Maintaining high standards has not been easy in view of post-war psychology and "The return of liquor on a legal basis has, of course, aggravated the difficulty," he said.

"Altogether, from the standpoint of continued service to the resources, industries and citizenship of the state; adaptability to new demands in time of crises; fortitude, faculty morale and institutional integrity, Oregon State college has never maintained its traditions and ideals with greater fidelity than during the past biennium," President Peavy concludes.

## Oregon Contributes Gold.

BAKER—When complete reports are received from the U. S. Bureau of Mines, it will be found that Eastern Oregon has produced more than \$900,000 of the total of \$1,172,000 credited by the government to the entire state. The production for the state in 1933 was \$517,326. Much of the increase in production is accounted for by the increased price of gold, \$35.00 per ounce which prevailed during 1934 as compared to \$20.67 per ounce for a part of 1933. However, measured in ounces there was more than 50 per cent increase in production during 1934—32,000 ounces of gold in 1934, and 20,240 ounces in 1933.

## ALL FORCES UNITE ON COLUMBIA RIVER PROGRAM

(Continued from Page 1) 15,000 men will be directly employed on all the dams, and that ten thousand more will be indirectly employed as material men. Other work, not of federal account, will be at least \$10,000,000 worth of state highways, port buildings, housing at dam sites and in all nearby towns, and better employment on nearly 20,000 small farms within trucking distance of the works.

Use the Classified Column. It Brings Results.

## ADS. WILL TELL BANKERS' STORY

American Bankers Association President Announces Move to Stimulate Newspaper Advertising

NEW YORK.—Plans for stimulating wider use of informative newspaper advertising by banks in promoting public understanding and confidence in regard to existing banking conditions and methods have been announced by R. S. Hecht, President of the American Bankers Association, as a part of his organization's activities in aid of business recovery.

A general groundwork was prepared through a nationwide survey of advertising by banks relative to their willingness to extend justifiable loans to industry and trade. This, he said, revealed that a large number in all parts of the country are pursuing aggressive policies along this line and encouraging their customers to develop forward-looking business plans. "It is our aim to aid in fostering this constructive attitude whenever possible," he said.

The Theme of New Advertising The association's Advertising Department, under the direct supervision of the general executive officers, has prepared, at the headquarters in New York City, an informative advertising series for the use of member banks in the association to aid them in developing in their own communities better general public understanding regarding banking, Mr. Hecht said.

"The underlying theme of this advertising is that sound banking is based on helpful human relations and that it has a unity of interest with the people of its community which binds them together with a common purpose," he said.

"We are confident that if a clear understanding of this is brought home to the people in all our banking communities, it will go far in restoring the public confidence which good banking deserves. A bank in which people do not believe is doubly safe, it is to the public interest for the people to have confidence in their banks."

## The Place of Advertising

"We feel that bank advertising has a special public duty to perform in this connection under existing conditions. The copy which will be supplied in the service we have developed will not only aid the individual bank in promoting the use of its own facilities but is also aimed to bring about with the aid of newspaper advertising a clearer public viewpoint regarding the essential part it occupies in the life of its community."

Mr. Hecht emphasized in regard to the new advertising facilities being offered to the members of the association that they are not a profit making venture and that there is no intention to disturb existing advertising arrangements, the idea being that these institutional services shall supplement rather than replace present plans, or that they will give assistance to member banks now lacking satisfactory arrangements.

## MANY BANKS LONG LIVED

In the United States— 168 Banks over 100 years old. 2,472 Banks over 50 years old. 10,391 Banks over 25 years old.

There are in the United States 168 banks that have been in continuous existence for more than one hundred years. There are 2,472 banks over fifty years old, while 64% of all the banks in this country, or 10,391, are twenty-five years old or older.

In other words, practically two-thirds of the banks in this country have come through several successive periods of depression and panic, including 1907, 1914, 1920 and 1929-32.

## The Oldest Bank

The oldest bank in the country, which is in Boston, was chartered February 17, 1784.

In the 64% of banks that are twenty-five years old or older is lodged a major portion of the banking resources of the nation, in commenting recently upon the stability of a great majority of the banks in the United States, Dr. Harold Stonier, Educational Director of the American Bankers Association, said:

"The fact that we have so many banks that have been in existence a long period of years is an eloquent tribute to the genius of American managerial ability, for no other country has experienced such wild gambling eras and resultant periods of business stagnation as those through which our country has passed at frequent intervals during the past century."

## NEW WEALTH FROM SOIL

New wealth which comes from the soil is of special interest to those to whom falls the responsibility of maintaining our credit structure.

Unless agriculture is successful farm borrowers cannot ultimately succeed, neither can the banks they serve. Foreclosure sales are not a sound basis for good farming or good banking. Bankers, therefore, are as much interested in the permanent success of the agricultural industry as are the farmers, whether the deposits come directly from farm patrons, or indirectly through the ordinary channel of business.—D. H. OHS, Director of Agriculture, American Bankers Ass. nation

## YOUR CHILD AND THE SCHOOL

By Dr. ALLEN G. IRELAND Director, Physical and Health Education New Jersey State Department of Public Instruction

### School Lunch Important

According to a few skeptics, the old fashioned school lunch eaten from a paper bag anywhere in the building or on the grounds is good enough. On that basis a dime novel thriller is good literature and the child is justified in hiding in the attic or the barn to do his reading. As a matter of fact, we don't believe that. Whatever may be our own pleasant memories of the secretly read thrillers of our childhood days, we prefer as parents to have our children like good literature. And we do our best to provide attractive libraries at school and in the community and at least a shelf or a reading nook in our homes.

From food comes the child's growth, energy, and strength. He works, studies, and plays on what he eats. On that score alone his nutrition deserves our closest attention. The school lunch is one of three daily meals and therefore becomes significant, as a source of nourishment. For the child's sake we can't afford to think of it as merely a "stop gap," while the child is away from home. It isn't just a picnic, any more than going to school can be regarded as a party. The school lunch shrieks its importance. It calls for planning. It demands an attractive place, and the food question deserves just as much serious consideration as any part of the child's school life.

Next week Dr. Ireland will write about "Learning at Luncheon."

## Burnham's

- HERMISTON
- T.N.T. SOAP - 10 big bars - 27c
  - 25c K.C. Baking Powder - 18c
  - PUMPKIN - 2 cans - 21c
  - CATSUP - Large 14-oz. bot. - 15c
  - RAISINS - 4 pounds - 25c
  - SNOWDRIFT - 3 pounds - 53c
  - CAMAY SOAP - 3 bars - 15c
  - GRAPE NUTS - 2 packages - 19c
  - Sani Chlorox - Qt. bot. - 2 for 19c Bleach and Washing Fluid
  - KRISPY CRACKERS - 2 lbs. 30c
  - Van Camps Tomato Soup 2 for 11c
  - BONITA COFFEE - 1 lb. bag 25c
  - \$1.95 DRESSES - Cut to \$1.39
  - \$1.50 DRESSES - Cut to \$1.00
  - \$1.00 DRESSES - Cut to 79c
  - \$5.15 Wool Sport Coat \$3.50 Cut to
  - \$11.50 Sheepskin Lined Coat - Cut to \$8.00
  - \$5.89 Sheepskin Lined Coat - Cut to \$3.50
  - BEEF ROAST - Per Lb. 12 1/2c

Dr. A. C. Willcutt  
OSTEOPATHIC  
PHYSICIAN & SURGEON  
OSBORN APARTMENTS

## OASIS THEATRE

HERMISTON, OREGON  
Two Shows—7:15 - 9:00 P.M.

FRIDAY - SATURDAY

January 25 - 26

FRIDAY SPECIAL—

Amateur Vaudeville!

Come and See our Home Town Stars.

See the desperate dash to Boulder Dam!



Plus Short Features

SUNDAY - MONDAY

January 27 - 28

MATINEE 3:30 SUNDAY

A REAL MUSICAL HIT!



and 12 other stars of stage, screen and radio

MICKEL MOUSE CARTOON.

## MOYER'S MEN'S STORE

THE STORE OF QUALITY & PERSONAL SERVICE

### January Clearance

- MEN'S KHAKI WORK PANTS Now ... \$1.49 A bargain at this price.
- MEN'S WHIPCORD WORK PANTS Now ... \$1.69 Lots of value for your money.
- 10 oz. MOLESKIN WORK PANTS Now ... \$1.98 Beat this value if you can.
- "BLUE HUCKLE" BIB OVERALLS Now ... \$1.29 Full Weight - Full Cut
- BLUE DENIM JUMPERS Now ... \$1.29 Lots of wear for little money.
- "LEE" BLANKET - Now ... \$2.69 LINED JUMPERS Heavy weight - Free swing back.
- 32 OZ. ALL WOOL - Now ... \$3.88 MELTON JACKETS Slide faster - Reg. \$4.25 value.
- Leather piped slash Pockets. Boys' sizes Now ... \$2.98 Finest Quality.
- MEN'S ALL LEATHER WORK SHOES Now ... \$2.98 Plain Toes - A real value.
- MEN'S 16-in. BOOTS COMPO SOLE Now ... \$3.98 Another super value.
- MEN'S ALL LEATHER DRESS OXFORDS-Now ... \$2.98 Regular \$3.49 value.
- MEN'S WORK SHIRTS Medium weight Now ... 59c Full cut and roomy.
- "Big Yank" Work Shirts Heavy Chambray - double Shoulder - ventilated. Reg's - Slim ... 98c
- "Big Yank" Suedecloth SHIRTS Now ... \$1.29 Warmth and plenty of hard wear.
- MEN'S WATERPROOF SUEDECLOTH JACKETS. A WONDERFUL WINDBREAKER AND WET WEATHER COAT. An ... \$2.98 exceptional value at ...

If you want quality underwear that wears longer, buy "HANES"!

- MEN'S HEAVY COTTON UNIONSUITS Now ... \$1.19
  - BOYS' HEAVY COTTON UNIONSUITS Now ... 79c
  - MEN'S 10% WOOL UNIONSUITS Now ... \$1.59
  - MEN'S 50% WOOL UNIONSUITS Now ... \$3.25
- You are assured of finest quality underwear when you choose "HANES".

Dance at Irrigon  
SAT., JAN. 26  
GOOD MUSIC BY  
Branstetter's JAZZ BAND

## SAFEGWAY STORES

SUBSTANTIAL SAVINGS FOR

FRIDAY - SATURDAY - MONDAY - Shop at Safeway's First!

Sugar 20 Lbs. \$1.00  
Pure Cane  
100 LB. SACK \$4.95

Peas Field Ripe 3 Cans 25c  
No. 2 Cans

Fig Bars 2 Lbs. 19c  
Fresh Whole Wheat or Plain.

Jell Well Choice of Flavors 3 Pkgs. 14c

Corn Beef Libby's 12 oz. can 15c

Light Globes General Electric 30-60 Watt Each 10c

Dried Prunes 25 \$1.29  
Fancy Oregon's Lb. Box

Tomato Sauce 4 Cans 15c  
Monterio (Spanish Style)

Dependable Coffee 2 Lb. Can 55c

Salad Dressing Best Foods - "Home Style" Quart Jar 32c

Bran Flakes Post's Package 9c

Crackers Snow Flakes 2 Lb. Carton 29c

Marshmallows Fluffiest Pound Package 17c

O. K. Soap 6 Bars 25c

AIRWAY COFFEE RICH BRAZILIAN POUND 20c

Picnic Shoulders delicious, Medium Weight, mild Cure Shoulders. Lb. 16c

Grape Fruit Large Size - Arizona Seedless. 6 for 25c

PHONE 241 HERMISTON