

The Heppner Gazette

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Warnock & Michell.

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Don't forget to write it 1903.

It is easy to make New Year resolutions but they are already beginning to weigh heavily.

The annual edition of the Oregonian is a 48 page paper full of valuable information pertaining to Oregon. It should be widely distributed for it will do much good in advertising the resources of the state.

The GAZETTE has received many compliments on the New Year number of the paper. The price is only 5 cents; can't you think of a friend in the East who would like to hear all about Morrow county.

The Portland Journal has advanced the theory that Portland could afford to open the Columbia river for commercial advantages to that city. This is a good idea if nothing more. If Portland and the Inland Empire would pull together on this proposition, the river will be opened. This gateway should be unlocked. Eastern Oregon is ready now to help unlock this barrier.

The near approach of the Oregon legislature brings forth a great amount of discussion of the ever perplexing question of taxation. The East Oregonian believes in raising the value of property. While there is inequality in the present system of taxation, it is a stubborn problem. To be dealt with properly will require the labor of a competent commission.

In Colorado an idea can be gained of what irrigation means to the West, for here about 2,000,000 acres are cultivated by means of water supplied from canals and reservoirs, and statistics again show that the yield of the soil is almost, if not fully, equal in value to the entire product of the silver mines of the state, says the American Wool and Cotton Reporter. Yet every acre, prior to irrigation, was included in what is termed the arid territory. But far more acreage than has thus far been reclaimed is available for agricultural purposes in Colorado, and the plans of the government include additional water storage in this state. A portion of the surveys which are now being made in the West for irrigation purposes are within the boundaries of Colorado, but not less than 13 parties have been sent out by the Department of the Interior to secure addition data for sites of dams and canals which will be constructed in the near future. Some of the principal projects which have already been decided upon by the government may be mentioned, which will give an idea of the vast scope of the plans. The Gila river, near San Carlos in Arizona, will be dammed and an irrigation system constructed, which is estimated, will cost fully \$1,000,000, including the canals and reservoirs. It is believed that at least 150,000 acres will be reclaimed by it. The waters of the St. Mary's river in Montana will also be diverted to serve 500,000 acres in that state by an elaborate irrigation system, while in addition to Colorado, California, Nevada, Washington, New Mexico, Kansas, Texas and Oklahoma Territory will be included in the work of reclamation, and

probably within the next ten years the present irrigated area will be fully doubled if not trebled in extent. But fortunately, perhaps, the work of changing these desolate lands into tracts fit for habitation will necessarily cover a period of years, so that agriculture and general business can be gradually adapted to the change which irrigation will work.

About Advertising.

In advertising, a good name is more to be chosen than great riches. It is really the end of advertising. Over and over again the sages who write advice tell the business man that he must never let up on his publicity—that to be effective it must be continuous. Why? Simply because the effect of each ad, even in general campaigns, is a limited thing. Results may come from advertising a year after the ad was printed, but there is bound to be a time when the ad dies. The only thing that lives as the result of wise advertising, coupled with able, honest merchandising, is reputation—the good name.

It is the most valuable asset that an advertiser can acquire—the only asset that he can show for his expenditure after immediate returns are in. If the appropriation isn't translated into reputation it is largely wasted, save for the transitory returns. Reputation is the interest on publicity. It gives a basis for future operations. It is the thing of which much has been said lately—cumulative effect. Unless publicity has this cumulative effect it is as transitory as a tale that is told.

Each separate ad in every campaign must do its share toward spreading knowledge about the worth of the goods, if it is a general campaign, and about the store policy if it is a local retail campaign. There are no accurate statistics in the matter, but it is safe to state that rather more than half of all the successful publicity being printed today in magazines and dailies is directed solely to the creation of a good name for the house that pays the space bills.

The Gorham Company's silverware advertising never mentions prices. It seldom describes a definite article. It does not even offer a booklet, but simply asks the reader to remember the word "Gorham" in connection with silver, and to step into his local jeweler's when he has the time and see the solid, artistic, beautiful things that it represents. At all times there is a steady current of magazine publicity behind the name, and at intervals the Gorham Company spends \$50,000 or \$100,000 in dailies to the same end.

The reputation of the Wanamaker stores is the underlying motive of each individual bargain advertised in the daily ad. Run through the pages of any magazine or any prominent daily paper and the proportion of advertisers who make reputation the main purpose is really three to the single advertiser who seeks only immediate relief. The advertiser who relies on the building of reputation is in dailies and magazines year after year, and the name and good will of his business is appraised in the hundreds of thousands of dollars, and even in the millions, when he sells out to retire. The advertiser who seeks simply the immediate returns from month to month inevitably disappears after a season, and the place that knew him knows him no more. Therefore, if you advertise let your publicity, be directed toward the creation of a good name that nothing can withstand. Make it a tradition.—Printers' Ink.

Floods on the Sound.

Seattle, Jan. 4.—White River overflowed its banks near O'Brien Station, four miles below Seattle, at 3 o'clock this morning. The people of the town not fearing disaster, had retired last night, but were awakened by the water, in many cases creeping into their beds. Orilla, a town on the White River, two miles above O'Brien, was also flooded but the people were warned and many of them left their homes and secured

FIRST ANNUAL PRE-INVENTORY CLEARANCE SALE

This is not a gigantic or a colossal or a phenomenal sale. It simply means that we have some lines of goods that we are anxious to close out and are willing to cut the price so that it will be an object for you to buy. Every department on the main floor has some splendid bargains to offer you.

A CLEAN-UP ON SILKS

in fancy waist patterns, short lengths, plain, solid and stripes of Talletas, Peau de Soie, Gros Grain, Japanese, etc. Four yard waist patterns, \$1.00 per yard quality, now \$3 a pattern; some \$2.75 and as low as \$2.50. These are not old silks, as you will see at a glance.

\$1.25 quality silk	marked down to	75c
1.00 " " " "	" " " "	65c
.85 " " " "	" " " "	55c
.75 " " " "	" " " "	50c
.50 " " " "	" " " "	35c
.35 " " " "	" " " "	25c

Short lengths are marked at ridiculous prices.

BOYS SUITS

Ages 3 to 15.

Two and three piece Suits—Knee Pants.

\$1.50 quality, now...	\$1.00	\$3.75 quality, now...	\$2.50
1.75 " " " "	1.00	4.50 " " " "	2.75
2.50 " " " "	1.50	5.50 " " " "	4.00
3.00 " " " "	2.00	6.50 " " " "	4.25
3.50 " " " "	2.25	7.00 " " " "	4.75

Boys 3 piece suits—Long Pants, ages 10 to 17.

\$5.00 quality, now...	\$3.75	\$7.00 quality, now...	\$4.75
6.00 " " " "	4.00	8.00 " " " "	5.00
9.00 " " " "	6.00	10.00 " " " "	7.50

Boys Knee Pants, 50c, 75c and \$1.00 quality, now... 25c, 40c
Boys Long Pants, \$1.25, \$1.50, \$2.00 and \$2.50 quality, now... 75c, \$1.00, \$1.25 and \$1.50

The Dress Goods stock has bargains to offer, such as have not an equal.

SHOES. We haven't the space to quote prices, but if you want to lay in a supply, now is the time.

MEN'S AND YOUTHS SACK AND FROCK SUITS

These are broken lots, but are full in all sizes. They are down to quick-selling prices, and in a short time you may find trouble in getting your size.

Minor & Co. | Minor & Co.

places of safety before the rushing waters had surrounded their homes. At O'Brien, however, little children, women and men were imprisoned in their homes with eight and 10 feet of water about them.

A relief train was ordered from Seattle, and on arriving with boats, the rescuing party found several families the women and children of which were huddled on chairs and tables in order to keep from the water that was more than two feet deep on the floors. All persons were taken to places of safety. No lives are reported lost, but much household belongings, fences and some buildings have been ruined or lost. Tonight the floods are subsiding and no further danger is feared.

Not since 1869 have there been such floods in the White River Valley. The present one was caused by the recent nine days' rain and the chinook winds, which melted the heavy snows in the Cascade Mountains, discharging the tributaries of the White River.

The great sugar-beet industry of the world owes its very existence to a discovery of Vilmorin, says Success. The original sugar beet grown in France did not contain enough sugar for commerce. The amount of sugar could be easily determined in the beet, but in making the test the reproductive qualities of the plant were always destroyed. Vilmorin learned how to extract the pulp without destroying the plant, and by selection and cross-breeding he grew a plant upon which the great industry is now founded. We owe also to Vilmorin the present carrot, a vegetable which was nothing more than a thin, hard, woody root, unfit for the stomach of a sheep or a cow. Year after year, he sowed in a bed and carefully examined every root. By selecting seed from only the best plants for the new sowing, he produced a carrot with more flesh and less wood. The horse-radish, the turnip, and, indeed, the potato vine, were once plants with thin, dry, woody roots, without the least suggestion that they would ever develop into food for man or beast.

CHESTER'S ENGLISH PENNYROYAL PILLS



Refuse all Substitutes.

CHESTER'S ENGLISH PENNYROYAL PILLS

CHICHESTER CHEMICAL CO. 2500 Madison Square, PHILA., PA. Mention this paper.

Gilliam & Bisbee

LEADING HARDWARE DEALERS

The most complete and beautiful line of genuine CHINAWARE AND GLASSWARE Ever shown in Heppner or Morrow county

Hand painted Souvenir Plates, Water Sets. Neat designs and beautiful combinations, with decorations to please, in large assortment. Inspection of our display will interest you.

Gilliam & Bisbee

The First National Grocery

Can be found on Main street and is the place to buy : : : : :


Groceries, Provisions, Glassware, Tin-ware and Furnishing Goods

These Goods are well adapted to either City or Country Trade : : :

Staple & Fancy Groceries, Fine Teas & Coffees

Good Goods... Fair Prices...

T. R. HOWARD, Heppner



ESTERBROOK STEEL PENS

THE STANDED PENS EVERYWHERE. 150 Styles. Fine, Smooth and Durable. Sold by All Stationers. Works, Camden, N. J. ESTERBROOK STEEL PEN CO. 29 Julia St., New York.