

EDITORIAL SECTION

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OFFICIAL PAPER FOR MORROW COUNTY.

Thursday, March 1, 1917.

OREGON—THE PEER OF STATES.

Governor James Withycombe pays high tribute to the State of Oregon, in the February issue of the Oregon Country, when he says, "through the diversity of its agricultural resources, the excellence of its products and the uniform volume of production attained, Oregon is the peer of any state in the Union."

During the past year the value of Oregon farm products was \$150,000,000. The enormity of these figures, Governor Withycombe points out, indicates plainly the great possible wealth which this country ultimately may develop. The State as a whole, is eminently adapted to agriculture, which is, in fact the foundation of our great permanent basic wealth. Governor Withycombe is of the opinion that when the agricultural resources of the State are fully developed, the Willamette Valley alone will be producing \$200,000 annually.

But this \$150,000,000 which Governor Withycombe writes about is only the value of farm production. He says nothing of mineral resources and the income from the lumber industry. The mines and the timber are two equally important factors which will have a hand in Oregon's future development. Then he said nothing of manufacturing. Oregon is fast developing as a State for manufactures. Great mills are springing up over the State, in the larger cities and shipbuilding especially, is taking on large proportions.

The city of Portland is rated as the second city in the United States in the manufacture of furniture. This means a lot, when consideration is taken of the fact that the East is fairly alive with furniture factories. And here Portland has a great advantage in having an almost unlimited supply of the raw material right at hand, whereas the Eastern supply is rapidly diminishing.

The future which Oregon's Governor paints for his State is a promising one, but it is possible, with encouragement of capital, the building of more railroads, and a more friendly attitude toward the investor all the way around, that even Governor Withycombe's predictions will be far surpassed, for there can be no doubt as to rapid development in Oregon, once that development gets fairly started.

We are glad that the Heppner Commercial Club will not die. Now is the time to make it more alive than ever.

Heppner is at the threshold of a new order of things. There is going to be "things doing" and our little city will soon catch the vision of greater and better things. We know this because our good citizenship is not going to let the Commercial Club retire from business, and every fellow is going to get behind that organization and push it along.

Time was, in the history of our country when coon skins passed as legal tender in the payment of bills, and now it is the modest potato. Potatoes going at 3½ cents each were readily accepted in Chicago the other day in exchange for groceries and other articles of trade, and also a ticket to the movies. A fellow in that city that has a potato is a lucky individual indeed.

During the past week, the semi-annual consignment of mail order catalogues from one of the biggest mail order houses in the country, arrived in the local postoffice, and during the last few days, townsman, farmer and stockman have been carrying them into their various homes. When they want an article they will go to this ever-ready book of reference. Here they will find what they want, the price and everything necessary toward making a purchase. A money order through the local postoffice and the deal is closed. Probably the class of goods bought in this manner is inferior. Leastwise they do not have the satisfaction of taking a pre-purchase look. It is sort of a sight and unseen proposition with the patron of the mail order house, yet he figures he is buying cheaper.

There is a beautiful sequel to this method of buying, if it could only be brought home in a clear manner. Probably your merchant has the very article you wish to purchase, you have priced it and find that Shears and Hobuck sell the same thing a few cents cheaper. Immediately your order goes forth to the far-away mail order house, your good money goes out never to return. It goes toward building a skyscraper in some distant city, when it ought to be at home working for your interests, in helping to defray the expenses of your own local government and aiding in city and county improvement, for better roads and schools. Yet you are not looking at that phase of it, it is a matter of making the initial saving of a few cents. You figure your home merchant will get by alright anyway.

But a glance to the prosperous, well kept, up-to-date city where everybody is alive to their greatest possibilities, is where you find the story of the mail order house well told. There is the town where townsman and countryman alike buy every possible thing at home. Yes, but in that same town the merchant is out to see that every possible inducement is offered for that home trade.

HOW BUSINESS GROWS.

Many merchants complain about poor business and then they never set aside a dollar in the effort to get more business. In this they act against every recognized principle of success. All the big enterprises set aside a large sum for their sales and advertising departments. It is the work of these departments to make new friends. It is recognized that a firm's regular customers are constantly dropping out, due to death, removal, competition of rivals, etc. Unless a constant effort is made to attract new friends, one's business is likely to fall off instead of increase. No retail business can grow unless it acts on this principle. New friends and patrons must be constantly secured. They are not likely to come, haphazard. They go to the people who solicit them. If distant mail order houses and outside cities solicit them by advertising, while the home merchant doesn't they will go to the place that seeks their trade, as that place seems to them the most wide awake and enterprising.—Pendleton Tribune.

It is hard for a lot of people to understand that National preparedness does not mean war, but rather a stronger insurance for peace, and a "safety first" proposition in the event of war.

The W. J. Bryan type of patriot is the same type that would have had this country forever remain a colony of Great Britain.

In the hour of such a national crisis every American should realize more than ever that it is his duty to stand by his president and his country. An united Republic will place a strong front to the enemy.

Eastern Oregon will be ably represented on the State Highway Commission by the appointment, made this week by Governor Withycombe, of W. L. Thompson, of Pendleton. Mr. Thompson had the endorsement of the representatives of Hood River, Wasco, Sherman, Gilliam and Umatilla counties, and his appointment will be no less pleasing to the people of Morrow county who are interested in furthering the good roads propaganda. Mr. Thompson is president of the American National Bank, of Pendleton.

HE'LL SURVIVE.

We observe, without the least feeling of alarm for the victim, that Representative Forbes has incurred the bitter displeasure of the Portland Journal. It seems to be that newspaper's notion that the way to build up journalistic influence is to visit epileptic wrath upon those who decline to do its bidding. It has done so in the past, yet the marks of its displeasure among former members of the Legislature have continued to shine. Quite generally they have been elevated in politics or public esteem.

C. N. McArthur, who was held up while Speaker, as a scoundrel for what he did and a rascal for what he did not, has been sent to Congress. Gus Moser, who received all kinds of apopleptic advertising as author of a "spoilsman's bill" and as chief instigator of a "midnight resolution," led a large field of candidates in the last election, and was chosen president of the Senate.

So why should Forbes worry? Together with Stanfield and Bean, who are also traduced by the Journal, he is recognized by the people as a leader in legislation—intelligent, forceful, honest, unafraid.

Mr. Forbes has a vision that extends beyond his district. He accomplished at Salem much for the good of all Oregon, and much in behalf of that portion of the state which he directly represents. He devoted his attention to constructive policies. Mr. Forbes' crime consists in the fact that he worked hard for his constituents and the whole state and not at all to enhance the influence of the Portland Journal.

Mr. Forbes will survive.—Oregonian.

All interest is centered these days around the Capitol at Washington and what is transpiring there between the officials of the government and Germany. It looks like war between the two nations can not be avoided. The sinking of the liner Laconia by a German U-boat is considered that "overt act" the President has been looking for, and yet Congress seems to be inclined to block the steps proposed by President Wilson. The torpedoing of this liner on which American lives were lost is considered by the White House as a clear cut violation of American rights. Further news is awaited with much anxiety.

THE POSSIBLE NAVAL FIGHT.

These are days when the main British fleet that is keeping watch over the entrance to the harbor where the main German fleet is lying in wait, should be on the alert day and night. The prediction that Germany will soon move all her forces in one grand attempt to close the war, and that her fleet will emerge and give Britains battle, is most probable.

If this happens it will be the battle of the age. On Germany's part it will be the test of whether Great Britain is to be longer safe behind walls of steel. Since the great Armada was shattered and dispersed, England has depended for safety upon her navy. Whether that is a safe dependence lies, at least in part, on a trial with the German navy; and if that test is sprung, the result will be the concernment of the whole world.

The men in command, even the men who man the guns in those great fleets, fully comprehend what will be at stake if that battle is joined. So important is the outcome, that Germany will never make the trial save as a last resort. If it comes, it may be expected that the blue jackets of Great Britain will fight as never before; and when the battle is over, Trafalgar will look like a skirmish by comparison.

If it comes, Nelson's signal: "England expects every man to do his duty," will not be necessary; for every man of the English fleet will realize that it is to be a fight, not only for life, but possibly for the life and certainty for the prestige of the British empire.—Goodwin's Weekly.

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THE PALM

HIGHEST GRADE OF CANDIES IN THE CITY

Editor Heir to Fortune.
Molalla, Or., Feb. 27—H. H. Palmer who purchased the Molalla Pioneer about four months ago, received word last week that he had fallen heir to several hundred thousand dollars through the death of his mother. He received an advance draft of \$5000 to defray expenses of his eastern trip. He left Tuesday, accompanied by his wife, who will go as far as Washington, D. C., while Mr. Palmer goes on to New York.
Gordon J. Taylor, who was on a lecture tour in the state of Washington, was compelled to cancel dates, and is now in charge of the Pioneer. He was the former owner.

Righteous Indignation

At a colored folks' party in Mobile the youngsters were playing a game which consisted of everybody in the room making a face, the one making the worst face to receive a prize. They all did their level best. The boy acting as master of ceremonies went up to one of the most diminutive pickaninies present and said: "Well, Martha Jones, I think yo' has won de prize." "What yo' talkin' about?" asked Martha. "I ain't been a playin'."