

Your friends can buy anything you can give them—except your photograph.

Notwithstanding the soaring costs of all commodities during the past three years, prices of photographs have not risen. The necessity of a readjustment of values, however, is self evident.

Beginning November first, prices must be raised from twenty to thirty-five per cent.

Compared with the difference that exists in the prices of practically all staple articles, this increase is small indeed, and will remain permanent only to the extent that other values are stationary.

SIGSBEE STUDIO
OVER OPERA HOUSE
Heppner, Oregon

Hoover Approves

KEEP ICE IN YOUR ICE BOX THE YEAR ROUND

MOST EFFECTIVE WAY
OF REDUCING HIGH
COST OF LIVING.

SAVES EVERY MORSEL OF THAT
HIGH PRICED FOOD STUFF.

PHONE MAIN 362

Heppner Ice & Soda Works

J. B. SNYDER, Proprietor

QUALITY · QUANTITY · SERVICE

Tash & Akers

Successors to

VAUGHN & SONS

Dealers in

General Hardware

Plumbing a Specialty

We have secured the services of a professional plumber and will be in a position to give you satisfaction in all lines of plumbing work.

Shelf Hardware, Stoves, Tinware

Three Times Secure

GOVERNMENT Regulations; the most approved Vaults and, Conservative Management form the combined protection for funds deposited at the Farmers & Stockgrowers National Bank. You will find the first fool-proof, the second fire and burglar proof and the third error-proof.

Careful attention to the needs of all patrons—is our policy.

INTEREST ON SAVINGS AND TIME DEPOSITS

THE FARMERS & STOCKGROWERS NATIONAL BANK
Heppner, Oregon

EDITORIAL SECTION

The GAZETTE-TIMES

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

Thursday, October 18, 1917.

SAVE WHEAT AND MEAT.

If there was ever a time to prove our Americanism, NOW is the time. Our soldiers are on the battle line to help our allies to make the world safe for democracy.

Not all of us can serve in the trenches or risk our lives going over the top across no man's land, but all of us can take part in "Hoover's Drive" to save wheat and meat, butter and sugar for the men who are fighting our battle in Europe. We are not asked to stint ourselves or go without food, but simply to eat wisely and without waste, and to use substitutes for bacon and ham, wheat foods and other concentrated foods than can readily be shipped across the water. One wheatless meal a day, one meatless day a week will keep the non-combatants in Europe from having eatless days most of the time. Remember that the person who wastes food during war time is giving aid and comfort to the enemy. This war will not be won on the battle line alone, but on the bread line as well, and every one of us can be soldiers in the fight for conserving our food supplies.

Pledge Card Week takes place between October 21st and 28th. Every loyal housewife should be willing and glad to promise co-operation with the Food Administration Department. We can render efficient service by using home grown supplies which will save transportation, by practicing the gospel of the clean plate, by cooking no more than necessary, by using corn or rye bread for at least one meal each day, by substituting chicken, rabbit or fish in place of beef and pork, by boiling and baking more and frying less.

The united co-ordinated effort of the Nation will win the War. Do your part and get others to do likewise.

BOND IGNORANCE.

C. C. Chapman in Oregon Voter.

That little advance has been made in Oregon so far as understanding the Liberty Loan is concerned is apparent in the early part of the campaign. Patriotism is high—no intensifying of that sentiment in this loyal state could be demanded or decently hoped for—but something more than patriotism is needed, and that is an intelligent realization of the whole war situation, the financial problems of the government and the investment value and convertible features of the bonds themselves.

It is surprising how many people think that buying government bonds is a donation. Unquestionably it was a sense of patriotic duty that was mainly responsible for the magnificent subscription record made by Oregon for the first loan. It was a patriotic spirit that prompted many of the big subscriptions as well as the little ones. And many who made subscriptions felt they were giving up their money just as completely as if they had donated it, except that they would get a little interest on it and get it back after many years. The use of the money, they felt, was being sacrificed by them.

This sentiment exists yet in the state. Farmers and business men who have large amounts of cash on hands are refraining from buying bonds, fearing they will tie up their money for many years. The fact that the bonds are quickly convertible into cash seems not to have entered their consciousness.

If the bonds subscribed during the first loan had been in the hands of purchasers a month ago, this skepticism would have been dissipated by now to a considerable extent. For then, bond buyers would have discovered that they could have sold them on a ready market for all they had paid for them. The accrued interest would have more than balanced any prevailing disadvantage in the bond market. By selling their bonds they would have discovered how bonds were sold. And then they would have been eager to get more money into instruments which could be converted so easily into cash when it was needed or could have been held at interest during any periods when cash was not needed for immediate use.

It is difficult to conceive how anyone's funds could be in better form than in government bonds, no matter whether he is likely to need quick money in the immediate future or whether he desires to maintain his surplus in form for an investment should one offer that appealed to his judgment.

Many bankers have cautioned their patrons against buying too many government bonds. This is especially true in some communities outside of Portland, and is true of one or two Portland banks. A conservative attitude sets well on the average banker. He always seems more important to himself and to his patron when he tells him NOT to do anything than when he tells him to go ahead. Less moral risk is involved in advising against than for.

What all the banks should do in order to help their patrons get their finances in first class shape for quick money when needed is to advise them to get as much of their money as they can into government bonds. Then they can help them dispose of them whenever a sale is desired. It is easy for any Oregon bank to market government bonds quickly. Two weeks time is the outside limit for completing the transaction, for that gives ample opportunity to send the bonds to New York and receive a draft in return. But Portland is a bond market as well as New York. Many buyers have been quietly paying par and accrued interest. They have not been making noise about it, for from the buyers' point of view there is no need to "bull" the market.

Oregon should be a bond-owning state, as well as a borrowing state. There is vast wealth here that can be maintained in the best kind of shape for quick conversion when needed if kept

invested in government or other high class bonds. If our financiers would proclaim the gospel of bond convertibility from the housetops, they would help get Oregon into far better financial condition for the immediate and ultimate future.

No matter how patriotic a man may feel, if he fears he cannot get his money when he needs it, he hesitates to be reckless in demonstrating patriotism by putting his surplus cash into bonds. But once he realizes he can get his cash in money form on short notice if he has the bonds, he will gladly serve his own and his government's interests at one time by subscribing for the Liberty Loan. If the mass of Oregon people who have ready money could realize the advantages of having that money in bond form, Oregon's quota for the bond issue would be oversubscribed in a hurry, without any necessity for a bond campaign.

We would call the attention of the patrons of the schools in District No. 1, to the published budget in this issue. Our district will require close to \$20,000 this year to maintain our schools and we feel that the taxpayers of the district should be interested in the matter sufficiently to go over the budget carefully and be prepared to take an active and intelligent interest in the meeting called to vote the tax. The school is progressing and at the opening this year there was a largely increased attendance over any previous year. We have an excellent corps of instructors which it has been necessary to engage at an increase in salaries all down the line and the maintenance of the school plant has increased to a considerable extent in keeping with the general trend of high prices, yet, notwithstanding all this, the Board of Education will be able to carry on the work of the schools for the year without an increase in the tax levy. This speaks well for good management on their part. The Heppner schools are being placed on a high plane and the good work being done is reaching out to the surrounding country. This is amply proven by the large number of outside people who have moved to town with their families to take advantage of the facilities offered here for the education of their children. The best drawing card the city has for bringing in the right class of people, and its efficiency is not to be impaired by a lack of proper support on the part of the taxpayers of the district.

TO OUR PATRONS AND FRIENDS:

On Friday of each week the Palace Hotel Grill will have two Bills of Fare; one will be a meatless bill, the other our regular bill of fare with all the meats in season.

Mr. Hoover has requested all hotels and restaurants to have one meatless day in each week. Hence we are asking our patrons to order from the meatless bill of fare on every Friday.

Palace Hotel Co.,

By J. L. WILKINS, Mgr.



Liberty Bonds

GThe Government is asking its patriotic citizens to subscribe to the Second Issue of Liberty Bonds.

GThe First National Bank is prepared to take your application.

Assets:

One and One-half Million Dollars.

The First National Bank

Heppner, Oregon