

The Heppner Milling Co's big mill, which is located in this city, is one of the largest institutions of its kind in Eastern Oregon and turns out a finished product as good as the best in the world. This mill distributes \$10,000 annually in wages to its various employees and the management is always found in the lead, ready to help any worthy enterprise that will benefit Heppner or Morrow County.



INDUSTRIES and INDIVIDUALS

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

By E. G. H.

Rightly has wheat been called the staff of life. Wheat is the world's staple food-product. It is the one thing which has intrinsic value—something which gold has not. Value lies in the things which sustain life. When you think of the life-sustaining products, just put wheat down first on the list.

Wheat was once a weed, growing wild on the mountains of India. It was carried down into the valleys, where the sunshine was warm and friendly. The soil was pulverized, water applied and the happy weed bloomed and blossomed and produced six or ten kernels where there was only one before. Adam Smith said that all wealth comes from labor applied to land. Evidently he never knew about wheat or he would have added the word intelligent just before labor.

Wheat was successfully grown as a business in the Valley of the Nile, where the water overflowed and not only irrigated but fertilized the land. The story of Joseph and his brethren going down into Egypt in order to get food to fight off starvation is no fairy-tale. It is history and tokens the struggle of the nations to live. Then wheat was raised on the plains of Assyria, and the example of the Nile was repeated along the banks of the Tigris and the Euphrates. Civilization moved on to Greece and wealth was computed in measures of wheat. Rome ruled the world as long as she maintained a close and constant sympathy with the interests of the farmers. When farming lands were devastated and the agrarians grew sick and despondent, the rule of Rome languished and the borders of the Empire contracted and starvation, pestilence and death followed. Civilization moved on and Constantinople the city of Constantine, arose. Little by little Europe increased in population and always and forever cities grew and prospered only in that territory where wheat was brought to market.

Fifty years ago the Genesee Valley of New York was the great wheat-producing district in America and Rochester was called the "Flour City." The wheat growing district moved gradually westward and Ohio, Indiana, Illinois and finally St. Paul and Minneapolis became the centers of the flour industry. With the depletion of the Dakota and Minnesota fields and the opening of the western Canadian and Pacific Northwest states, the center of the flour industry might reach Oregon.

As far as the people of Eastern Oregon are concerned, Heppner occupies the same position as Minneapolis and when the matter is closely investigated, it occupies a far more important position. A few days ago I took a little journey to the Heppner Milling Company's mill which is in east Heppner. Milling is an industry as old as the hills. As a boy I watched the Tama Indians back in Iowa grind flour much the same way as their ancestors had done for hundreds of years before them. Milling has felt the gentle touch of progress and today it is one of the most interesting manufacturing operations one can witness.

At the Heppner Mills the wheat comes in on the main floor in bags. It is placed in a chute which contains an automatic weighing machine and is conveyed to a separator and cleaned. In this process the heads, dirt, dust and all foreign matter is taken out.

It then passes into two scouring machines which take all dirt which might be left and also the outer crust of the kernel. The machine I saw was a Eureka, which I was told is the best machine of its kind that money can buy. This process is repeated three times. The grain is now thrown into a washing machine. After a thorough washing in water it goes into a drying machine or "whizzer," which revolves and thrown off the water. It is then conveyed to bins where it is allowed to stand over night. It is then sent to the scouring machines again and scoured three times. It is steamed now and then ready for the rollers.

The wheat used by the Heppner Milling Company is select grain which they buy, paying a premium to get the best on the market. This wheat is mixed to get the best flour. One kind furnished strength to the flour, another gives it starch and others give it the power to hold moisture. When combined in the right proportions, flour of the most comprehensive and satisfactory use results. The mixing of the wheat I am told is no haphazard matter and one can see the machine by which this is performed.

When the wheat is ready for the rollers, the first roller takes it and crushes it three times. It then goes to the second machine and this repeats the process. The first by-product now appears in the shape of bran. Bran comes from the Anglo-Saxon meaning waste. In early days the bran was thrown away but now it is used for feed and the bran sold by the Heppner Milling Company is far above the average bran sold throughout the state and cheaper in price than any which could be shipped in. The fact that no bran is shipped in demonstrates that no competitors can meet their prices. Bran sells around \$24 a ton.

The rolling process is repeated again with the product going through finer rollers and in this process the by-product is called shorts. Bran is a coarse product. Shorts is a finer and more nutritive article. It sells for about \$28 a ton.

The grain is broken three times again and reduced and in this process middlings is the by-product. Middlings is a higher grade product than shorts. Mill-feed, a common feed for stock, is made by mixing shorts and middlings and it sells for \$27 a ton, varying, of course, with the price of wheat.

Wheat is broken three times and reduced nine times before the last product, the patent flour appears. Each time it goes through finer rollers and passes through closer screens. After the first grade of middlings is procured, there are two finer grades of middlings, then low-grade flour, then the better grades and lastly the patent. The last process constitutes the sifting through silk cloth. 60% of the best flour goes into the patent brand.

The lower grades of flour are known as export flour and are sent to China. It wouldn't surprise me if some of it was going to Europe at the present time. "They can fight on it, all right," Mr. Brown said.

In the engine room I found a fifty-horse power Russell engine and a sixty-horse power boiler. Everything was in first-class condition and over in the corner I noticed a sign, "Safety First." In the large warehouse I saw flour ready to be shipped, feed and wheat ready for the mill. I also saw an elevating machine which enables them to fill the house to the ceiling if necessary and I am told this often occurs. With the small warehouse on the property, 15,000 sacks of grain can be stored.

The mill is termed a 100-barrel mill, meaning the number of barrels which can be made in one day. About 25,000 barrels are made annually. Sacks for flour come in large bales, 2000 to

the bale and these fit a round chute which the flour fills. Filling a sack requires a few seconds.

Besides the ordinary flour, graham, whole-wheat, pancake and other kinds of flour are made and these enjoy a wide sale. In the Company's office on Main street these flours are kept in stock, as well as all kinds of feed for local sale. Large amounts of chop feed are made and much shipped to other places.

To the ordinary man, the value of the mill might seem very small. The facts of the matter are that he is vitally interested in the local mill. There is no question that the price of flour would be from \$1.50 to \$2 a barrel higher in this county, if it were not for the Heppner Milling Company. Where there is no competition, the flour firms agree on a certain price and the Lord himself couldn't buy it cheaper, Sherman or no Sherman Act. The Heppner mill acts as a regulator for the price of flour and mill products. Better feed is sold by the Heppner mill than was ever shipped into this county. In the Heppner Milling office at the time I happened in were several farmers, all heavy feeders and men who know the quality and prices of feed. One of them, Henry F. Blahm, said that the average products sold for shorts was merely chewed-up bran, and mill-feed was worse than poor shorts. Cleaner and better feed than is sold by the Heppner Mill is not found on the market, in this state or any other.

It is possible for the farmer to bring in a load of wheat and exchange it for flour and call for his flour as he needs it. This is more a matter of accommodation and not done for profit. Many do this and you don't need to wait several days for it to be ground as our fathers did.

Every year the Heppner Milling Company pays in labor bills more than \$10,000 and five men are constantly employed, with extra men in rush seasons. Taxes and contributions raise this amount and let it be known that it is all owned by people right here, who believe in Heppner and Morrow County and have invested their good Woodrow Wilson cash to prove it.

A short time ago I was in Hardman and a man drove up and said to George Bleakman, "Give me a sack of flour, George." Out it came—Heppner Flour. When I asked him if it was good flour, George replied, "I don't notice any difference in it and the best flour I can buy. It is just as good and better than many kinds. I buy of them because they have always treated me fair and square and because they sell good stuff." Not long ago I was in Lexington and every dealer in town sells Heppner flour. "It's good flour," Wm. Leach said. The same is true of the Egg City. Heppner flour is a name significant of quality wherever good flour is up for discussion. There may be cheaper flours, but there are no better flours.

Heppner flour mirrors the men who make it. Mr. R. F. Hynd and Mr. E. D. Brown are the moving forces of the company. Mr. Hynd is well known to every man in the county. He has been actively associated with the mill for years and no small amount of the credit for its splendid organization and equipment goes to him for his untiring energy and application to work. Mr. E. D. Brown is one of the prominent citizens of the town and county. Mr. Brown is no villager. He is associated with the Commercial Club and has always worked for a better Heppner and Morrow County. He is so far behind the times that he has never used any but straight forward business ideas. When you deal with Mr. Brown, you can deal in safety. Everyone who has ever dealt with him speaks well of him, something not to be overlooked. He believes in Heppner and has invested his money and time here. I know of few men with broader, more practical and far-seeing business ability than Mr. Brown.

He and the Heppner Milling Company are the kind to anchor to. Storms and stress move them not and in time of need they stand behind you.

The Heppner Milling Company is a deserving institution. It does not beg for business. It meets all competitors on an even basis. People who demand the best and have no money to throw at the English sparrows, who are close buyers and have the money to pay, do their business with the Heppner Milling Company. Were it not for the Heppner Milling Company thousands of dollars would go out of the county in higher flour and feed prices, hundreds of dollars in taxes would be lost, several families would be missed and the able men at the

(Continued on last page)

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