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EVERYTHING FIRST CLASS

Elkhorn Restaurant

MEALS ALL HOURS

Fresh Oysters all the Time

Fish Every Day

Can supply the trade with meats and
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Call outside meal hours.

Heppner Farmers' Union Warehouse Co.

Wool, Grain
Choice Flour - \$5.00 per bbl.

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Have opened up for **GENERAL BLACK-**
SMITHING at the Brennan shop two doors
north of the Fair building.

Horseshoing a Specialty

M. L. CASE (Funeral Director
and Embalmer
CALLS ANSWERED DAY OR NIGHT.

JUST THREE THINGS SHOULD BE DONE

How to Save the Country
Merchants From Being
Forced Out of Business.

The Oregon Manufacturer.

There are just three things to
be done to save the country mer-
chant from extermination.

1. Build up the sentiment of
loyalty to the Home Manufac-
turer.

2. Trade at home by patroniz-
ing the Home Merchant and ask
for Oregon-made goods.

3. Let Home Merchants ad-
vertise in the home papers that
he keeps the products of the
home industries.

Shall the thousands of local
merchants be driven out of busi-
ness by the eastern multi-mil-
lionaire catalog mail order house?
That is a question that is serious-
ly engaging the attentions of
Congress and of several states.

Unless some way can be found
to stop the aggressions of the
great mail order houses, more
and more country merchants will
be driven out of business.

Congressman Hinebaugh proved
by statistics that eight of the
great states of the Union have
lost in small stores in the last ten
years. Following are the states
and the number in each, due
very largely to the mail order
concerns:

Missouri, 540.
Iowa, 564.
Indiana, 639.
Michigan, 677.
New York, 746.
Illinois, 788.
Ohio, 1,136.
Pennsylvania, 1,520.

It may be argued that local de-
partment stores have displaced
the small town stores and country
merchandisers.

But the fact remains that the
little country store is being driv-
en out of business very rapidly.

Pennsylvania heads the list
and mail order officials admit
that state is the largest buyer
from catalog houses.

It cannot be denied that the mail
order house is the national enemy
of the country merchant, but it
has come to stay.

The proposition to tax its sales
in the states where it does busi-
ness only shifts a new burden on
the consumer, as the farmer needs
the town, the towns and small
cities need the local merchant.

The local merchant builds up
the town and is the backbone of
its enterprises and the main-
spring of its development.

He supports church and school,
lodge and government, and his
name or firm heads every sub-
scription list.

When he prospers the commu-
nity prospers and when his trade
languishes grass begins to grow
in the middle of the street.

There is only one way to fight
the evils and abuses of the big
mail order houses that are drain-
ing the prosperity of the smaller
towns and cities.

It is not only necessary to de-
velop the "trade at home" ideas,
but to encourage the "made at
home" idea.

Encourage the home indus-
tries by carrying their manufac-
tures in stock and educate the
consumers to buy them.

If the retailer and consumer
can be educated to give the pref-
erence to the home industry they
kill the mail order business to
that extent.

The country merchant can be-
come the greatest factor in build-
ing up factories all over the state
and keeping millions of dollars in
the state.

That is a better protection to
home prosperity than any tariff
system ever invented.

"Buy and use the products of
the home industry" is a better
guaranty of prosperity than any

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Splendid Clubbing Offer

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Weekly Oregonian 1.50 | \$1.50

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easy to keep clean and hard to wear out.

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Is the best floor paint to use. It is made especially to
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