

The Hermiston Herald
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 OREGON STATE ASSOCIATION
 EDITORIAL BOARD

In the Interest of the Farmer.
 Does mass purchasing and distributing of foods work to the advantage of the producers of the nation? Recent statistics indicate that the farmer reaps a rich harvest when large-scale methods are applied to merchandising.
 A survey of 12,500 chain grocery stores—representing 25 per cent of the entire industry—shows that fruit and vegetable sales came to 15.81 per cent of total sales in



Hermiston Beauty Shoppe
 TELEPHONE 141
REMEMBER YOUR EASTER PERMANENT
 One Essential for the New Spring Apparel.
 A Wave for Every Type of Hair.

1933. Applying this ratio to all chain grocery and combination stores, it means that fruit and vegetable sales through the chains aggregated almost \$350,000,000.

And this does not take into account the sales of the independent stores which have banded together in large buying groups, and which operate largely on the chain-store principle. These stores, as well as the chains, have made noteworthy success in "pushing" the products of the farm.

Big merchandising systems, chain or independent, are extremely progressive in developing better sales and display methods. They aren't satisfied to simply let products sit on shelves where the customer may find them if he looks hard enough—they bring them out where they cannot help but meet the ranging eye of the buyer. To keep the customer informed on what to buy, they make wide use of newspaper advertising—the best of all mediums for stimulating sales.

The result is lower prices to the consumer—and a wider, more stable and more profitable market for the producer.

UMATILLA NEWS
 By ERMA BYRNES.

Miss D. Shaw left Tuesday night for Portland where she will visit her mother Mrs. Arthur Powell during spring vacation.
 The high school boys have organized a Letterman's club, for which they held initiation Friday.
 The monthly social of the C. E. was held at the Rosa Ricco home Friday.

Mrs. Claude Barnes spent Monday and Tuesday in Umatilla visiting her brother J. H. Byrnes.

Mr. and Mrs. Bob Woodward and children of Hermiston spent Sunday at the Paul Walsh home.

Mrs. John Medrick of Medford, who has been visiting in Imbler with her sister, Mrs. Merie Rodes, is visiting her parents Mr. and Mrs. Art Roberts.

Miss Josephine Connell, who is attending beauty school in Portland spent Sunday with her parents, Mr. and Mrs. Jess Connell.

Mr. and Mrs. Lloyd Harryman spent Sunday in Pine City.
 Miss Ruth Thompson and Beth Cooney, who are in nurses training in St. Anthony's hospital in Pendleton, spent Saturday in Umatilla at the home of their parents.

Miss Yvonne Bousquet is spending the vacation in Portland.
 Mr. and Mrs. D. C. Chapman of Pendleton spent Sunday in Umatilla.

"Slim" Bennett stopped in Umatilla Saturday and Sunday while enroute from Canyon City to California.

M. M. McCullough of Pasco was in Umatilla Friday morning.

Mrs. Art Roberts and daughter, Miss Fay Roberts, and John Medrick were visiting in Hermiston Sunday.
 Mr. and Mrs. E. McKenzie and daughter Jean left Tuesday afternoon for Portland.

Jay Berry, who is working in Portland, is visiting his family here.
 Rev. and Mrs. H. B. Thomas and children left Tuesday for Spokane due to the death of Mr. Thomas' mother.

PINE CITY NEWS
 By Lenna Neill

Mr. and Mrs. Reid Buseik and family of Long Creek spent the week end visiting Mrs. Buseik's parents, Mr. and Mrs. A. E. Wattenburger.

Judge Campbell and wife of Heppner spent Sunday visiting at the Roy Neill home.

John Healy and daughter Marie motored to Heppner on business Saturday. Marie remained to visit relatives. She accompanied Mrs. Bill Bucknum, Eddie Kenny and Matt Kenny to Arlington Sunday where Matt caught the bus to go to San Diego where he will enroll in the navy.

The quilting club met at the J. S. Moore home last Thursday. A pot luck dinner was served at noon. The next meeting is to be held at the Sloan Thomson home March 26.

Mr. and Mrs. Frank Helms and daughters Henrietta and Harriet were business visitors in Hermiston Saturday.

Mr. and Mrs. Jake Hixson of Pleasant Valley visited at the home of their daughter, Mrs. H. E. Young, last week.

Miss Cecelia Brennan spent the week end visiting her parents in Portland. Miss Norma Gibbons and Miss Bernice Neill took her to Hermiston Friday evening to catch the bus.

Mr. and Mrs. A. J. Vey motored to La Grande on business Monday. Gerald Rood is now working at the C. H. Ayers ranch.

Mr. and Mrs. E. B. Wattenburger and family and Mr. and Mrs. Reid Buseik and family were dinner guests at the A. E. Wattenburger home Sunday.

Mr. and Mrs. A. E. Wattenburger and E. B. Wattenburger were business visitors in Pendleton Wednesday.

Mr. and Mrs. A. E. Wattenburger and E. B. Wattenburger were business visitors in Heppner Monday.
 Hugh Neill spent Sunday afternoon visiting at the John Healy home.

A surprise party was given at the Emery Cox home Saturday evening, honoring Mrs. Cox on her birthday. Those present were Mr. and Mrs. John Harrison, Mr. and Mrs. R. D. Estle and son, Mr. and Mrs. Walt Wigglesworth, Mr. and Mrs. E. B. Wattenburger and family, and Lowell Young.

BOARDMAN NEWS
 By MARGARET S. THORPE

Roy Otto recently underwent a mastoid operation at St. Anthony's hospital in Pendleton. He is improving quite rapidly.

Mr. and Mrs. Robert Bradley have returned to the project after an absence of about two years and plan to locate here.

Mr. and Mrs. Robert Harwood have moved into one of the Peck's cabins.

H. E. club met Wednesday at the home of Mrs. George Wicklander, Sr. There was quite a large attendance.

Mr. and Mrs. George Wicklander, Jr., and Mrs. Geo. Wicklander, Sr., motored to The Dalles Wednesday, returning Thursday evening.

Mr. and Mrs. Howard Bates, Mr. Hugg and W. A. Baker were in Hermiston Wednesday.

Mr. and Mrs. R. C. Mitchell motored to Hermiston Wednesday.
 Mr. and Mrs. H. B. Thomas were in Pendleton on business Thursday. Ed Parrish returned to Boardman Monday. He has been employed at the Harry Thorpe ranch for the past year.

The high school play, "Hobgoblin House" was given Thursday night in the auditorium. The play, which was directed by Jeanette Turner, was well attended.

Mrs. Claud Coats was accompanied to Condon Thursday by Mrs. Turner Messenger and two children and Mrs. A. A. Agee.

Clifford Thorpe was taken to Hermiston Monday to have a new cast put on his leg. Clifford is improving quite rapidly.

Mr. and Mrs. P. H. Cosner and family are moving onto the George Mitchell place, which they have purchased. Mr. Mitchell will move to Hermiston in the near future.

A bridal shower was given at the Glenn Hadley home Friday in honor of Mrs. Elmer Tyler. Many useful gifts were received. Those entertaining were Mrs. Robert Harwood, Mrs. John Jenkins and Mrs. Glen Hadley. Junior Messenger, who is improving after a recent illness, is staying at the Ed Barlow home.

Mr. and Mrs. Guy Barlow and daughter Chloe and Ed Barlow were Pendleton visitors Saturday.
 A bridal shower honoring Mrs. Marvin Ransier was held at the Nick Falser home Saturday. Many useful gifts were received and the guests had an enjoyable time.

Mr. and Mrs. Lewis Doney motored to Portland Saturday. Mrs. Russell went as far as Hood River with them. They returned Sunday.
 Fred Slanger and Nels Kristensen were Heppner business visitors Saturday.

Mr. and Mrs. Dan Ransier, Mrs. Nick Falser and R. Wasmer motored

to Goldendale the first of the week. Paul Smith has been drilling a well on the Smith ranch.

Mrs. Tom Hunt, who has been in The Dalles with her son Donald who is in the hospital, returned to her home for a few days.

Edwin Ingles, Mary Harney and Clara Ruff motored to Portland Friday evening, returning Sunday. Mrs. Ingles, who has been in Portland for the past week, returned with them.

STANFIELD NEWS
 By Sophronia Rhea

On Thursday evening, March 26, the Hope Presbyterian church will hold a pot luck supper in the church basement between the hours of six and seven o'clock, to which all members and friends of the church are invited. The supper will be followed by the annual congregational meeting of the church and a reception in honor of the new pastor and his wife, Rev. and Mrs. Jesse K. Griffith.

The Ladies Aid will meet Thursday afternoon, March 26, at 4:00 o'clock, instead of 2:30 as usual, and will hold their annual election of officers.

The Townsend club held its second old time dance in the Hotel Stanfield Tuesday evening.

The ladies of the Rebekah lodge sponsored a card party at the lodge hall Monday night. High prize in pinochle was won by C. M. McCall and in five hundred by Mrs. C. M. McCall and T. G. Gregory. In bridge prizes were won by Ralph Richards of Hermiston and Mrs. D. Penney of Echo.

Miss Bytha Hoskins, student at Oregon State college in Corvallis, is spending spring vacation at the home of her parents, Mr. and Mrs. J. C. Hoskins.

Boyd Jackson visited at her home in La Grande over the week end.

Mr. and Mrs. G. E. Greathouse were dinner guests at the home of Mr. and Mrs. W. A. Nasshahn Sunday evening.

The Misses Billie Hedrick, Evelyn Starkweather and Myrtle Martin, who are employed in Pendleton, visited at their respective homes over the week end.

Mr. and Mrs. J. C. Hoskins and daughters Bytha and Mrs. Chas. Carnes of Pilot Rock motored to Thorpe, Wn., Thursday where they visited at the home of Mr. and Mrs. Vernon Waterman.
 T. C. Baker, Boyd Jackson and John Dunn attended a teacher's convention in Lexington Monday night.

Mrs. Ila Wallace was a dinner guest at the D. R. Starkweather home Sunday.

Miss Neva Hedrick has been ill with the flu.

IRRIGON NEWS
 By Mrs. W. C. Isom

Mr. and Mrs. Asa Scarlett and family motored to Boardman Tuesday.

Mrs. Lawerenson, mother of Mrs. O. Coryell, has been seriously ill for the past two weeks with influenza. Alva Boulware and Mrs. Fred Reika accompanied Rev. and Mrs. H. B. Thomas of Boardman, to Pendleton Thursday.

Mrs. J. A. Graybeal accompanied her son Finley of Pendleton, on a trip to Portland Thursday, returning Sunday evening.

Mrs. Grider, who has been visiting her son Walter and family, for some time, left for her home Tuesday.

Mr. and Mrs. B. P. Rand and Mr. and Mrs. George Rand were dinner guests of Mr. and Mrs. Foster at Hermiston last Sunday.

George Hendrix left on a business trip this week.
 Jimmy, small son of Mr. and Mrs. Don Kenny, is quite ill.

Rex Boylen of Pilot Rock is enrolled in the sophomore class for the rest of the term. His parents Mr. and Mrs. Boylen recently purchased the store and residence of Carl Eslicie, and are living in the Frank Leicht cabins while these two buildings are undergoing repairs.

Mr. and Mrs. H. C. Warner were guests of Mr. and Mrs. E. Fagerstrom Sunday.
 Mrs. James Warner visited her son Harvey and family and daughter Mrs. B. P. Rand Sunday evening.

Rev. H. B. Thomas again conducted church services at the Presbyterian church Sunday. Beginning Sunday, March 29, preaching services will be held at 9:45 a. m., followed by Sunday school at 10:45. Everyone is cordially invited to attend these services.

A. C. Houghton and Frank Frederickson were business visitors in Heppner Saturday.

Rev. Wybel of Pendleton attended church services here Sunday.
 Mr. and Mrs. Howard from New York have leased the Ollie Coryell Service Station and will take immediate possession.

Mr. and Mrs. Geo. Kendler of Hermiston and Mrs. Gene McFarland of Umatilla were dinner guests of Mr. and Mrs. W. C. Isom Sunday.

CHURCH NOTES

HERMISTON UNION CHURCH
 C. R. Moore, Minister.
 Bible School at 10:00 A. M.
 Preaching and communion, 11:00.
 Christian Endeavor 6:45 p. m.
 Evening worship, 7:45.

FULL GOSPEL MISSION.
 Grace Trumbull, Pastor.
 Remember the meetings.
 Sunday school at 10:00 A. M., Sunday morning.
 Preaching at 11:00 A. M.
 Evening evangelistic service at 7:00 o'clock.
 Friday night prayer meeting at 7:00 o'clock.
 Tuesday evening children's Bible study at pastor's residence. A welcome to every one.

Has Your Savings Account Gone to Sleep?
 A dormant savings account is better than none. But to get the main benefit of savings you should make new deposits regularly and build your account to the point where it will be of real use to you.
 Enjoy the satisfaction—and protection—that come from adding regularly to your savings account.

FIRST NATIONAL BANK
 of Hermiston
 Capital, Surplus and Undivided Profits Over \$50,000.
 F. B. SWAYZE, President R. ALEXANDER, Vice-President
 A. H. NORTON, Cashier D. M. DEETER, Asst. Cashier
 DEPOSITS IN THIS BANK ARE INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION.

METHODIST EPISCOPAL CHURCH
 R. R. Finkbeiner, Pastor.
 Worship at 10:00 A. M. and Sunday school at 10:50 each Sunday.
 Epworth League at 6:30 P. M. and the evening evangelistic service at 7:30.
 The last in a series of messages using sacred art will be delivered next Sunday morning. The subject is: "Jesus the Light of the World," by Holman Hunt.
 Our pre-Easter meetings begin next Sunday evening. All Christians look to Easter as the memorial of the greatest event in human history, and especially in our faith in immortality. Come and join us in reviewing and studying the great teachings of our faith as contained in sacred pages of the Bible.

PILGRIM HOLINESS CHURCH
 Lawson H. Flora, Pastor.
 Regular Sunday services as follows:
 Sunday School at 9:45 A. M.
 Preaching at 11:00 A. M.
 Young People's meeting, 7:00 P M
 Evangelistic service 7:45 P. M.
 Everyone is invited to attend these services.

HERALD WANT ADS PAY

Burnham's DRY GOODS STORE

HEAVY CANVAS
 Per Square Yard **50c**

SUMMER HATS
 for MEN, WOMEN & CHILDREN **25c & up**

Men, Women & Children's **ANKLETS** **15c & up**

POLO SHIRTS **50c**

LARGE STOCK OF HOUSE DRESSES **\$1 & up**

LARGE STOCK FANCY PRINTS **17c** Per Yard & up

MEN'S WORK SHOES **\$1.98 & up**

SETTING EGGS
 From Fancy Reds
 Per 100 **\$2**

HORSES MULES COWS HARNESS
 — at CARL BROWNS —
 on Old Lyle Tilden Place, 4 miles North of Hermiston.

Hermiston Dry Cleaners
WE are here to serve YOU
 WILLIAM A. CASE, Manager
 PHONE 71
 Location Next Door to Post Office

Specials for March 20, 21 & 23.

Flour
 Golden Heart Brand
 An all purpose flour.
49 CASH PRICE \$1.37
 Lbs.

Peanut Butter
 Bulk **29c**
 HOODY'S Large Jar **29c**

Honey
 Skovbo's **47c**
 5 Lb. Tin **19c**

Syrup
 Sleepy Hollow - Cane & Maple
 5 For those hotcakes **59c**
 Lb. Tin **43c**
 LOG CABIN Medium Tins **43c**

Crackers
 RITZ Large Package **23c**

Spaghetti
 Franco - American
 3 Tall tins **27c**

Ripe Olives
 EXTRA LARGE Tall Tins **15c**
 1 GRAPE NUT FLAKES
 1 POST BRAN FLAKES and
 1 Mickey Mouse Cereal Bowl
 ALL FOR **23c**

Canned Fruit
 ROYAL ANN 2½ Size **25c**
 CHERRIES **19c**
 PEACHES 3½ Size Can **19c**

Tuna Fish
 White Star No. ¼ Tins **15c**
 or Belle Isle Tins

Jello or Jell Well
 Cube Flavored **6c**
 Assorted Flavors **5c**
 FLAVO-JELL Strawberry or Lemon **5c**

Onion Sets
 Clean Stock **19c**
 5 Lbs. **35c**
 8 For Arizona's **25c**

ORANGES
 Large Size **35c**
 DOZEN **25c**
 8 For Arizona's **25c**

THOMPSON'S GROCERY
 Hermiston, Oregon

HERMISTON TRADING CO.
 PHONE 341

FREE DELIVERY COURTEOUS SERVICE
Friday - Saturday - Monday

Ground Chocolate Ghirardelli's 1 Pound **30c**
Soap Chips In Bulk. 2 Lbs. **22c**
Coffee Schilling's Percolator or Drip Ground 1 Lb. **29c**
Grape Nut Flakes 7 oz. Pkg. 2 For **15c**
Mayonnaise Bulk Pint **25c** Quart **49c**
Cleanser Holly 13½ oz. can 3 For **13c**

Meat Department

Pot Roast Steer Beef Per Lb. **12½c**
Breast of Milk Fed Veal Per Lb. **10c**
 For Roasting or Stew.
PURE LARD - - - 4 LB. PKG. **55c**
Swift's Oreole Sliced Bacon Per Lb. **35c**
Swift's Brookfield Cheese Lb. **22c**
Fresh Fish and Oysters