

People who spend money in newspaper advertising find that it pays to invest in that way. The largest advertisers will invariably be found among the most successful business men as anyone can perceive by consulting the advertising columns of the daily newspapers. For, it is in the newspapers that the best results are obtained by advertisers. This fact has often been brought out by the experience of advertising agents of the railway companies who recently expressed their conviction that the most valuable advertising medium is the newspaper. The Fourth Estate comments on this expression as follows:

When the railroad advertising agents met in Chicago the other day and deliberately declared as the result of their experience that the newspaper was the best medium for advertising they simply voiced the opinion of thousands of business men all over the world.

And yet not a day passes that some new form of publicity is not brought to the attention of the public. Some of these have merit and accomplish their purpose, but they are few in number and of only temporary worth. Nineteenths of these advertising schemes are absolutely worthless, and the only persons who get a dollar out of them are the originators who are smart enough to catch customers.

The reasons why the newspapers are the best mediums for reaching the people and securing business is that they come into closer touch with the public than any other kind of publications.

When a man takes up his favorite paper to find out what is going on in the great busy world about him he cannot avoid seeing the advertisements contained in it. Whether he needs any of the articles advertised or not he is impressed by the announcements and remembers them.

The railway advertising agents have realized that no other form of advertising receives as general circulation or attracts as much attention as newspaper advertisements. This is because nearly everybody reads the newspapers and because people who want information concerning stores, railways, theaters, etc., are likely to consult the newspapers. The newspapers are their most handy business directory and the advertiser who realizes this fact is sure to profit by it.—Spokane Review.

WHILE Admiral Dewey is an extremely modest man, he has no mock modesty. Having decided to accept the home for which money has been donated, he told the committee in charge of the fund, that he preferred they buy a house, and furnish it complete, so that he could just walk in and hang up his hat, because he would like to utilize it this winter, in entertaining his friends; he also gave the committee very explicit directions as to where he wished the house to be located. Before leaving Washington for New England, Admiral Dewey accepted an invitation to go to Atlanta, Ga., about Nov. 1st, and re-engaged quarters at the family hotel in which he lived when last in the city, which he will occupy when he returns, until the committee buys him a house. The Admiral expects to be in Washington when President McKinley returns, which is likely to be about the 20th inst.

The only thing that could possibly cause this government to offer to mediate between Great Britain and the Transvaal republic, would be for the former government to join in the request already indirectly made by the latter. The government will maintain a strict neutrality. In notifying the government of the Transvaal republic that the United States could not recognize General James O'Beirne, of New York, as its diplomatic representative, the department of state simply followed a rule as old as our government, not to allow an American citizen to diplomatically represent a foreign country at Washington. This rule was emphasized by the secretary of state as early as when

that portfolio was held by Thomas Jefferson, and latter by Secretaries Fish and Everts. Gen. O'Beirne is now in Washington. He has been received at the department of state, but simply as any other American citizen would be received, not as the diplomatic representative of the Transvaal republic. Ex-Secretary Sherman said of the suggested mediation of the United States: "I do not think the United States ought to seek in any way to interfere. We are too far away, and we should not involve ourselves in a controversy that might lead to war," and representative Burton, of Ohio, said on the same subject: "I think it would be a very serious mistake for this government to offer mediation under existing circumstances."

MORROW COUNTY STILL AHEAD.

Mountain Valley Short Horns Take the Lead—Recent Winnings Make Them the Pioneer Herd of the Northwest.

In a recent issue we gave the winnings of W. O. Minor's Mountain Valley show herd at Salem, and as this breeding establishment is one of the most important industries of our county, all loyal citizens will be interested in a detailed report of their winnings through the circuit, especially as they added fresh laurels at each show.

At the Washington state fair at North Yakima, he won 1st on aged bull with the massive red Governor Clough. He had no 2-year-old bull. At this fair there was no calf class, everything under 2 year olds competing together. Here he won 2d prize with the roan calf Oregon Champion, which the judges said they would have given the 1st prize had he been shown in a little more flesh. The 2d prize on 2-year-old heifers was taken with Gay Mazarka 12th, and 1st on yearling heifers with the handsome red calf Mina, that afterwards won the junior championship for best female under two years old. Second on aged herd and 2d on young herd; 1st and 2d on four animals, the get of one bull, and 1st and 2d on two animals the produce one cow.

At Spokane, Governor Clough was again 1st in the aged bull class, and Collision, the handsome roan yearling imported last spring, was 1st in his class, defeating Ladd's two roan yearlings imported from Canada, and Metzker & Cleungard's roan recently purchased in Wisconsin. Oregon Champion was again 2d in calf class.

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Governor Clough was 2d for bull championship and with two months more feeding would have won the coveted cup. The 2d prize on herd was won by Mr. Minor, the fine herd of Herefords of Mr. Spilawa's being unplaced. Mr. Minor's prize winners, with the exception of the two bulls, Governor Clough and Collision, were all home bred, while Mr. Ladd's herd were nearly all imported Canada prize winners, having along only two of their original herd. Considering this and the fact that he defeated six of their Canada prize winners, all but their white cow and 2-year-old heifer, it is certainly a great victory for the Morrow county Short Horns.

SHOT AND KILLED.

Henry Overholt Killed at Monument by Frank Bowman.

From Mr. H. A. Murphy, the Monument merchant, we obtained the following: Yesterday several young men congregated at the store inspecting and targeting rifles, when Henry Overholt came in challenging them to shoot with him at the targets, he taking a revolver from his pocket. Frank Bowman responded by picking up a 22 calibre rifle which he had just put down unloaded, as he supposed after throwing back the lever, and buttingly they pointed their guns at each other, and Frank's gun on touching the trigger went off with a report the bullet entering the shoulder of Overholt. The doctor was summoned at once and administering an anesthetic probed for the bullet and decided that the wound was of no serious consequence, but the shock to the system was such that Mr. Overholt never regained consciousness and expired. Before the operation he exonerated Mr. Bowman from any intent to injure him and attributed it entirely to an accident. Both parties are well known in Heppner.

Mausers and Springfield.

Gilliam & Bisbee have on exhibition a Mauser rifle, of which we have heard so much. The Baker Republican speaks of them thus: The Mauser rifle to be used by the Bers against the English is the same weapon the Filipino insurgents used against the American volunteers. It is one of the best magazine rifles made, and has even a smaller caliber than the Krag-Jorgensen used by our regular army. The ammunition is the best quality of German smokeless powder. Against this our volunteers were pitted with the old fashioned, single-filled fire large calibre Springfield, with only about half the range of the Mauser, and with a black powdered ammunition, which made a cloud of smoke easily seen by the enemy, and which obscured the vision of our own men. In his lecture Captain Walls showed pictures of volunteers fighting with this superior armed enemy and driving them from heavy intrenchments.

HE MERELY DIDN'T THINK.

Used to let his poor old mother go and carry in the wood; She was just a packhorse for him, but he never understood; Never thought of bringin' water from the spring down by the lane; Or of helpin' her to gather in the clo's before the rain; Let her keep a-waitin' on him, though her back was achin' so; 'Twasn't cause he didn't love her—he just didn't think, you know.

Then he went away and married—left her livin' there alone— 'Course his wife she didn't want her—she had people of her own— And he carried in the kindlin' and he built the fires, too; And, to tell the truth, I dunno what there was he didn't do— Had to hustle, now, I tell you! Got to thinkin', too, at last, That he might have been a little mite more thoughtful in the past.

GRANT COUNTY NEWS.

Blue Mountain Eagle.

Frank Sloan was over from Heppner Saturday. He was after beef cattle and reports them hard to find, owing to many buyers having been in this section of country prior to his arrival.

James Shields and wife, residents of the Pine creek neighborhood, passed through town Tuesday, enroute home from Heppner, where they had been to do their fall trading.

W. O. Cummings, of Mount Vernon, left for Chicago with several cars of beef cattle, some ten days ago, which he will market in that city. He was accompanied by Dick Hall and Tom Wilson.

Mrs. E. O. Woodall is having her sawmill in this city moved to a site on the road to Susanville some three miles this side of Slide creek, and in the midst of a fine section of timber. W. B. Lively is superintending the removal of the mill and expects to have it running in a very short time.

Our citizens were somewhat surprised Thursday morning to find that 12 inches of beautiful snow had fallen during the night, and to all appearances winter was at hand, but at the hour of going to press the snow was rapidly melting, and, if all signs don't fail, will soon disappear.

Frank Kahler, the accommodating postmaster of this city, left of Sunday night, stage for Pendleton, where he will visit a few days with relatives, prior to his departure for Seattle to welcome the home-coming of his soldier brother, Ross Kahler, who will return from Manila in a few days with the Washington volunteers.

Rodney McHaley, of Prairie City, was in town Monday. He was enroute to Pendleton with 200 head of fine beef steers, which he will deliver to an agent of a Seattle firm of butchers, Neal Daly and several other Prairie City boys were assisting in driving the cattle.

A young lady of this city sat on the front porch for two hours the other night waiting for a kissing bug to come along. After waiting when her parents were safely in bed, the bug came. He was five feet and some inches tall, weighing about 135 pounds and smoked cigarettes. Her lips were not swollen a bit the next day.

The races at Prairie City last week were well attended and a score of fast horses competed for the purses here. The following named horses were the winners: Three-eight dash, Gold Bug won, Blanche second; half-mile dash, Black Rose won, Jimmie G second; three-eighths special, Bob Wade won, May W second; quarter mile dash, the between Humming Bird and Peter G, purse divided; three-eighths consolation, Jimmie G won, Daisy Downer second.

Mrs. Ellen Keeney, wife of T. B. Keeney, of this city, died on October 8, 1899, of spinal meningitis. She was a most estimable woman and her death was regretted by every one who knew her. The funeral services were held in the M. E. church at 10 o'clock a. m., Tuesday, October 10th, Rev. L. H. Powell officiating. After the sermon a large concourse of sorrowing friends and relatives followed the remains to the cemetery. She leaves a husband and two daughters, who have the sympathy of the entire community in the loss of a devoted wife and mother.

Farewell to Professor Saling.

Friday afternoon Professor W. L. Saling closed his connection with the public schools of Sumpter as principal, and left for Heppner Sunday, where he will make his future home. To show their appreciation of the gentleman, Mrs. Tedrowe and Mrs. Steffens gave an entertainment at the Capital hotel Saturday evening, complimentary to the professor. Only a few intimate friends attended, among whom were Professor Saling, Dr. and Mrs. Tape, Mr. and Mrs. Ellis, Mr. and Mrs. Steffen, Mr. and Mrs. Tedrowe, Miss Spaulding, Miss Myers, Mr. Jewitt, Mr. Manning. It was late in the evening before the guest was notified that his presence was desired; and when he was ushered into the parlor, where his friends awaited him, he was invited into the dining room where a most elaborate spread was displayed. After the refreshment the party adjourned to the parlor and spent the remainder of the evening in singing, music and social intercourse.—Sumpter Miner.

A Great English Statesman's Secret.

The secret of a celebrated English statesman's long life was his systematic way of eating. Every bite of food was chewed thirty times before swallowing. The result was he naturally enjoyed good health. Most men and women bolt their food, and eat things which were never intended to be eaten. They become constipated, have a bad complexion, lose flesh, are irritable and nervous, and the first thing they know they are "played out." It is gratifying to know that Hostetter's Stomach Bitters cures stomach troubles. It is a purely vegetable medicine that has stood the test of many years. It cures cases which seem to be hopeless. Sufferers from any disorder of stomach, liver or bowels should try it.

The Gazette only \$1.50 a year.

Stylish and Serviceable Outer Garments FOR MEN



WEAR THE FAMOUS Minor & Co. GUARANTEED CLOTHING

Minor & Co., Heppner, Oregon.

GOLD GOLD GOLD

You can save it by trading with Gilliam & Bisbee

Who carry a COMPLETE LINE Of Heavy and Shelf Hardware, Graniteware, Tinware, Agricultural Implements, Wagons, Hacks, Etc., Pants and Oils (the best in the world), Crockery and Glassware.

Give us the cash and you can get as good and as many goods from us as you can get laid out in Heppner from anywhere. This we guarantee.

Teachers Reading Circle.

The following program has been arranged for October 23d: Miscellaneous business, 5 minutes; Psychology—Intellect, page 31 to Sense Perception, page 38, conducted by Mrs. Kats D. Steeves, 20 minutes; quotations from Irving, 10 minutes; song, male quartette, 5 minutes; Thansopsis, Miss Anna J. Balaiger, 20 minutes; synopsis of Rip Van Winkle, Supl. J. W. Shipley; synopsis of Alhambra, Mrs. J. D. Brown; committee work, 10 minutes.

\$50 REWARD

Will be paid for information leading to the arrest and conviction of any person stealing horses branded on left shoulder with shield under bar. OLIVER PEARSON, Eight Mile, Or.

ACETYLENE GAS.

Be independent of gas and electric light corporations and own your own lighting plant. The National generator does not have to be cared for other than once in 15 days. It is positively safe and recommended by all insurance boards. We light residences, churches, stores, factories and towns at 40 per cent less than other systems with double the illumination. To responsible parties will ship machines on thirty days trial. Send for free booklet on Acetylene gas. We want good agents.

21. NATIONAL ACETYLENE GAS CO. Buffalo, N. Y.

ASSESSMENT ROLL.

Summary of the Assessment Roll of Morrow County for the Present Year.

Table with columns for Acres of tillable land, Acres of non-tillable land, Improvements on deeded land, Town lots, Improvements on town lots, Improvements on land not deeded or patented, Miles of Telegraph and Telephone, Miles of railroad bed, Merchandise and stock in trade, Rolling stock, Farming implements, Money notes and accounts, Household furniture, Horses, Cattle, Sheep, Hogs, Exemptions, Total amount of taxable property.

Now is the time to pay up your subscription to the Gazette.

Drugs. The largest and best selected stock in Morrow county. Paints, Oils and Glass. A full stock. Jewelry. A fine stock to select from. Kodaks. Supplies of all kinds. Stationery. The very latest. CONSER & WARREN.

Fresh Fruits Vegetables Fancy Groceries. When you want anything to eat you will find it at Ed. R. Bishop's, Successors to P. C. Thompson Co. Headquarters for Guns and Cartridges.

Whitman College. FOUNDED IN 1859. In memory of Marcus Whitman, M. D., patriot and martyr. Highest Standards—Able Faculty—Thorough Work, Classic, Scientific, Literary Departments. Conservatory of Music. Piano, - Voice, - Organ, - Violin, - Viola, - Guitar, - Mandolin, - Etc. A PREPARATORY ACADEMY, with Four Years High School Course. Receives Students above Eighth Grade.... Magnificent Buildings Healthful Surroundings Ennobling Influences. For information or catalogue, write to the President of Whitman College, Walla Walla, Washington.

Medicine. To be effective must be good. Accurately prepared from materials of good quality and in good condition. We are Careful. At every step—taking nothing for granted, and the result is a perfect preparation. Stationery. A full line of tablets and choice writing paper. Also school tablets, slates, pencils, sponges, pens, penholders, ink, etc. Rubber Goods. As fine an assortment as you can find in any store on the Pacific coast, at astonishingly low prices. Seeing is Believing—Call and See. Photographers' supplies of all kinds. Dark room in rear of store free to all amateur photographers. Call and investigate. PATTERSON & SON, Up-to-date Druggists.

Flour—Flour. The Heppner Flouring Mill Co. Have perfected arrangements to run the mill permanently. They have secured the services of a first-class miller, and wheat sufficient to make and keep on hand a permanent supply of Flour, Graham, Germ Meal, Whole Wheat, Bran and Shorts. Of the very best quality and guarantee to give satisfaction. We are here to buy wheat and exchange with the farmers, and solicit their patronage. Heppner Flouring Mill Co., Heppner, Ore.