

COLE BROS.
WORLD-TOURED SHOWS

3 RINGS MENAGERIES STAGES
3 TRAINING OF CARS COMBINED EXHIBITION
ROMAN RACE COURSE

1000—MEN, WOMEN AND HORSES—1000

20 CONTORTIONISTS 20 TUMBLERS 40 ATHLETES 40 GYMNASTS 20 EXCLUSIVE FEATURES	500 HEAD OF HORSES 100 RARE WILD ANIMALS ACRES OF TENTS 10,000 SEATING CAPACITY ROSE SPECTACULAR THEATRIUM	CLOWNS 41 EQUESTRIANS 20 EQUESTRIENNES 20 AERIALISTS 30 LEAPERS 20
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Rare and Complete Zoological Collection,

Five Tents of Thoroughbred Horses Free for inspection at all times.
Superb Educated Equine Exhibition.
High School Menage Horses of unprecedented proficiency.

MAGNITUDE, MERIT AND MODERNISM.
United for Educating and Entertaining.

STUPENDOUS, GLITTERING **STREET PARADE** WILL LEAVE THE MODERN, KALEIDOSCOPIC GROUNDS AT 10 O'CLOCK AND PASS THROUGH THE PRINCIPLE STREETS.

Over a Mile in Length and brilliant in splendor. This should be seen whether the show is seen or not. Immediately after the parade and again at 6:30 p. m. is to be seen

THE THRILLING FREE OUTSIDE EXHIBITION
On the Show Grounds.

PERFORMANCES AT 2 AND 8 O'CLOCK.
WILL BE SEEN SOONER EARLIER.
MILE D'ZIZI
Immediately after the Parade is the thrilling FREE OUTSIDE EXHIBITION on the show grounds.

HEPPNER
Friday, June 29

Great Animal Circus.
(Continued from Page Seven)

many wild animal escapades, will also be seen with Cole Bros'. World-Toured shows. Miss Croft's mixed group of performing tigers, leopards, and panthers must be seen to be appreciated. This fearless little woman has seen the wild beasts in the African and Indian jungles, having accompanied her husband on several wild animal hunting expeditions. She has been torn and mangled by ferocious beasts time and time again, while on these hunting vacations as she is pleased to call her trips, as well as in the steel arena while training her pets. These and many other features will be seen only with Cole Bros'. Trained Wild Animal Show. It is different, it is new, it is original.

For Economy's Sake
BUY ADVERTISED GOODS

In these days of increasing prices we sometimes hear this argument advanced: "If 'So-and-So' didn't spend so much money for advertising they could sell cheaper."

No argument could be farther from the truth. Advertising means more sales at a lower cost, which in turn makes possible a lower selling price.

You can easily see why this is true. Anything which entitles a manufacturer or a merchant to sell larger quantities of a certain article makes it possible for him to buy materials in larger quantities and at a less cost—it also enables him to cut costs in every process of his business and he can SELL FOR LESS.

Take a pair of shoes, for example. The little manufacturer, with an output of 50 pairs a day, who buys leather two or three rolls at a time, and his findings in proportion, could not possibly sell as cheap, for the same quality, as if he were making 5000 pairs a day. The cost of the advertising to create demand is more than absorbed by the saving in quantity buying and big production.

Apply the same thing to the local merchant. It costs him the same amount for heat, for light, for rent, and for clerk hire whether his clerks are "standing around" two-thirds of the day or if they are busy every minute of the time.

His expenses are the same in either case. But if he advertises and brings more people to the store, so his clerks are busy all the time, it is very obvious that they will sell more goods, be able to buy in larger quantities and his profits will be many times greater. HE CAN THEREFORE AFFORD TO SELL FOR LESS.

Advertising lowers selling cost for both the manufacturer and the merchant.

In these war times when economy is a patriotic duty, it is safe to assume that your money will go further by buying advertised and branded merchandise from the merchant who also advertises.

EDITORIAL SECTION
THE GAZETTE-TIMES

The Heppner Gazette, Established March, 30, 1883.
The Heppner Times, Established November 18, 1897.
Consolidated February 15, 1912.

VAWTER CRAWFORD, Proprietor. ARTHUR R. CRAWFORD, Editor.

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

OFFICIAL PAPER FOR MORROW COUNTY.



Thursday, June 21, 1917.

THE RED CROSS DRIVE.

A few weeks ago the Red Cross campaign was launched in Morrow county. That campaign, while it lasted, was a whirlwind and great things were accomplished in a short time. But now we are confronted with a greater privilege. This time we are to do the same thing, only we are to do it on a much larger scale.

A few months hence and thousands of the homes of our country will be directly represented upon the bloody battlefields of Europe. We will want our boys to receive the best possible care while they are in the trenches, or later, while they may lie suffering upon the cots in the various field hospitals. But it will take lots of money to carry on this great humanitarian work and that is why Morrow county has been enlisted in the work to help Oregon raise her quota of \$600,000 and that is why each and everyone of us has been enlisted in the great work of raising the ten thousand dollars in Morrow county which will be contributed to the cause.

Morrow county has a greater chance to do something really big for humanity's sake in these next few days. Let every man, woman and child respond to the call of the Red Cross.

A NEW SPIRIT.

A new spirit, a sort of an awakening, has lately struck Heppner. There are many things to indicate this, but one more than any other is the fact that a large number of our citizens are really becoming interested in the street paving proposition.

Heretofore this subject has been so far removed from the minds and hearts of our people that they are unable to move with much rapidity toward that acme of street improvement at the present time. But they have got far enough to call for a mass meeting which will be held in the council chambers tomorrow night. Mayor Notson has announced that the city council is in the right frame of mind to give the people what they want in the line of street improvements as long as the people are willing to pay.

Now that is right. Maybe we have been altogether too censorious of our venerable city fathers. After all, maybe they have only been serving on guard duty at our purse strings and pocketbooks. So much so that heretofore they wouldn't give us a chance to spend if we wanted to spend. But now the new spirit is even permeating the souls of our city councilmen and it may be that a great new day is dawning for Heppner. A day in which rapid strides will be taken in civic improvements of all kinds. At least we will hope that we have not been mistaken in the signs of the times.

THE VALUE OF PATIENCE.

From the Philadelphia Evening Ledger.

One of the humorous incidents of Registration day epitomizes a certain very general state of mind among civilians. An Irishman, as soon as he had registered, held out his hand and said, "now, where's my gun?" He was depressed to learn that instant action was impossible. The amateur farmer gets impatient for harvest time the week after he has planted. And quite a few persons have begun to fret about "not knowing what we were in for when we got into the war" and about "biting off more than we can chew." We have been trained to enjoy a swift life; not endure a slow war.

The source of this kind of pessimism is nervousness; akin to the fidgets that make a man cry "Fire!" in a crowded house. It is an insidious malady that has to be slowly healed by the good counsel and steadfast example of the patient people, who are the backbone of the nation: Their quiet valor gradually triumphs over the whimsies of flighty folk, but the very fact that it is quiet and unostentatiousness makes this valor slow to spread.

It is not that "we didn't know what we were in for" in going to war. If we hadn't known, we wouldn't have waited until Germany forced us in with the most insulting challenge ever handed to a great nation. Germany drove us in with the boast that she could beat England in a few months with U-boats, and so successful had her U-boats become that it was obvious to all serious-minded Americans that only by a tremendous effort, accompanied by severe losses, could we defeat the submarine campaign. Since we are 3000 miles from the scene, necessarily it will be slow work at first in getting results from this tremendous effort. But the effort must keep on day after day, week after week—and "if you can't boost it, don't knock it."

It will be all right, as the French soldiers say, if the folks who don't have to fight can keep up their courage.

BUICKS

LEAD

For This There Is A Reason

See These Cars

Five Passenger, six cylinder, 45 horsepower - - - \$1220.00
Five passenger, four cylinder, 35 horsepower - - - \$795.00
These prices are F. O. B. Heppner

BUICK DESIGN

BUICK VALVE-IN-HEAD POWER

The rightness of the Buick Valve-in-Head motor and not the enthusiasm of its salesmen has made the Buick conspicuous for leadership.

This new four has a Buick Valve-in-Head motor (with electric starter) which develops thirty-five horse power on brake test and is so reliable for rugged service that no eulogy is necessary among "men who know Buick."

Its lines are beautiful. Finish and color are exceptional. Deep, tufted black genuine leather upholstery. Covered floor and running board, with aluminum bindings, give a trimness of appearance that is peculiarly Buick.

Body, hood, fenders and running gear are painted a glossy, long-wearing black; wheels are black with white stripes. Times 31x4 inches.

SEE THE BABY BUICK AT THE HEPPNER GARAGE

ALBERT BOWKER, Local Agent

All Buicks have the Delco lighting and starting system. There is none better.

Notice to Farmers!

This is the season of the year of uncertain weather conditions. A good grain crop may be ruined by hail in a few minutes.

Protection on your grain against hail is written by me by the season.

COSTS NO MORE NOW THAN LATER

Get my rates at once

I also carry all other kinds of insurance and bonds.

ROY V. WHITEIS

The Insurance Man
Heppner, Oregon

WE want every farmer and stockman in this district to feel that we stand back of him to the limit of our ability.

THE First National Bank

Heppner, Oregon

Resources—Over one and one half million dollars.