



Perhaps you feel that most living costs are always headed in the same direction—UP. But there is one item over which you can have a sigh of relief—the cost of your insurance. For example: the average rate for fire insurance has declined 40% in the past thirty years, and more than 20% in the past ten years.

This is an economic achievement in which all Americans can take pride. It reflects the measures taken by property owners and municipalities to reduce fire losses. It reflects the promptness with which insurance companies have passed savings on to policyholders. Also very important in this picture are the services of local agents—the men who fit modern insurance to your individual needs—who give you prompt assistance in event of loss. This agency is in, and for this community. We are at your service.

See us today for full protection from fire.

**FIRST NATIONAL BANK OF HERMISTON**

F. B. SWAYZE, President

Member Federal Deposit Insurance Corporation

**HERMISTON HERALD**  
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**OREGON NEWSPAPER PUBLISHERS ASSOCIATION**

Very few towns have developed the opinion that to do business the location must be in the center of one block. To walk a half block or one block to shop seems to be out of the question in Hermiston. The result is that about a block and a half is crowded day and night with people and cars, and construction of new places for business is discouraged further along Main street and on close side streets. A good business center is an excellent idea, but when it leads to the massing

of all business in one spot it has a detrimental effect on the growth of the town. The idea of such mass aggregation in Hermiston has gone to seed, and a new seed must be planted. The growth of the town and its resources require expansion in the business area. Several businesses would come here if space could be provided, and the general volume of trade would be increased without damaging competition to the already existing enterprises. It is axiomatic that the greater the volume of trade and the conveniences to handling business, the greater will be the volume for the already established businesses. If Hermiston is to take advantage of its opportunities for growth and leadership in the development of this entire region, it must expand in ideas and spirit of progress.

Compare it, if you please, with other towns you visit. Pasco is stretched over many blocks. Kennewick the same. The Dalles has long distances for the business district. Ask yourself if you know any town anywhere that is so determined to pile itself up around one vital spot. If you have the goods, customers are not so lazy that they will not walk a few hundred

feet to buy your stuff, or find an easier place to park a car. Why not lengthen out, spread out, reach out, grow and expand beyond a country cross roads.

**UMATILLA NEWS**

By Mrs. Glenn Ostrom

The Sophomore class and their advisor, Mrs. Alice Hanson, Mrs. James Byrnes and Mrs. Wm. Kennedy spent Friday in Pendleton where they visited the Woolen Mill, Hamley Saddle Store, Eastern Oregon Hospital, East Oregonian newspaper, Vert Memorial and Museum, and enjoyed the movie, "The Lodger" and bowling.

Mrs. Carter returned to her home in Seattle Monday after spending several weeks here at the home of her daughter, Mr. and Mrs. Frank Magnusson.

The Umatilla chapter O. E. S. is holding a bazaar and cooked food sale at Hull's dry goods store in Umatilla Friday, March 17, beginning at 2 p. m. The Umatilla chapter of O. E. S. is also having a pot luck supper at the Masinic hall starting at 6 p. m. Wednesday, March 15, for members and their families in celebration of their 32nd anniversary with cards and a social hour following.

The next regular meeting of Umatilla chapter O. E. S. will be held Tuesday, March 21, at 7:30 p. m. There will also be initiation and visitors are welcome.

The Pocatons council celebrated its 10th birthday last Thursday with a pot luck dinner. Mrs. John Blair made a three-tier angle food cake. Initiation was held after the regular meeting with Delores Van Schoiack, Katharine Kennedy and John Blair going in.

Mrs. Charles Shannon spent the week end in Portland. Rex Moses returned to his home Friday from the Pendleton hospital where he underwent an operation.

Pendleton visitors Friday were Mr. and Mrs. Art Bousquet, Mr. and Mrs. Winn Thompson and Maxine. Mrs. Annie Edwards, Dale Hiatt, Maurice Priddy, Loran Montgomery, Mrs. Eve Thompson, Mrs. Rex Moses, Mrs. M. Eller, Mrs. Ben Spencer and Mrs. Ken Arnold.

Mrs. Loran Montgomery and infant daughter returned home here from the Pendleton hospital.

Oliver McNabb returned home Saturday from Portland where he spent ten days on business.

Mrs. David Earley and children of Baker are here visiting with her parents, Mr. and Mrs. Charles Hiatt and family.

Mrs. Carl Miller, Mrs. Andy Baldwin, Mrs. David Earley and children spent Monday in Walla Walla. Mrs. Miller moved there Tuesday.

Mrs. Oliver McNabb entertained the pinocle club at her home last Wednesday evening. Prizes went to Mrs. John Nye and Mrs. Albert Vieg. Miss Ellamae Ewing returned Thursday from The Dalles where she visited her mother who has just returned from the hospital after a recent operation.

Mary Margaret Kennedy and a friend, who are attending E. O. N. in La Grande, spent the week end here at the home of her parents, Mr. and Mrs. Wm. Kennedy.

Mr. and Mrs. Bob Johnson and two sons of Spokane visited Monday and Tuesday at the Arzil Smith home.

Mr. and Mrs. Ralph Sulenvon of Seattle spent Friday till Sunday here visiting her sisters, Mr. and Mrs. Arzile Smith and Mr. and Mrs. Jack Hulsopple and her father E. Smith in Hermiston.

Mrs. Dale Montgomery and sons, Mrs. Joe Alcorn and daughter Barbara Tonies spent Monday in Pendleton shopping.

SW 1/4 SW 1/4 less to School, Section 21, Township 4 North Range 28, E. W. M.

R. E. GOAD, Sheriff of Umatilla County.

(Feb. 17-March 16)

**LAND SALE NOTICE**

NOTICE IS HEREBY GIVEN, That the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 2nd day of March, 1944, will, on the 11th day of

April, 1944, at the hour of 10:00 o'clock in the forenoon, sell to the highest bidder for cash at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$60.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit:

SE 1/4 of SW 1/4 Section 16, Township 5 North, Range 28 E. W. M. R. E. GOAD, Sheriff of Umatilla County. (March 9-April 6)

**NOTICE OF LAND SALE**

NOTICE IS HEREBY GIVEN, That the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 9th day of March, 1944, will, on the 18th day of April, 1944, at the hour of 10:00 o'clock in the forenoon, sell to the highest bidder for cash at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$400.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit:

SE 1/4 of SE 1/4 Section 19, Township 5 North, Range 29 E. W. M. R. E. GOAD, Sheriff of Umatilla County. (March 16-April 13)

**NOTICE OF LAND SALE**

NOTICE IS HEREBY GIVEN, That the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 10th day of February, 1944, will, on the 21st day of March, 1944, at the hour of 10:00 o'clock in the forenoon, sell to the highest bidder for cash at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$50.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit:

NW 1/4 SE 1/4 SE 1/4, Section 33 Township 5 North Range 29, E. W. M. R. E. GOAD, Sheriff of Umatilla County. (Feb. 17-March 16)

**NOTICE OF LAND SALE**

NOTICE IS HEREBY GIVEN, That the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 10th day of February, 1944, will, on the 21st day of March, 1944, at the hour of 10:00 o'clock in the forenoon, sell to the highest bidder for cash at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$50.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit:

**OVERLAND GREYHOUND LINES**  
Operated by  
**UNION PACIFIC STAGES**  
now step up  
Wartime  
Bus Travel Efficiency

Through our connections with Greyhound Lines, 70,496 miles of highways and 3,836 additional buses are made directly available to the traveling public.

Overland Greyhound Lines are operated by the same companies who for 14 years have carried more traffic over the historic Overland Route from Chicago to the west coast than any other bus line. Ask your ticket agent for details.

**HERMISTON DRUG CO.**  
Hermiston, Ore. — Phone 2271

**OVERLAND GREYHOUND LINES**  
Operated by  
**UNION PACIFIC STAGES, INCORPORATED**

**Read This . . .**

At the start of the war there were in the hands of the American public 27,000,000 cars and 5,000,000 trucks.



The death rate of the average automobile is over two million a year—making a total of over five million automobiles that have been scrapped since December 7, 1941. All the cars are now at least three years old. The average life of an automobile has been estimated at nine years. Taking all these figures into consideration, should production be stepped up 1 1/2 times at the conclusion of the war in comparison with that in 1941, it will be 1950 before production will be able to meet the demand.

Add to this the fact that there will be millions of American motorists who will be financially able to buy an automobile at the conclusion of the war. Your chances of getting a new car very soon are indeed very slim.



What does this all add up to?

**Take good care of your car now.**



**Charlie Says:**

"We are announcing a new service—now that there are no new cars being made, it behooves us all to take the very best care of the car we now have.

"If you have your car paid for, you can now have a complete rebuilding job done and pay one-third down and the balance in easy monthly payments. Or if your car is now financed by General Motors Acceptance Corp., you may also have your repair work on easy monthly payments."

**Hermiston Auto Co.**

Chas. Hodge, Prop. — Hermiston — Phone 3661

**Everything under control**

**THEY "KEEP 'EM ROLLING"**  
**THE RAILROADS ARE THE BACKBONE OF OFFENSE**  
LISTEN TO "YOUR AMERICA" ON YOUR FAVORITE M.C. STATION EVERY SATURDAY 2 P.M. PACIFIC WAR TIME