

INDUSTRIES and INDIVIDUALS

Men and Businesses With Whom Prosperity and Success are Associated in This County.

By E. G. H.

Not long ago a friend sent me a copy of "Arts and Decorations," which is a magazine dealing with beautifying the home. It claims that man is a home-loving creature and that surroundings unconsciously affect him and mould his character. It has been noted that people who live in clean, well-appearing places are good citizens and one of the causes for vice and corruption is due to the fact that the parties in question have never been surrounded with the influences which make for decency and right living. House furnishings come in, therefore, for more and more attention as we study the shortcomings of man.

As a community, few places rank higher than our own, this in general intelligence, well-being, and appearance. And when we search for the reason we find that to a great measure it is due to the excellent stock of house furnishings which our fellow-citizens, the Case Brothers handle and sell to people living in all parts of the county.

M. L. Case started in the furniture business and in his present location about six years ago. A short time later his brother, George, entered the firm and today they have the largest

and most up-to-date establishment in this county, which is the same as saying for many miles in any direction. They have devoted to the furniture business one of the largest stores in the city, it being in dimensions 38x240, with a warehouse 30x60 directly behind it. It is possible for them to fully equip a man for house-keeping and all that's necessary for any young man to do is to make a satisfactory payment on the goods, put an ad. in the Herald for a wife and, like Andy Rood, take your choice of the many applicants.

In their store along the north side you will find various kinds of kitchen ranges, such as the well known Monarch, Crescent or Columbia makes, all favorites for low fuel consumption and baking purposes. These can be equipped with water attachments so that hot water can be had at all times anywhere in the house. Patent heat regulators come attached.

Small heaters for rooms are here in abundance and at a price to suit any purse. Everything that you can think of, and many things you can't for the kitchen are displayed. The popular and durable aluminum ware for cooking purpose is handled. I saw one combination boiler and baker which I was told sells for \$1.30 that will last a lifetime, giving useful service every day. Perculators, which have made the old coffee pot a curiosity, I also noted. "We sell many perculators," Mr. Case said. Bread mixing machines, which make breadmaking sure and satisfactory and eliminate work are in stock. Linoleums of all grades, the modern floor covering for kitchens and other rooms as well, can be secured here.

"We sell anything and everything in paints and wall paper," was the way Mr. Case summed up that part of the business. Hung up for your scrutiny are rugs of every size and description. Rugs and polish floors have made houses with carpets take on an antiquated appearance. Some of these sell for \$30, but good, serviceable rugs can be had for much less.

Parlor and bed room furniture of different woods and finishes I noted in the stock. Most of them simple, straight line, substantial sort, the kind that are unassuming and don't harass your nerves. Nothing gaudy or noisy goes with the Case Company. All of the high grade furniture they sell will lend itself to the surroundings with no clash. There is a quiet dignity that is substantiated by its utility and capacity to serve. Everything in evidence must be dignified, and so with furniture.

Metal beds and the best of mattresses are the kind that this firm deals in. If you had a sleep speedometer you would register more miles on these beds than in any other make. They induce sleep, and sleep promotes good digestion and good circulation, which make for bigger earning capacity.

I was next shown the porch furniture. Porch furniture is a new thing. The first houses were built without porches. Life was a dreary thing before the modern porch swings came in. Wicker chairs and rockers, hammocks,

ceiling swings, patent screens which lend an air of privacy, all are at your service at this store and at prices which make them necessities, not luxuries. Mr. Case also brought out some sleeping tents. Think of a man sleeping in the close, poorly ventilated bedroom, such as the average is, when he can sleep in a tent for \$9.75. Physicians tell us that most of our diseases are house diseases. "Get out of the house," they say, evidently knowing that tents can be had and at reasonable prices. For those who will not, I suggest you get one of the Case Co.'s vacuum sweepers which gets the dirt, dust and all foreign substances such as microbes, bugs and flies which live on the floor.

Now is the time of the year to equip that boy or girl who intends to go to college this Fall with a serviceable trunk and suitcase, the kind, in other words, you buy here. Trunk troubles vanish when you accept Mr. Case's advice in the matter. Also it might be mentioned that baby carriages of any particular kind that you deem best can be secured at home. Pictures suitable for any room in the house are kept and if you have one to frame, it will be done right and on short notice.

Chinaware, glassware, and the better grades of granite ware are kept in stock. These long winter nights which will soon be here are no terrors to those who have one or two of the "Airo-o-lite" gas lamps which make the dark places light and make home-reading a profitable entertainment. Lamps of all kinds and prices, including lanterns to enable us to steal a few hours of the night in work, are here for your selection.

Countless articles of every description, all of which gravitate to their proper place in the home, are sold by the Case Furniture Company. These are marked in figures that are intended to sell them. In the entire store I do not remember of seeing one out-of-date article. Everything is of the latest mintage, including the new steel burying vaults, which it is stated is the hardest thing in this world to open, a feature which should commend itself to those possessed with uncertainty regarding their chances hereafter. One man found that a bed which he bought from a well known catalogue house was sold by this firm for thirty-five cents less. His name can be learned at the store. Their motto is not cheap goods at cheap prices but good goods at fair prices. I don't predict that the Case Brothers will build any public libraries in this county but they enjoy sweet sleep 'o nights, something that Andrew isn't at the present time. When you are in need of anything in the furniture line you can do no better than to tell your needs to the Case Company, men who are posted on furniture facts, to be found at their store in Heppner, which is in Morrow County, Oregon.

Any owners of a 1913 or 1914 model Ford car, who desires to trade same in on a new Studebaker should see the local agent, J. B. Sparks, at once.

HOME ITEMS

Mrs. Ward left for Portland last week.

Miss Elvena Davidson left Monday for Toppensish where she will stay with her sister for a month. She will also see the Toppensish Fair and Round-up.

Frank Christensen was out taking pictures of the Reitman crew one day last week.

Frank Burgoyne of Lexington was down one day last week.

Ralph Hymmer came in last Saturday from Ed. Engleman's where he has been working for the last month.

M. B. Haines returned home last Monday from Newport.

Lynn Mobley came up from Portland last Monday.

Ed. Honquist was in town last Monday.

Marshal Cason suggested to several business men that they try to keep their premises free from paper, trash, etc. Good idea. Wait.

Bill Murphy has moved in the house vacated by L. Putman.

Don Buffington, of Pendleton, came over in his Metz last Monday to visit his brother, B. Buffington, of this city.

Little Doc. Christensen was seen up late one day last week. Remember the Doctor's orders Frank.

Sam Ganger left for Yakima last Tuesday.

Sven Troedson was in town Tuesday on business.

Mr. H. Dean was out visiting his son, Tom Dean, a few days last week. He came back last Thursday.

Frank Everson was in town last Friday on business.

Jacob Bortzer, a prominent rancher, was in the city on Friday on business.

Mrs. H. H. Gaunt came over last week from La. Grande, where she has been visiting for the past month. She was accompanied by her little daughter.

The little son of Mr. and Mrs. Chas. Anderson, of Eightmile, was operated on last Tuesday by Dr. Chick for adenoids. They were removed and the little boy is now feeling fine.

Bert Mason returned last Wednesday afternoon from Portland, where he has been on business for the past two weeks.

J. T. Knappenberg took Mrs. Knappenberg, A. E. Johnson and baby and Frank Engleman up to the mountains near Parker's Mill last Thursday. J. T. and Frank returned to town Friday.

L. Putman and family left for Portland last Monday. They moved their furniture down and will live there permanently. Mr. Putman has been working for Bert Mason and has made many friends while in the store.

J. A. Waters returned from the Beach where he and his wife have been enjoying a vacation the past month. Mrs. Waters will remain there some time to regain her health.

Mrs. and Mrs. Frank Nash with their little girl came down from Heppner last Tuesday to visit some of their friends.

Joe Waters was seen last Wednesday cleaning up the weeds and trash about his feed store.

Mrs. Geo. Ritchie accompanied by her mother, Mrs. Griffin, left for Dufur to visit her sister. She will be away about a week.

J. B. Sparks was down, Tuesday, returning Wednesday.

Prof. Doak was seen out making hay in his backyard one day this week.

A. E. Johnson was canning peaches one day this week. He still has a few for the Heppner Herald's editor to examine.

Dick Robinette moved Thursday into the Stratton house facing the ball grounds.

Jacob Bortzer was seen in town Wednesday.

Miss Doris Wilt and Loretta Cronan gave a "Harvest Spree" last Saturday night at the Wilt home. Some thirty young folks were invited to spend the evening on the lawn which was decorated with Japanese lanterns. Games were played until eleven o'clock when refreshments were served. During the first part of the evening Rev. K. K. and little Doc. Christensen furnished plenty of comedy to satisfy everybody. Doc. had his head tied up the next morning where "Silk" had been caressing him with spuds. After the refreshments they were taken to the parlor where the secret of the Hesitation and Maxixe were disclosed. Needless to say everybody had a swell time at the hands of the young hostesses, Misses Wilt and Cronan.

During the late war with Spain the battleship "Iowa" captured a prize. This occurred in the year 1898. During the month of Aug., 1914, the prize money was distributed among the members of the crew who were still alive. On the 23 and 4th of July, 1914, the Lone Baseball Club won a prize. "Query? Will the members of the Lone Ball Club have to wait as long for their money as the members of the battleship "Iowa" had to wait for theirs?"

O. M. Yeager, Contractor, will do your building, repairing, etc., and take your wool, hay or anything of value in exchange for the work.

Chas. Stanton was a Heppner visitor Wednesday.

NOTICE FOR PUBLICATION ISOLATED TRACT. Public Land Sale. Department of the Interior, U. S. Land Office at The Dalles, Oregon, July 14th, 1914.

NOTICE is hereby given that, as directed by the Commissioner of the General Land Office, under provisions of Act of Congress approved March 28, 1912 (37 Stat., 77), pursuant to the application of Patrick Curran, Serial No. 012397, we will offer at public sale, to the highest bidder, but at not less than \$2.00 per acre, at 9:30 o'clock A. M., on the 11th day of September, 1914, at this office, the following tract of land: NE 1/4 NW 1/4, NW 1/4 NE 1/4, Sec. 10 T. 1 N., R. 25 E. Willamette Meridian.

Any persons claiming adversely the above-described land are advised to file their claims, or objections, on or before the time designated for sale. H. FRANK WOODCOCK, Register.

Studebaker FOUR

\$985

Electrically Lighted
Electrically Started
Full Floating Rear Axle

THE happy medium between light and heavy—a "Four" that rides as steadily as though it weighed much more.

But a light car, nevertheless, with all the economies that accrue therefrom.

A beautiful balanced, amply powerful, and a perfectly proportioned "Four."

A "Four" with full floating rear axle.

A "Four" with a full equipment of Timken bearings.

A full five-passenger "Four."

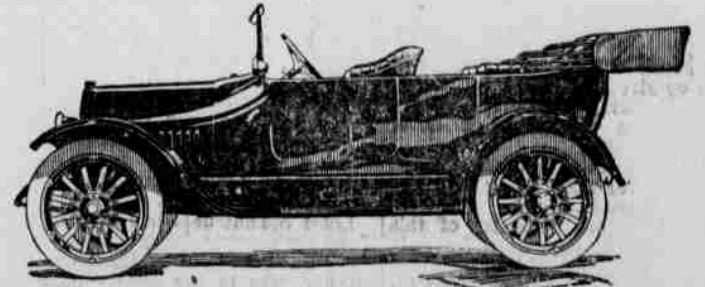
A "Four" with a superb Studebaker-Wagner separate-unit system of strating and lighting.

A "Four" so efficient that the last excuse for paying more for any "Four" is small eliminated.

Studebaker
Detroit

J. B. SPARKS

Agent for Morrow County



Buy it because it's a "Studebaker"
Watch for 1915 Announcement

COME TO

Gilliam & Bisbee

For anything in the HARDWARE LINE

We have it, will get it, or it is not made

We try to keep a complete, up-to-date stock of everything carried in a first-class store, and we ask everybody for a liberal share of their patronage. We do our best to merit the same.

Come and see us

YOUR NEW SUIT

That you expect to wear during the MORROW COUNTY FAIR Should be ordered very soon

The new Fall Samples of the

THE ROYAL TAILORS

are now on display.

Every suit guaranteed all wool, perfect fit and complete satisfaction.

Phelps Grocery Co.

Silk Faced Hose

The Famous Holeproof brand, sold with the usual guarantee.

Priced at
50c the pair

Sam Hughes Co.

Latest War News

is not as important to the people of Morrow Co. as the fact that you should begin early to prepare your exhibits for the SECOND ANNUAL MORROW COUNTY FAIR, Sep. 17, 18, 19.

MOBILIZATION

of all products for exhibition is hereby ordered to be completed at the earliest possible moment in order to save rush and confusion as the time for the fair opening approaches.

Don't Overlook the Many Free Attractions

That have been booked for the entertainment of visitors each day. All free to those who enter the fair grounds.

Premium Lists Now Ready for Distribution

Any and all information will be gladly furnished by
The SECRETARY
Heppner, Oregon