

THE GAZETTE-TIMES

The Heppner Gazette, Established March 20, 1882.
The Heppner Times, Established November 18, 1887.
Consolidated February 15, 1912.

Published every Thursday morning by Vawter and Spencer Crawford and entered at the Postoffice at Heppner, Oregon, as second-class matter.

ADVERTISING RATES GIVEN ON APPLICATION

SUBSCRIPTION RATES: One Year \$1.00, Six Months .50, Three Months .25, Single Copies .08

MORROW COUNTY OFFICIAL PAPER

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

The Thing to Do Is to Advertise on A Declining Market

We have been suspicious for a long time that the National Chamber of Commerce was an institution that to say the least is unprogressive. Here and there we caught them issuing statements and theories that belonged to the latter part of the 19th century, indicating that this National Chamber is ruled to a considerable extent by the men who were leaders in business and industry back in the eighties and nineties.

It is not long since this same chamber began a campaign for the so-called "open shop," and, whether the open shop is a good thing or not, botched the campaign so badly that the third decade of the twentieth century is ashamed of it.

Now we find the said chamber starting a survey "to the end that operating costs shall be cut down during the present depression by manufacturers, jobbers and retail merchants." Good thing. Very. But the very first question asked is:

"What have you done to reduce your publicity costs to a normal basis?" That is, we presume, to the basis of the 19th century.

Evidently these people have been sound asleep for years. Evidently no inkling has reached them of what the extraordinary use of advertising publicity has done during the past five years. Probably the biggest retail advertiser in eastern America is Edward A. Filane, of Boston, and he says that he will INCREASE HIS ADVERTISING ON A DECLINING MARKET in order to keep up his profits. All over the country, in big towns and little, important merchants are saying the same thing, and acting on it, because they know what advertising does.

The National Chamber of Commerce should retire their old fogies.

Think of It, America Ninth in Education

The announcement has just been made of the rank of the different countries as to education. The United States stands NINTH. This country, which we all claim to be so great, so rich, so much better than all others, is ninth among nations when it comes to the education of its people.

The news is astounding, stupefying!

And yet three years ago when we entered the war twenty-five per cent of the men who went out from a single state to fight the nation's battles had to be taught to sign their names. And, mind you, they were not foreigners—every one of these illiterate soldiers was an American born citizen. Many more who could with difficulty write their name and read a bit were so poorly educated that they could not study the common manual of drill.

Yes, education is free in our rich cities and in the well-to-do country regions. But the time has come for us to carry education—common-school education—into the mountains and deserts and other lonely stretches of our land.

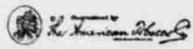
Ignorance is the greatest menace of any nation. We rail at Bolshevism in America and denounce its followers among us, but forget that it is nothing but ignorance, lack of education. And that is our fault, not theirs.

In another column we give a report of the meeting of taxpayers held in lone on Saturday afternoon, to which we call attention. It is not in the spirit of controversy that we would comment on this meeting, for we feel that it was a proper thing for the taxpayers to get together and discuss the situation as it now stands. There is indeed a very heavy burden of taxes to be paid, and the serious question is, where are we to get the funds to pay with. There is scarcely a citizen of the county whose names appear on the tax rolls this year but is confronted with the fact that he is short of the necessary funds, and many will be compelled to face the penalty for nonpayment until crops are sold in the fall. It is perfectly natural, then, that some very earnest discussion is going on, that meetings are being called to in some way devise means to meet the difficulty in which taxpayers find themselves, and that the fellows who "pay the fiddler" are just a little more anxious than ever before to have an accounting as to how and where the funds of the county are being spent.

There has been much talk going on during the past year or more concerning the spending of road funds, many being of the opinion that the county was receiving much less value for the money spent than she was entitled to; that there was being an



LUCKY STRIKE
cigarette. Flavor is sealed in by toasting



extravagant waste of funds, the treasury was now practically empty and there are yet no roads to speak of; that the policy adopted by the court in the handling of these matters was not the proper one, and that there should be demands made for a change in the policy to one that will insure better return for the money spent.

As to these things, we will not offer any suggestions at this time.

It was along this line that much of the talk was had at lone on Saturday, and doubtless there was a good deal said at the meeting that could not be fully substantiated by the facts and figures, for people are apt to shoot a little wild of the mark on such occasions. But we wish to say that such meetings should be held; that a fuller discussion of tax matters should be made by the taxpayers themselves; that such discussion should bring out the facts as they actually exist, and the criticisms offered should be of a constructive nature and not lead to abuse of officials or localities or resolve themselves down to mere personalities. Anybody can find fault; that's easy; but it is another thing to offer the remedy for our difficulties.

We should say that it is now the proper time—in fact that time has been with us for the past two years—to get down to brass tacks on every proposition that is put up to us for the levying of additional taxes. We have been steadily voting a tax burden upon ourselves, and while times have been flush and money was easy, the taxes have been paid without much fuss. Now the situation is different and we are brought to the full realization that it takes a lot of hard dollars to meet our tax obligations and the money is not to be had. Some good, hard thinking and planning is necessary, and in trying to get at a solution of the case and bring about

the necessary reform in government affairs of the county, let facts be brought out plainly and truthfully that right conclusions may be reached. For a calm discussion of the questions involved can not do other than work reform.

A recall election has just been held in Polk county at an expense of \$2500, and the present incumbent of the county judge's office remains on the job. It is estimated that a recall of the public service commission at a special election would cost the state at least \$150,000. This all adds to tax burdens and the question is: Is the experiment worth the price?

Slats' Diary.

By ROSS FARQUHAR.

Friday—I found a nickel on the St. today & tuk it into the store to by sum marbels. The clerk sed it wassent enny good as it was made out of led. so I went & give it to a blind man which was begging on the st. corner.

Saturday—Over herd pa & ma tawking about getting ready to make garden. That signfys me. So I & Jake snuk out in the country with the dawg. Gardens isent enny fun. In the summertime.

Sunday—pa had a narry exkape frum burning himself. He tuk a bath like he offen does & it was kinda dark & he grabbed the talcum powder box which he has extractred frum ma's dresser & he started to give hisself a coke of it. It stung him & upon strick examinashun he discovered he had picked up Lewises lie by mistake.

Monday—Jane & me is getting real chummy now. We play marbels after skool on our way home & as long as she wins every thing is o k And I let her win all the time. Almost. She can spit thru her teeth now. Good as I can.

Tuesday—They was a fire at the skool today. diddent amt. to nuthing. & I am afrade they will get it all fixed up & we will hafta go back agen. The teacher ast Blisters who was Hamlet and he replied & sed He was a Great Dane who suffered with Sollikys.

Wednesday—about all I heer is wirk in the ole garden. it seems to me that as high as meat is I shud ort to be ketching fish. That is I thing pa and ma agrees upon & that is I shud wirk in the garden and ruin the summer.

Thursday—pa was a reeding in the noose paper that they dussent seem to be no demand for branes here and lately. ma indicated that he shud ort to do pritty well according to necessary, and in trying to get at a that. But he diddent say nuthing back.



Protect Your Batteries

Keep out the dirt and water with a

Ford Battery Box

Price \$3.50. \$4 Installed.

Come in and let us show you this new idea and how it works to save the life of your Ford Batteries.

Battery Electric Service Station
Heppner Oregon



Far Better Bread!

THE KIND YOU'VE BEEN HANKERING FOR!

Here It Is!

Heppner bread is a FULL, PLUMP loaf, with the same BODY to it that MOTHER used to make!

Does it go down EASY?

Better BELIEVE it does! Greatest domestic bread in the world!

20c the large size; 10c the small

For sale at Thomson Bros. and Phelps Grocery Co.

SEND FOR SOME TODAY

Heppner Bakery

New Location

I have moved my office from the Slocum block to the new hotel building where I will be pleased to greet my old and new friends.

ROY V. WHITEIS

Real Estate and Insurance

L. MONTERESTELLI

Marble and Granite Works

PENDLETON, OREGON

Fine Monument and Cemetery Work

All parties interested in getting work in my line should get my prices and estimates before placing their orders

All Work Guaranteed

Soap

SPECIAL

White Wonder Laundry Soap

An excellent soap for laundry use.

4 for 25c

Phelps Grocery Co.

Phone 53

S A F E T Y &



S E R V I C E

Meeting Your Expectations

When you deposit money with a bank, it is with a certain expectation.

You expect that your money will be secure.

You expect that it will be available when you need it.

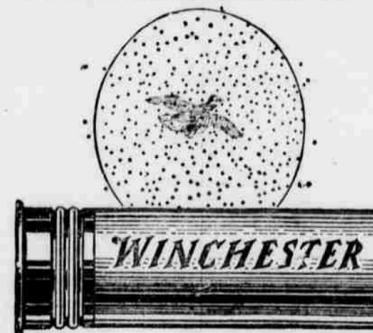
You expect further, to receive interest on your money, under certain conditions. The real strength of a bank lies in its ability to meet your expectations—to perform continuously and satisfactorily the duties you expect of it.

You'll not be disappointed here.

First National Bank

HEPPNER, OREGON

OUR PRICES RIGHT—OUR PRINTING THE BEST—G. T.



This is the shell that gets 'em

AS dealers in sporting goods, we want to do all we can to contribute to the success of your hunting season. We want to do more than sell you our goods. We want you to get your share of the game that is to be had in this section.

For this reason we are recommending to your use this season the famous Winchester Shells.

By the Winchester system of wadding, the shot pattern is unbroken by escaping gas-blast or pieces of wadding. The pellets cover a 30-inch target so thoroughly at 40 yards, that no bird could get through without being hit three or four times. We recommend these shells to your use with the utmost confidence, feeling that whatever the weather conditions may be, these shells will play true to form and give the best results that can be had from any shell on the market. Come in today and look over our new stock.

Gilliam & Bisbee