

THE GAZETTE-TIMES

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SUBSCRIPTION, \$1.50 PER YEAR

DATE FOR ANNUAL CHICKEN SHOW SET

Morrow County Poultry Association Making Preparations For Big Annual Event in Heppner.

The next annual show of the Morrow County Poultry Association will be held at Heppner January 7th, 8th, and 9th, 1914, and gives promise of being a splendid event.

Last year was the first attempt of the Association to give a show and it was pronounced a complete success by every one. The business of the show was all wound up; the bills and premiums all paid, and the treasurer reports a balance of funds on hand of \$37 to be applied to the expenses of the coming show.

For the coming show the Association will offer six silver cups as special prizes and some of the business men of Heppner are also offering cups and there is to be a large number of special prizes of different kinds, all of which are now being listed up and will be announced later in the paper and in the premium book.

B. F. Keeney, of Eugene, a registered judge of the American Poultry Association, will judge this show. Our show will be ahead of the Walla Walla and Pendleton shows and we can reasonably expect that there will be a good attendance this year of poultry fanciers from outside points who will be making the circuit. Besides this, our local growers have been getting ready for the event and there should be a much larger exhibit than last year.

The premium books are being prepared and will soon be off the press and ready for mailing. The officers of the Association are getting busy with the preliminaries and soon will have the show well in hand, with all details worked out and nothing to hinder its progress and ultimate success.

From now on let us boost the chicken show.

The ladies of the M. E. church south will hold an apron and candy sale on Dec. 20.

Lost—On the streets of Heppner, an elk-tooth hat pin with initials M M engraved on it. Finder leave at this office.

R. H. Warren, for many years a farmer in the Eight Mile section, has taken a three year lease on the Bill Hendrix farm on Heppner flat and moved onto the place with his family.

Minor & Co. had a bunch of fellows at work Friday and Saturday picking turkeys and preparing them for the Portland market. They shipped out 128 turkeys, properly prepared, on Monday.

J. L. Howard, old-time Morrow county resident, was in Heppner the fore part of the week looking after business affairs. Mr. Howard is still interested in Eastern Oregon, tho he has not resided here for a number of years, and he is not sure that he may have to move back here to live.

The turkey market has been well supplied at Heppner for Thanksgiving. Many more people are engaged in this business about Heppner than in former years, and nearly every farmer brought in a supply to be taken care of by the local dealers. What was not needed here was shipped to the Portland market. The prevailing price was 16 cents, live weight, while the purchaser of the Thanksgiving turkey was asked 22 cents for the dressed bird.

OBITUARY.

Thomas Jefferson Carle was born at Fayette, Ohio, Feb. 13, 1840. He was one of a family of thirteen children, being a third child. Mr. Carle served in the United States army from 1862 to 1865 under General U. S. Grant. After leaving the army he was married in the same year to Susana Griffith at Fayette, Ohio. To them were born seven children of which three are now living. They are, A. C. Carle of Shears, Oregon; Mrs. Vicia Sperry, Ione Oregon and Mrs. Nora Holland of Twist, Wash.

Mr. Carle moved to Cass county, Missouri in 1867, at which place he lived until the death of his wife in 1872. At this time he came west to Oregon and remained for about three years, after which he returned to Missouri and was married to Luvinia Beach in 1880. After a short time he again returned to Oregon and resided at Weston until 1883 when he moved to Ione where he resided up to the time of his death.

He became a member of the Masonic Lodge at Heppner in 1890. Later he affiliated with Ione Lodge No. 120 of which he was an active member. Besides a wife, one son and two daughters Mr. Carle is also survived by one brother and one sister who reside at Raymonte, Cass county, Missouri.

"Ignorance Is Bliss; 'Tis Folly to be Wise."

"Ignorance is bliss" is an old saying, trite but true, and is just as true now as it was a few years ago, before basket ball came into such prominence as a game of amusement as well as a form for physical development.

Men are ever prone to engage the fond gaze of the public eye. As has been said, "There are men who are born great, some achieve greatness, while still others have greatness thrust upon them." I might add to this that there are still others who assume greatness in the natural course of events; the only logical men who can fill any position where there appears a vacancy. These men do not attain knowledge. It is taken for granted that they already have it. They have to pass no examination, no questions are asked these public benefactors who are ever ready to step into the public limelight.

We have such men as I am mentioning, right here in Morrow county. Yet these men have additional peculiarities. They have that failing of not being able "to get away with it." They go in to the fray with a blow and a bluster and then when they run up against someone who knows more about the game than they do, they have to stop and gasp "now what's the gag." After all they come to the conclusion that "tis folly to be wise." For they have realized that every time they have opened their mouths they have displayed their ignorance to just that much greater extent. Do you get me Steve? Arthur R. Crawford.

Vaughn & Sons, hardware dealers, have made a specialty of handling the DeLaval cream separator, and during the past year have supplied many of our farmers and ranchers with this excellent piece of machinery. W. O. Bayless carried one out Saturday and will henceforth handle the milk production of his farm in the proper manner.

John Piper, prosperous farmer of the Lexington section, was doing business in Heppner Monday. Mr. Piper is feeling good over the crop prospects. He has always been a successful farmer and made money, even through some of the poorest years we have had; has always had lots of faith in Morrow county and thinks more of our country than ever at the present. There is room for many another farmer of Mr. Piper's class.

\$100 Reward.

I will pay \$100 for the arrest and conviction of the party or parties stealing my cattle. My cattle are branded M C on right side, and have right ear split. James Carty.

PATENT ADVERTISING NOT BENEFICIAL

Advertising, like all other lines of business, is subject to graft. The graft may not be so apparent as in other things, but it is there just the same, and no one suffers more from the evil effects of its misrepresentations than the country merchant.

The Gazette-Times is not complaining about the use of patent advertising so far as the space used in the paper is concerned, but there are several reasons for urging the advertiser to study the matter to the mutual benefit of his business and the newspaper.

The advertising columns of the paper are as much a part of the news service as the local and editorial columns. A large per cent of the readers will start in on the ads first (especially is this true with the ladies, for much of their shopping is directed through the medium of newspaper advertising) and the merchant should make it a point to have something of interest each week, something new and attractive that the reader may not lose interest in his space. If the editor should form the habit of letting news matter run week in and week out without change, or, on the other hand, should he use nothing but "boiler plate," (patent news so to speak) how long do you think the people would continue to read his paper? As with the editor, so it is with the advertiser. The people want to know what is going on in the business world and their most profitable source of information is through the advertising columns of the local paper. But they want that news in the form of a personal note from the merchant himself. What some ad writer back in Chicago or elsewhere has to say regarding the local business house can not deal with local conditions any more than some reporter in Portland could furnish the Morrow county news each week to the Gazette-Times. Personal appeal is very essential in advertising. But it is one essential which is seriously lacking in the patent ad.

Now comes the direct argument against the use of the patent ad. It has been shown that that class of advertising is uninteresting to the reader and therefore unprofitable to the user. In the first place, when the local man contracts with the Chicago house for his advertising he is contributing to the support of a concern which has no interest in Heppner, never spends a red cent with the local dealer or in the town, and is by no means essential to the newspaper world. The merchant will be better paid ten times over to drop the patent stuff and devote the money expended for his copy to the purchase of additional advertising space in the local paper and do some of the kind of advertising that pays. The local paper will appreciate it and strive to build up a bigger circulation and otherwise assist to make the advertising a profitable investment. The merchant himself will take a keener interest in his business if he is using his own brains in formulating his weekly message to his customers. He will soon arouse to the fact that he has something to sell and will take pleasure in describing articles, quoting attractive prices, and otherwise inviting the patronage of his readers. The merchant can not command the interest of the buying public until he displays the right kind of interest in the business himself. If he would have the people of his community drop the mail order hobby he must put himself in the proper light. If he is using "catalog" ads he can't complain if his customers use "catalog" goods. He must drop the kind of ads that say "our goods are always the best," and get right in with the proof positive. The cost is the thing most of us are interested in and the house which has the advertised price list has the strongest hold on the confidence of the buying public.

Think it over, Mr. Merchant. If you want to save money on your Fire insurance, see Smead. If

HEPPNER STREETS TO BE MACADAMIZED

1914 Plans of City Fathers Includes Purchasing of Crusher and Oil Sprinkler.

The 1914 program as mapped out by our city fathers, will include much street improvement. According to reports that come from the proper source, the city will buy a rock crusher and an oil sprinkler. The big improvement of the year will be the straightening out of Main street which will mean the blasting out of the rock bluff which obstructs the street at the south end. The rock from this bluff will be crushed by the new crusher and put on Main street and several cross streets and the final result will be good macadamized streets for Heppner.

These improvements are to be carried out without a tax levy, as the funds now on hand and what will be received during the year from licenses will be all that is required to meet running expenses for the year, as well as make these substantial and much needed improvements.

Resolutions of Condolence.

Whereas the Ruler of the universe has called from our midst our beloved Brother, O. P. Hendriksen. While we as a body of Eternal Sisterhood realize our inability to reverse the decree of the Most High, that the family has lost a kind and affectionate protector who during many days of suffering showed nothing but devotion and kindness to them.

Be it resolved that San Souci Rebekah Lodge No. 33 has lost an honored member, the community as well that the heartfelt sympathy of this lodge be extended to the family of our deceased Brother in their sad bereavement.

Resolved that a copy of these resolutions be spread on the records of this lodge; that a copy be published by the Gazette-Times and a copy be sent to the bereaved family; that the Charter of this lodge be draped in mourning for a period of thirty days, in memory of our deceased Brother.

Margaret D. Justus
Millie Reed
Olive L. Frye.
Committee.

Ione School Notes.

School will be closed Thursday and Friday for the Thanksgiving recess. Meurl and Ray Blake and Farra Reed have been doing some work in agriculture on their fathers' ranches. A new outline map of the U. S. has been purchased for Miss Burr's room. It will be of much help in the study of history and geography.

Miss Lena Senksa's room will give a program appropriate to the season on Wednesday at 2:30 p. m. All parents are cordially invited to attend. Because of the early darkness, school will be dismissed at 3:30. No time is lost to the pupils as a few minutes rest period will replace the recess.

Our attendance for the past month has not been as good as we might wish. Many of the pupils have had the measles and others have had work outside which necessitated their absence. We hope that next month all may be able to attend regularly.

Several of the best magazines have been ordered for the reading table which is already provided with The Literary Digest, Sunset, McCall's, Daily Oregonian and others. We are glad to note that the pupils are making such good use of this means of securing a broader education.

No Joke.

The public will take notice that from this date on hunting and fishing will be absolutely prohibited on my Mountain Valley farm. This is no joke and any further trespass of this nature will cost somebody money.

Dated at Heppner, Oregon, this 25th day of November 1913.
W. O. Minor.

Notice to Patrons.

All users of water and lights are hereby notified to settle their unpaid accounts by January 1st, 1914. If this is not done the service will be discontinued. We need the money.
Heppner Light & Water Co.

My! What a nice picture of baby, right in its crib. Sigsbee made it; read his ad.

Beach and Allyn of Lexington wish to announce that they have secured the services of a first class workman and that hereafter they will be better able to serve their customers.

SCHOOL NOTES.

By Supt. Notson.

Last week I visited three schools, the first of which was the Blackhorse school, presided over by Miss Nettie Davis. Eighteen pupils were present. The school will give an entertainment Friday night to raise money with which to purchase a new organ. This school is well equipped with the necessary apparatus. There is a good well on the premises. The outbuildings have been put into good condition. The teacher and pupils have done some work toward leveling the yard, and the patrons will continue the work with teams and scrapers soon.

The next school I visited is in District No. 42, and is under the direction of Miss Zettie Stephens. The light comes from the left and rear, and the windows are entirely above the level of the pupils eyes. An excellent jacket has been placed around the stove. Window boards will be provided within a few days, and the foundation will be repaired so as to shut out the winds from under the floor. The water supply is kept in a closed tank, fitted with a faucet. This school has two fine flags, one of which was won in the school children's parade at the fair. Miss Stephens uses an excellent device for teaching the combinations to the small pupils.

The next school is in District No. 34. La Roy Jones is at the helm. The school is held in one room of Walter Crosby's house, but it is expected that the new schoolhouse will be ready for occupancy before many weeks. I arrived at the school about two o'clock. Mr. Crosby must have had a telephatic message informing him of my coming, for he had a fine chicken and a lot of dumplings on the stove and almost ready to be served. He invited me to assist him in disposing of them, and I made a record. Nine pupils were present at the school. All were diligent and are making good progress in their work.

Dr. Ralph T. Knight of Lincoln, Neb., in discussing the ways and means of improving the sanitary conditions of school rooms, says: Provide for indirect ventilation, never permitting, even for a few minutes, a direct draft to strike a pupil who is sitting. Use a sweetening compound. There is no more potent agency for carrying disease germs than dust. Always have a humidifier or tepot of water on the stove or radiator. This insures a supply of moisture in the air, which is a matter of prime importance. Never have the school room above 68 or 70 degrees, and keep the temperature even. Health is the first requisite of efficient work.

Something new in photography; read Sigsbee's ad.

EIGHT MILE.

Well here we are again, had you missed us. We were just waiting for something to happen worthy of mention and we have it at last. It came to us last Friday morning, about one half inch of snow, the first of the season. There was just enough to make us think of our winter's wood and wonder what we had done with our summer's wages. However, the snow is all gone now and farmers are finishing their plowing and seeding just as if nothing of a very serious nature had happened.

Oscar Keithly and wife were Ione visitors Sunday.

W. B. Ward and family have moved to Lexington for the winter.

Emerson Keithly and family visited at the home of C. E. Jones Sunday.

Early sown grain is looking fine and the weather is fine for plowing and seeding. We look for a big crop next year as conditions were never more favorable.

The young folks of Eight Mile have organized a chess society. They meet Saturday evenings. Everybody come out and assist the young folks in their efforts to better social conditions in this community. It will do you all good.

Best for Christmas: PHOTO-GRAPHS. Read Sigsbee's ad.

For Rent.

The C. A. Rhea ranch on Rhea creek, consisting of 2,000 acres; either the whole tract, or divided in two ranches, and

The J. P. Rhea ranch, also on Rhea creek, consisting of 2,000 acres. Call or write, E. D. Reed, Wm. Hughes, and T. J. Mahoney, Trustees, Heppner, Oregon.

More autos destroyed by fire than any other war. Protect yours by getting a policy of Smead. None as cheap. None better.

CECIL AND IRRIGON NOTES OF INTEREST

Items of More Than Passing Moment as Sent In By Our Correspondents.

FROM CECIL.

Mrs. John Nash was an Arlington visitor last week.

H. S. Ewing was a passenger to Heppner Monday evening.

L. E. McEee left Tuesday morning in his auto for a few days stay at Pendleton.

Dr. J. B. Sennett was a business visitor in Ione Monday, returning Tuesday morning.

Mrs. Brewster and Mrs. Williams returned Tuesday to their home at Ridgefield, Wn., after spending a week with their sister Mrs. Miller of this place.

Mrs. "Wid" Palmteer and little daughter Clea left Sunday for an extended visit to her parents whose residence is at Jasper, Lane county. "Wid" accompanied her as far as the Junction.

Mr. and Mrs. Thos. Lowe and family, lately from England but now of Heppner arrived Tuesday morning and will visit Mrs. Lowe's brother, Jack Hynd and family. Mr. and Mrs. Lowe expect to locate in the United States.

J. D. Weed and family of Condon came over in their auto and spent Sunday with Mr. and Mrs. Robert Wilson, at Rhen Siding. J. D. is now a full fledged lawyer having passed the last state bar examination at Pendleton and lately purchased the Parman law library and begins fully equipped for business.

Mr. Dan Nash arrived Friday from Robertson, Wyoming on a visit to his brother Peter Nash Sr. of this place and other relatives. They had not met for 31 years. Mr. Dan Nash is the youngest brother and was but 19 years old when Mr. and Mrs. Nash saw him last. Now he is quite grey and was not recognized until he made his identity known.

Another one of those fine dinners occurred at Mr. and Mrs. W. B. Ewing's Sunday in honor of W. B.'s 52nd birthday. About 50 neighbors and friends were invited to partake and a most enjoyable time was had. The afternoon was pleasantly spent conversing, and singing was indulged in. May Mr. Ewing experience many happy returns of the day.

IRRIGON.

Something new in the line of gasoline lamps is going the rounds of town by the hand of an enterprising agent.

Mr. Jones was down here last week with a battery car recharging batteries for the signals on Emmet McCoy's division.

Lew Roderick is in town visiting old friends and attending to some business matters. Mr. Roderick is an old time resident of Irrigon. The work on the roads is suspended now indefinitely. However they have been put in pretty good shape already for some distance east of town.

L. M. Davis is making improvements on his place now by leveling the hill around the house. Last winter he made a new basement and some other general improvements.

HIGH SCHOOL NOTES.

A short Thanksgiving program was rendered by the school on Wednesday afternoon.

The school is now expecting a visit from Supt. Notson. His visits are eagerly looked forward to by the whole school as events in the school life.

Miss Hill's pupils are learning the art of singing. They try as hard to make music in the air as the larger ones do and needless to say succeed far better.

The library is gradually assuming an aspect of being taken care of. The lost books are being returned and soon our library will be as progressive as ever.

Nearly all the larger of the boys are undergoing the agonies of hair cutting. The operation has varying effects on the different ones, for instance some look decidedly better and on the other hand some look well.

That the geese are flying low is proven by the great tardiness and absence of the high school boys. The list of absent and tardy ones this week and last are: Harry Lester, Warren Corey, Jesse and Fred Davis, Guy Corey and Frank Doble.

Claud Cox has purchased the H. B. Rankin place in northwest Heppner and will soon take charge of the same. This is a nice place for a home and Mr. Cox is to be congratulated on his good luck in getting hold of it. He will now have room to raise all the White Wyandottes he wants.

Supt. Rankin of the Heppner Forest, departed for his new field of labor on Tuesday. Mr. Rankin goes to Eugene and will have charge of the Sienlaw Forest. His family will join him later.