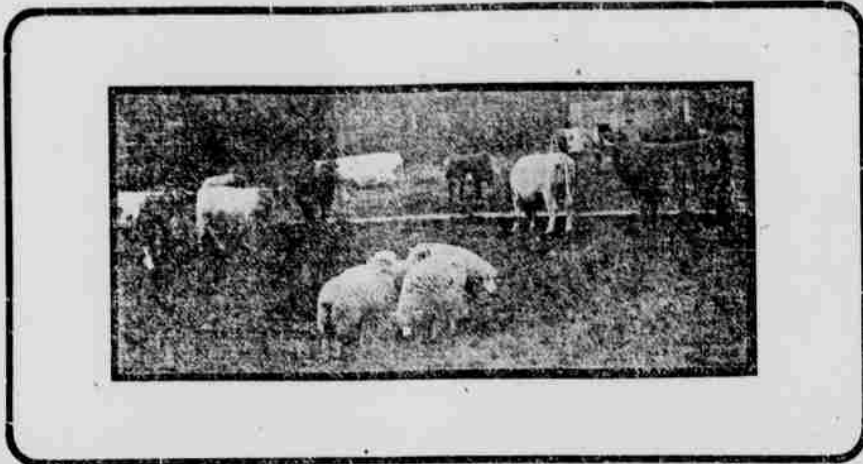


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CASE FURNITURE COMPANY

THE GAZETTE-TIMES.

The Heppner Gazette. Established March 22, 1883.
The Heppner Times. Established November 18, 1897.
Consolidated February 15, 1912.

VANTER CRAWFORD
Editor and Proprietor

Issued every Thursday morning, and entered at the Postoffice at Heppner, Oregon, as second-class matter.

SUBSCRIPTION RATES
One Year \$1.50
Six Months75
Three Months50
Single Copies05

ADVERTISING RATES
Display, transient, running less than one month, first insertion, per inch, 25c; subsequent insertions, 12 1/2c; display, regular, 12 1/2c; local, first insertion, per line, 10c; subsequent insertions, per line, 5c; lodge resolutions, per line, 5c; church socials and all advertising of entertainments conducted for pay, regular rates.

MORROW COUNTY OFFICIAL PAPER
Thursday, April 1, 1915.

Of course you are a booster for good roads; and you will get a ticket to the banquet-to-morrow evening.

There was some real life and ginger to that Monday evening meeting of the Commercial Club. Men this is as it should be; keep it up.

When Heppner gets really awake, there will be something doing. The first big job before us is to improve the roads leading to the city. Attend the meeting at the Palace Hotel to-morrow evening and get in touch with what is doing.

The Gazette-Times is thirty-two years old to-day. The paper long since laid aside its swaddling clothes, and has assumed the proportions of a grown-up. Thirty-two years ago the Gazette started as the first paper in Heppner and it has been on the job ever since. In February, 1912, it was consolidated with the Heppner Times by the present management, and we feel proud of the fact that the paper is now at the head of the procession in this neck of the woods and has a standing with the people that cannot be shaken. To our friends and patrons we give all the credit, feeling as we do that we lack in ability to properly express our sense of gratitude. We enter the new year with brighter prospects and greater hopes of success.

A fire entailing a loss of \$8500 visited the town of Fossil one night last week. The loss was partially covered by insurance in the sum of \$2500. The property destroyed will be rebuilt at once, and in a much more substantial and attractive manner.

The New Star theater being completed by Mr. J. B. Sparks is a show house that would be a credit to a much larger town than Heppner. In this move Mr. Sparks has shown commendable enterprise and his efforts will no doubt be amply appreciated by the citizens of our city.

The people of Pendleton have arranged to attend the celebration of the opening of the Cello canal in large numbers. Our neighbors over that way are sure that an open Columbia is going to be a good thing and they are rejoicing over it.

That Heppner is not suffering from a business depression is shown by the fact that there is not a vacant business building in town and the building bee is buzzing louder every day.

Let us get ready for clean-up day and have this job out of the way before the arrival of "Good Roads Day."

SOMETHING TO TAKE HOME.

The question of trading at home, and of patronizing the home merchant, the local producer, and all that is always a live one, and it is not infrequently that the writer is led to look upon but one side. The following from the hand of Bro. Bede, of the Cottage Grove Sentinel, presents the question from a little different angle:

"The calendars of a certain insurance company are prominently displayed around the state. The company advertises that the stock is owned by Oregon men and that its money is invested in Oregon property. The biggest display line says, 'Keep Your Money in Oregon.' A very reasonable and proper appeal. If all insurance purchased by Oregonians was placed with Oregon companies, quite a big business would be built up in the state and the people buying insurance would receive other direct benefits besides insurance protection. What is true of insurance is true of all other things, so we were struck by a small line at the bottom of the calendar which gave the information that the advertising and the calendar were designed and produced by a St. Louis, Mo., advertising agency.

"This shows the inconsistency of a great many people. This insurance company used the 'trade-at-home' slogan to appeal for business for itself, but it overlooked the fact that if all the printing purchased in Oregon were given to Oregon printing offices that there would be a great many more people here to buy insurance.

"Not long ago at a meeting of the Lane County Horticultural Society the president of the society made the assertion that Lane County products and manufactures were not being patronized by Lane County people. He stated that this was true of the products of the Eugene Fruit Growers' Association. Here again is inconsistency. We make a big whoop and hurrah about building up a market for the products of our farms. Then we ourselves buy the products of farms of other states and depend upon other states to take our products.

"Complaint made concerning the products of the Eugene Fruit Growers' Association is probably equally true about the products of the Cottage Grove Cannery. The manager of the cannery made the statement that not a sale of the products of the cannery had been made direct to Cottage Grove merchants, although some of the goods shipped to Portland had probably come back here.

"The farmer hollers because the merchants of his home town sometimes buy outside products that could be bought from him. Then some of these very farmers send away for things that could have been bought just as cheaply at home. If all the goods purchased in the Cottage Grove country were bought of Cottage Grove merchants there would be a larger city here with better markets and better stocks of goods and the price of farm land would advance accordingly.

"The merchant does not think it fair for others to send away for things that could be bought just as cheap, or nearly as cheap, from merchants who are paying taxes and building schools and roads for the benefit of patrons of mail-order houses and then some of these very merchants, just to save a few pennies, will send away for things which some other merchant stocks and pays taxes on.

"The newspaper hollers for home trade louder than any of them, yet half the newspapers of Oregon are printed on paper that is made in the East.

"Consistency, thy name is mud!
"What we need is a thoroughly organized state-wide trade-at-home

movement with a trade-at-home society in every community and hamlet—and the first and greatest tenet of the order should be that the 'Keep-Your-Money-in-Oregon' slogan is just as good for one as the other."

FUTURE MEAT SUPPLY.

From the very earliest Bible times down to the present day, the human race have been meat eaters, when they could get it. Vegetarians have propounded their theories, and pointed to long life as a reward for abstaining from flesh, but the red-corpused, hungry man will not forsake his meat to any perceptible extent. On the contrary, modern methods of canning and cold storage have brought the shipments of meats to such a high degree of certainty and perfection, its consumption has greatly increased. City dwellers are large consumers, and our cities have doubled in population the past generation, while our export trade has grown from almost nothing to immense proportions during the period named.

While this demand has been increasing, the system under which our beef was produced has largely vanished. Twenty years ago millions of acres of western range were as free to use as the air, and ranchers and cattle companies by the hundreds grazed their stock by the tens of thousands. These vast herds, advancing leisurely, slowly grazed their way from one good feeding place to another; and, after a herd was once started, the comparatively trifling cost of herding was all it cost, while the production and shipping went on year after year. Now conditions are radically changed. The vast ranges have been surveyed, sold, fenced, and passed from government ownership to individuals. It is no longer possible to drive the herds from one feeding place to another, both on account of obstructions and inability to graze while on the way.

The evident readjustment must come through a reversal of the former system. Instead of one man marketing 5000 head a year, there will be 5000 owners producing each one beef per year. Some farmers, of course, will market more, but the great, reliable, steady flow of beef production will ultimately go to the packing houses in a vast stream made up of innumerable small branches. Under these conditions one or two heaves will live on what is now practically going to waste, and with the extra care which is given small units the weight and quality will profit. There will still be some cattle kings in each of the western states, but the great abundance can be maintained indefinitely through a million small producers.—H. H. Windsor in April Popular-Mechanics.

Clean-up Suggestions.

We have been handed the following suggestions for Clean-up Week, May 4 to 11, and they might be followed out with good results by all of us who would like to make our town a cleaner and therefore, a more healthy town in which to live.

1. Take away all the ashes and trash from your back yard immediately. Send your rubbish to the dumping ground.
2. Suggest to several men with teams that they drive through the alleys with a sign, "Clean-up Wagon" on their wagons; also a bell calling attention. People are only too glad to pay such a man for hauling away their trash.
3. Burn all rubbish that will burn. Clean your vacant lots and alley-ways.
4. Make your street and parking look as trim and well kept as possible.
5. Refrain from throwing old paper, banana and orange skins into the streets.

The
Oregon Garage

Now open for business with new equipment for Automobile Repair Work.
GOOD SERVICE GUARANTEED

STOP AT THE OREGON

We are Agents for the **1915 FORD** and carry a complete line of Ford repairs as well as accessories for other cars.

Your Patronage is Invited
HALL & VANCE, Props.

MAIN STREET : : : : HEPPNER

BIG AUCTION SALE
Will be held Saturday, April 3rd, at Healy's Livery Stable, Heppner, Oregon
LOOK OUT FOR POSTERS

6. Plant some grass and flower seeds to make your home beautiful.
 7. If your store front is dingy, paint it.
 8. If you have unsightly old buggies or old traps in your back yards, remove them.
 9. If there are unnecessary, unsightly tumbled down sheds in your back yard, tear them down. They detract from the beauty of your home and the town. Open spaces and fresh air are better.
 10. If your walk is an eyesore to those traveling over it, repair it or build a new one.
 11. Clean out the alleys back of the business houses at once.
- By all means do your part to help make your town cleaner and more attractive.
- Signed,
MRS. CHARLES H. CASTNER,
State Chairman Civic Committee
Oregon Federation of Woman's Clubs.
- It will take money to build good roads, hot air won't do it.
- FOR SALE.**
One red brood sow and 8 pigs; also one fresh cow. Inquire of E. C. Miller, 7 miles northeast of Lexington.
- WANTED.**
Wheat farms for owners only, for cash or in exchange for Portland property or Willamette Valley farms. Address Sam Hewey, care of HARTMAN-THOMPSON BANK 269 Stark St. Portland, Oregon.

FOR SPRING SOWING

We are ready to supply you with selected new crop seed. For over two generations we have built up a reputation for dependability. Our stock this year is fully up to the high standard we set, and we are better equipped than ever to serve you—and serve you well.

Marquis Wheat
For Spring Planting
This splendid new wheat won the \$1000 prize at the New York Agricultural Show as the best wheat grown on the Continent of North and South America. Won the \$2000 prize of the International Dry Farming Congress at Lethbridge, 1912, and the Sweepstakes at Tulsa, Oklahoma, 1902. First at N. P. Land Show, 1913-14, over 1700 in prize money from one exhibit one season, at the big shows in the United States and Canada.

Shadeland
Seed Oats for Spring Planting.
MATURES IN NINETY DAYS.
Won first prize at the Oregon State Fair every year since 1902. First at N. P. Land Show, 1913-14, over 1700 in prize money from one exhibit one season, at the big shows in the United States and Canada.

Oderbrucker
BARLEY
A pedigreed strain of six-row barley, considered the earliest maturing and most prolific of all barleys. We offer genuine stock of our own growing. Price \$2.75 per 100 lbs., f. o. b. Portland.

1915 CATALOGUE Listing all the leading varieties of grains, grasses, forage crops, etc., as well as all field and farm seeds, is ready for mailing, and if you have not yet received your copy you should write for it at once. Ask for catalogue No. 430.

PORTLAND SEED CO.
PORTLAND, OREGON