THE GAZETTE-TIMES.

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VAWTER CRAWFORD
Editor and Proprietor.

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Three Months	.50
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ADVERTISING RATES:

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MORROW COUNTY OFFICIAL PAPER

Thursday, October 14, 1915.

THE JOURNALIST'S CREED.

By Walter Williams, Dean of Missouri University School of Journalism.

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is a betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news for any consideration other than the welfare of society is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of the readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant, but never careless, self controlled, patient; always respectful of its readers, but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic, while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world.

SOME THINGS WIRELESS TELEPHONY WILL DO.

There is no better source to learn about what wireless telephony will do, or at least likely to do, then from one of the men who has done much to bring it to its present marvelous development. Dr. Peter Cooper Hewitt is that man. His work has contributed materially to the successful demonstration of a few days ago in which the human voice was transmitted not only intelligibly but clearly from the Arlington station in Virginia to Honolulu.

Dr. Cooper predicts that wireless telephony will serve to supplement the work of established wire lines between rural communities. That is to say, by means of wireless, subscribers living along rural telephone lines will be able to communicate with their neighbors across country, where the sparsity of the population will not warrant the construction and maintenance of wire lines. He also states that wireless may be operated where there is power available independent of wire telephony, as for instance the power necessary for the lighting of an ordinary incandescent bulb. That power, he maintains, will be sufficient to operate the family wireless for a distance of twenty miles in any direction.

According to the same authority wireless is likely to play an important and economical part in the extension of wire lines where rivers are to be crossed and there are no bridges. Transmission is such case is now accomplished by means of submerged cables, but we are told that the necessity for this will be finally obviated by the use of wireless.

Concerning wireless over seas, it is the opinion of this authority that the expense will prevent general use; but we have the right to assume that following the history of great discoveries and inventions in applied science, wireless telephony will ultimately mean the establishment of news gathering stations at every port, and the extended use of the same invention as between moving vessels and as between the traveler at sea and friends and business associates ashore.

Concerning the employment of wireless on moving trains, while such service has as yet been installed in but few instances, scientists and inventors can see final adjustments to be worked out that will make it of great value in the operation of trains. With wireless telephony, for example, the weather will never put the wires out of commission. The factor of certain and reliable operation will be realized; and this in itself is to be taken as an assurance of high efficiency in whatever field wireless is employed.—Portland Evening Telegram.

A DISPLAY OF WISDOM.

Cottage Grove Sentinel.

This week the Sentinel carries for the first time the advertising of the Pacific Coast Biscuit Co.'s Snow Flake Buiscuits. The advertising is well gotten up, tells some facts that every Oregonian should know and gives the reader an appetite for the foods advertised.

But this is not to be an ad. for the Pacific Coast Biscuit Co.

From the viewpoint of the Sentinel every Oregonian should eat biscuits made in Oregon in preference to those made in the East, everything else being equal. Doubtless the biscuit company takes the same view.

From the viewpoint of the Sentinel Oregon merchants should handle only home produced biscuits—and again the biscuit makers will probably agree with us.

From our viewpoint, Oregonians should wear none but Oregon-made clothes, should drink none but Oregon roasted coffee, should sleep on none but Oregon-made mattresses and should eat no bread not made of Oregon flour.

If merchants carried none but Oregon-made goods when they could be secured it is probable that their customers would get into the habit of using no others.

Why does the Oregon merchant carry Eastern-made goods when he can get Oregon-made goods of the same quality? Why in the name of common sense does he carry Royal Baking Powder, National Biscuits, Hart, Schaffner & Marx Clothing, Ostermoor Mattresses, Heinz's 57 Varieties, Chase & Sanborn Coffee, 3 in 1 Oil, Old Dutch Cleanser, Nabisco Wafers, Ivory Soap, Barrington Hall Coffee, L. L. May's Seeds, Campbell's Soup and a few hundred other Eastern-made articles if just as good articles in the same line are made in Oregon?

It is because the buyer wants these goods and it is the merchant's business to sell what the buyer wants. Why does the buyer want these Eastern-made articles? Surely pure patriotism should impel him to wish for Oregon-made goods.

The reason that the buyer wants these goods is largely because he has seen the names of these goods in display and othr kinds of type so often that he asks for that kind without really knowing why. He has tried them, knows that they are good as the advertising say they are, and he keeps on buying because the advertising tells him to.

There is a solution for this problem and the Eastern manufacturer who ships his goods from the Mississippi River and Atlantic seaboard and sells them in competition with Oregon-made goods has shown what it is.

It is to so impress upon the buyer the name of Oregon-made goods that he will look for them just as he now does for Royal Baking Powder, Nabisno Wafers, National Biscuits, Kirschbaum Clothing and other nationally advertised articles. Then the local merchant will not have to carry Eastern-made goods to satisfy his customers.

It will not do any good for Coast manufacturers to go to sleep theorizing that Coast people should buy Coast-made goods from patriotic motives.

While they are sleeping someone in Cottage Grove may be reading a magazine, a Portland newspaper, or the Cottage Grove Sentinel. A display line catches his eye. The next day be buys a Kirschbaum suit because that is what the display line told him to buy.

Of course he could get just as good clothes made in Oregon of Oregon wool but he has never seen a display line that would lead him to believe that woolen goods are even made in Oregon—consequently the money spent for that suit goes to pay laborers who spent all their money on the other side of the continent.

Oregon manufacturers have got to beat Eastern manufacturers at their own game.

They have got to change indifference to Oregon-made goods into a demand for them.

The Pacific Coast Biscuit Co. has chosen wisely in using the country newspaper in its campaign as the medium with which it will create such a demand.

HARDMAN.

Mrs. Homer Green was in town Sunday.

Mrs. Guy Chapin returned Saturday from Ione.

Mr and Mrs. Clyde Swift were Hardman visitors Sunday.

Chas. Stanton and family were in town the first of the week.

Rev. Teague held services at the Methodist church Sunday.

Myrtle Wright is visiting with friends in Heppner this week.

Jap Walker's new residence in north Hardman is almost completed.

Prof. Pehr has established bachelor quarters in the Sam Adams house, on Main street.

Ollie Bates is building a new house on his place in the southeastern part of town.

Mrs. A. L. Ayers passed through town Tuesday on her way to her old home at Parkers Mill.

A surprise party was given Julia Ingrum last Saturday night. A large crowd attended, and report a fine time.

Mrs. Glenn Vickers of Pendleton, visited with friends in Hardman the first of the week. Mrs. Vickers was formerly Miss Mabel Owens, a popular young lady of this place.

Prophet & Biddle have purchased the lot where the old blacksmith shop stood, and are preparing to erect a new building which will be used for garage and blacksmith shop.

25 YEARS AGO IN HEPPNER

From The Gazette of Oct. 16, 1890.

Judge Wm. Mitchell went over to Butter Milk Canyon recently to accept the bridge recently built by Bill Ingrum.

W. C. Lacy has on exhibit at W. O. Minor's, a potato weighing 4 lb., 8 oz. He brought over to this ranch another one weighing 3 lbs., 11 oz., besides three sacks of the best average spuds of the season so far as the agricultural editor has seen. They were raised on bunchgrass without a drop of irrigation.

Some three weeks ago Frank Troutman, who lives near Lexington, ran a thorn into the little finger of his left hand, which so affected the bone and membrane covering it that it began to decay. On last Friday he come to Heppner and had two amputations performed. Dr. A. L. Fox attending him. The condition of the remaining stump may require another operation. Later—Another amputation was performed on Tuesday by Drs. Shipley, Geoghegan and Swinburne.

P. O. Borg, Senator Blackman, W. R. Ellis, Matt Litchentall and the editor of the only Heppner Gazette were in attendance at the session of Grand Lodge, Knights of Ppthias held in The Dalles this week. Brothers Borg and Blackman represented Doric Lodge No. 20, the active lodge of Heppner, while the other went along to keep them company, and with the exception of Bro. Ellis, to take their Grand Lodge degrees to which they were entitled as Past Chancellors, and all to affiliate with members of a brotherhood which is firmly and universally established in all Oregon.

On Monday evening about 9 o'clock and after the band boys had finished their practice, they were piloted to the residence of Mr. and Mrs. J. N. Brown by Mr. J. D. Hamilton. After playing a piece on the outside, the boys were invited in by Mr. Brown and were treated to wedding cake, cigars, etc. A pleasant hour and a half was spent with these newly married people and the band boys all join in wishing Mr. and Mrs. Brown much happiness. On Tuesday evening the band serenaded Mr. and Mrs. W. B. Potter at the residence of Frank McFarland. On being invited in they were treated to the grandest repast of the season, and Mr. and Mrs. McFarland have the thanks of the entire band for such a splendid treat.

"DU BARRY" AT THE HOME

George Kleine's "Du Barry" featuring the original cast of the famous stage play, is said to be the most magnificently set and richly caparisoned picture in the history of the silent drama. It is reasonable to suppose that the enterprise and business initiative which actuated George Kleine in gathering together a company of professionals of the caliber of Mrs. Leslie Carter, Hamilton Revelle, Campbell Gollan and Richard Thornton would not fail in those other esentials of the master-picture. All Europe was rummaged to obtain hangings, furniture of various kinds, equipages and what-not, correct as to period. Even the long forgotten arms of Du Barry are embroidered on the beautiful coverlet of Mme. Du Barry's bed, which the casual French student will readily translate, "Boutez en avant" (to step forward or make progress). In these details Du Barry is without peer or precedent in picture making. "Du Barry" comes to the Home Theatre on Friday and Saturnay, October 22 and 23.

Special Day at the Christian Church.

Next Sunday will be the regular Quarterly Rally Day at the Christian church. Special services will be held throughout the day. Following the morning sermon, the ladies of the church will serve a lunch to which all friends are invited. There will be preaching at 2:30 p. m.

At 6:45 the Y. P. S. C. E. will hold its regular meeting. The young people will also assist in the opening exercises of the church service at 7:30 after which the pastor will preach on: "A Young Man Away From Home." This is a sermon which has helped many young men to better living. All young men specially invited.

Earthquake in Sumpter.

There are a few who testify to having felt the earthquake shock in Sumpter last Saturday night that was so general throughout the Northwest. It was so slight, however, that no one seemed to realize what is was until the next day when they heard there had been an earthquake.—Blue Mountain American.

New Engine O. K.

The "Waterloo Boy," a twenty-five horse power gas tractor which R. W. Turner recently purchased from an eastern manufacturing firm, is giving complete satisfaction, and Mr. Turner is highly pleased with the work done by this engine.

JUST RECEIVED
by
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A carload of FAIRBANKS & MORSE Gasoline Engines direct from the factory

At Greatly Reduced Prices
At least 25 per cent under last year's prices

We are fully equipped for installing
Deep Well Pumps and Irrigation Systems
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When you want water
get our prices before closing a deal

:-COMING-:

"European Armies In Action"
To the HOME Theater
Friday and Saturday, Oct. 15 & 16

3 REELS OF INTENSE INTEREST 3

Showing the mighty aggregations of fighting men in Italy, Germany, Great Britain, France, Austria, Belgium, Switzerland and Servia. Timely up-to-the-minute views of Christendom's Greatest Catastrophe. With intimate glimpses of statesmen and generals involved.

"THE BANKES'S WIFE"
—IN THREE PARTS—
DRAMATIC SENSATIONAL PICTURE THAT APPEALS.
Prettily told and beautifully photographed. Filled with action.

NEXT WEEK

ON FRIDAY AND SATURDAY THE HOME PRESENTS AONTHER GEO. KLEINE CLASSIC PRODUCTION IN
"DU BARRY"

In which MRS. LESLIE CARTER assumes the role of Madame Du Barry.

A film which cost $125,000 to produce depicts the historical incidents which took place in France during the reign of Lewis XV.

THESE HIGH CLASS KLEINE FILMS ARE UNDOUBTEDLY THE BEST EVER BROUGHT TO HEPPNER. IF YOU ARE MISSING THEM IT IS YOUR LOSS.

Kleine Films at The Home Every Friday and Saturday

People's Cash Market
Phone Main 73

All kinds of Fresh and Cured Meats, Poultry, Lard

We pay highest cash prices paid for Stock, Hides and Pelts.

HENRY SCHWARZ, Proprietor

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