

THE GAZETTE-TIMES

THE HEPPNER GAZETTE, Established March 26, 1882.
THE HEPPNER TIMES, Established November 15, 1897.
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 \$2.00
Six Months 1.00
Three months .75
Single copies .40

MORROW COUNTY OFFICIAL PAPER

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

The Great American Bell.

By RICHARD LLOYD JONES.
In practically every home on farm and in town, in every shop and store, factory and office there is a little bell behind which is a story of romance and before which is a wonderful world that it made less wide. That is your telephone bell.

We used to call hello across the field. This little bell now carries our hello across the continent. The farmer who was ten miles away from town had to harness his horse and drive the old spring seat for better than an hour to deliver a simple business message. Now he rings the little bell and in two minutes the business is done.

With equal ease the business man in Minneapolis confers with his customer in New Orleans and the New York lawyer talks to his San Francisco client.

Imagine what it would be to be without it. How strange that scientific men of forty-six years ago viewed it with suspicion.

On the first day of this month in his Nova Scotia summer home, Alexander Graham Bell, the inventor of the telephone, died in his seventy-fifth year. His death brought back the story of the advent of the telephone.

Bell was highly educated in the scientific schools of Scotland and England. As a young man he was a professor of science in Boston University. He married the daughter of a wealthy merchant. He joined the family in extending to her special tender consideration for she was deaf. He resolved to use his scientific knowledge to perfect a device that would give her an artificial ear-drum that his voice might carry to her. For a year he experimented in his father-in-law's barn. He failed to find a way to carry his voice to his beloved and afflicted bride, but that romantic effort brought to him the instrument that has carried the human voice over seas and across continents.

His father-in-law lost his fortune. This invention rebuilt it beyond the proportions of all former dreams.

In 1876 Mr. Bell carried his newly patented invention to the Philadelphia exposition where our nation celebrated its Centennial. But no one noticed the telephone. Popular interest seemed to center in the butter lady, moulded out of New York's famous Herkimer County butter.

Scientists assembled there but even they were not attracted. At last two of the more eminent consented to look at the odd little device. One spoke into the mouthpiece, another at a distance listened at the receiver. "My God, it talks!" the latter cried. And then the telephone came.

It is in your house and my house, your shop and my shop. Our life is now built to be dependent upon it.

On the first of this month few took notice of the passing of this great benefactor of mankind. He shortened distance, saved time; sped up all the wheels of industry and promoted commerce. He was a great progress-maker. Mr. Bell sent our hello everywhere. He brought us the little bell that we have made the Great American Bell. It is the little bell that calls us to its bidding more than any bell the world has ever known.

Mail Order Houses Booming.
Sales totals of the great mail order houses show an enormous increase, particularly in strictly farming sections.

This is not pleasant news for retail stores in our average small town, but is what they may expect.

There is only one way in which the insidious mail order campaigns can be combated, and that is by local merchants frankly explaining their merchandising possibilities to the people through advertising.

It is a well-known fact that the big mail order concerns maintain departments of considerable magnitude to check up on the towns where the local merchants appear to lack enterprise.

There they concentrate their batteries of advertising and catalogue distribution.

The mail order house never prospers in a town where the local merchants advertise consistently, because the mail order men know they cannot compete with the local store if the merchant understands his business.

The cheapness with which the big mail order man can buy is more than offset by the low overhead the local merchant can get along with.

To hold his own, however, the local merchant must not hide his light under a bushel.

The public needs educating to a

knowledge that they can buy at home as cheaply, that they can actually see what they are buying before they pay for it, and that they do not have to wait sometimes weeks for the delivery of the article they want.

The National Cloak and Suit company reports a heavy increase in its business, all in this country, though it is doubtful if this great concern carries anything like the line of up-to-date goods carried by local stores throughout the country.

When the merchants get ready to talk plainly to the people they will have nothing to fear from the mail order man, but if they remain silent, then the outsider will surely burrow his way into their profits.

Self-satisfaction has spelled many a bankruptcy.

Why Primary Has Lost Popularity.

The chief charge against the primary system of making nominations for office, as that system pertains in this state and many others, is not merely that it is cumbersome, expensive to candidates and state and incapable of awakening interest on the part of the voter.

For these conditions are really but insignificant compared to the larger allegation lodged against the system now in vogue. That sin is its inability to serve the public welfare.

It is too often a means of an unknown man riding into political power. It makes wise choice of candidates difficult, and sometimes impossible. It demands that the aspirant to official honors neglect his business and at great inconvenience and expense to himself and his friends enter upon a canvass whose outcome cannot be accurately forecasted.

While this latter requirement is an embarrassment to the office seeker rather than the people, on its face, it actually harms the public in a greater degree because it deters many good men from entering official life.

Then, too, the primary plan as now generally employed does not accomplish the end which it was chiefly designed to serve. It is no safeguard against trickery.

The early proponents of a "straight primary election" to determine the choice of candidates for public office

saw in their minds all unfit men sinking from such a contest. It was believed that no opportunity for corruption at the polls could exist. The dream of the pioneer pleaders for the primary system was that it would make the good citizen a power for honest political rule, and that he could never be overthrown.

No such results have come in Missouri from the use of the primary nominating system. Aside from bringing prosperity to printers and publishers and sign painters and multiplying the number of paid workers in a campaign, there has been little actual benefit to the cause of good government. On the other hand, much harm has been suffered by true interests of the people in their political life.

The reform of the primary system must come. Its sensible development is now seen to be necessary—its needed changing from a machine supposedly self-operating to a system in which the brains and experience of party leaders will be called upon to serve the public. The primary system as now employed does not do this. It is too easily captured, moreover, by those skilled in political cunning.—St. Louis Times.

The big mail order houses are reporting a record breaking business. A big consignment of catalogues reached Grant county this week. This big institution has been built on advertising and there is only one way in the world that competition with them can be met. And that is with advertising. It is a case of fighting the devil with fire, except that in this case it is ink. Business houses that expect to remain in business will have to recognize this condition. Par-

cel post, rapid transit and good roads are going to change the business conditions and business houses will have to meet it. There is no use to urge the people to buy at home as a sentimental proposition. It won't work. It hasn't worked. People buy from ads and there are two things in an advertisement that the customers must know. They must know what an article is going to cost them and they must know the quality of the article. This is the first principle of advertising, and it is the principle upon which the great mail order houses have been built. Local business houses must recognize it sooner or later and some of them are going to be too late.—Canyon City Eagle.

What the Country Needs.

What this country needs is not a new birth of freedom, but the old-fashioned \$2 lower birth.

What this country needs isn't more liberty, but less people who take liberties with our liberty.

What this country needs it not a job for every man, but a real man for every job.

What this country needs isn't to

get more taxes from the people, but for the people to get more from the taxes.

What this country needs is not more miles of the gallon.

What this country needs is more tractors and less detractors.

What this country needs isn't more young men planting speed, but more young men planting spuds.

What this country needs is more paint on the old place and less paint on the young face.

What this country needs isn't a lower rate of interest on money, but a higher interest in work.

What this country needs is to follow the footsteps of the fathers instead of the footsteps of the dancing master.—St. Paul (Minn.) Crescent.

20 acres highly improved adjoining town. And 40 acres mile out in alfalfa to trade. Good chicken ranch for sale. Some new deals in close in unimproved land under government water on easy terms. Now is the best time since 1917 to pick up real bargains in irrigated tracts. We have new listings and new literature. DODD INVESTMENT CO., Hermiston, Ore.

It pays to buy good lubricating oils. Valvoline and Havoline oils at Peoples Hardware Company.

Central Market
FRESH AND CURED MEATS
Fish In Season

Take home a bucket of our lard. It is a Heppner product and is as good as the best.



Holeproof Hosiery

At the beach, as everywhere else, you will find HOLEPROOF HOSIERY worn by the most discriminating people. Its fineness of texture, elegance of appearance and unequalled wearing qualities appeal to those who desire the best in wearing apparel.

Sam Hughes Company
Phone Main 962

A Men's Store For Men

Styleplus
Clothes

FOR MEN AND YOUNG MEN

Conservative styles for men. Snappy styles for young men.

\$25, \$30, \$35

Our Fall stock is just arriving. Fine choice in popular checks and stripes. Every suit carries with it the famous STYLEPLUS guarantee.

David A. Wilson
Everything in Gents Furnishings

AUGUST 17th

Anniversary Sale of Aluminum Ware

89c

Big Values for Little Money

The Cash Variety Store

"111" cigarettes



They are GOOD! 10c

Buy this Cigarette and Save Money

Here's how you'll know me!
I'm the Fuller Man. Am coming soon to see you.
I represent the largest manufacturer of brushes for personal and household use.
I wear this button on my lapel. You will know me by it.
I leave, free, a Fuller Handy Brush at every home. It proves the quality and usefulness of my line.
Fuller Brushes are now in over 5,000,000 homes. When you see them, you'll know why.
WALTER JONES, Demonstrator, Box 641, Pendleton

Announcement

I have secured the STUDEBAKER Agency for this territory and will be able to supply this popular car.

The LIGHT SIX at \$1,190.00
The SPECIAL SIX at \$1,525.00
The BIG SIX at \$1,950.00

The Light Six at this price is the best car bargain for this country. These prices are for delivery here.

KARL L. BEACH, Lexington, Oregon

ARE YOU A BOOSTER OF YOUR OWN HOME TOWN OR THE OTHER FELLOW'S?

Do you insist on your grocer supplying you with **HEPPNER BREAD**

A home product, manufactured at home by your own local bakery.

Teach your dollar to stay at home and it will come back to you some day or some way.

We serve Heppner-made ice cream at

HEPPNER BAKERY & CONFECTIONERY

Successful Graduates
ARE THE BEST RECOMMENDATION OF **O. A. C.**

This institution offers a thorough, practical, and standard education at a cost within reach of the high school graduate.

- It offers training for collegiate degrees in:
 - Agriculture
 - Commerce
 - Engineering and Mechanical Arts
 - Forestry
 - Home Economics
 - Mines
 - Pharmacy
 - Vocational Education
 - Chemical Engineering
 - Military Science and Tactics

It offers training also in: The School of Music, Physical Education, Industrial Journalism.

FALL TERM OPENS SEPTEMBER 18

For circulars of information and illustrated booklet write to The Registrar, Oregon Agricultural College, Corvallis, Oregon



CONFIDENTIAL

If you are in need of accommodation in a financial way we would be pleased to have you come in and talk matters over with us. You need not be ashamed to do so; the wealthiest men borrow money at times. It will do no harm to come in and see us, and you will be under no obligations whatever.

All of our business with our customers is strictly confidential. If we can give you advice on financial matters upon which our business makes it necessary for us to be informed, we will gladly do what we can for you. We want you to feel perfectly at home with us, and whether or not we do a great amount of business together, we shall try to make our relations both pleasant and profitable to you.

First National Bank
HEPPNER, OREGON