

Morrow County Creamery

Butter, Cream & Ice Cream

MORROW CREAMERY CO.—

This concern does an exclusive wholesale and retail business; they manufacture brands of butter and ice cream.

This has been of such uniform good quality that it has become known as the aristocrat of the dinner table. It is of the highest quality, and the housewife will take no substitute from her dealer. This is a prominent sanitary institution which has aided in the upbuilding of the community and renders a valued essential service in the furnishing of butter and ice cream, which in the past years have enlarged their business and are admirably equipped to serve the wholesale and retail trade. A well-known concern under a management that is thoroughly conversant with each feature of the creamery business.

The plant of this company is a modern sanitary institution and equipped with the very best of modern machinery and under the direction of a modern creamery man.

We wish to give them the prominent place which their modern creamery merits as being among the foremost concerns in Heppner engaged in this particular field of endeavor. They are big contributors to the progress and prosperity of the community.

Popularity with both the producer and the consumer is evidenced by the large number of farmers selling to them and the fame of their brand of products has attained. By reason of the fact that they handle a large volume of business, it can readily be seen that this twentieth century organization also enables them to produce a brand of butter and eggs of uniform high quality. At the office of this company the producer encounters the most courteous treatment and receives more for his cream than he would be paid if he had to depend on a smaller creamery for a market.

The business is under the direction of a latter-day business man who appreciates the value of good service as a trade winner, and he and his associates are always willing and anxious to accommodate their patrons. The manager has always taken an active interest in the development of the country and is known as a leader among our foremost citizens.

We wish to compliment the management upon its progressive and successful policies and to refer their establishment and its product to our readers.

Baldwin Furniture Store

Complete Home
Furnishers

BALDWIN FURNITURE STORE—

Located in Heppner are extensive dealers in new and used Furniture, doing a cash business and a square deal to all. They feature the famous Autona Circulating Heating System and they are experts in installing the same.

They are also extensive dealers in the Peerless built-in fixtures including Cabinets, Iron Boards, Etc. All these are on display in their show rooms and windows. Drop in and look them over and they will explain to you the advantage of having them whether you are ready to contract at this time or at a later date.

What is more important than the building of a happy, comfortable home? We venture the statement that because they contribute probably to a greater degree than any other institution in this important work, this justly popular store is one of the most essential features of this section. This establishment under the efficient direction of latter-day business people, is replete with furnishings for the home and no matter what may be your need in this line, they have it at a reasonable price. Standard makes will be found in their store. Library tables, day-ports, mattresses, beds, rugs and furniture of all kinds for the home are represented by standard brands that are known the country over. The management has won for it

...a reputation throughout the country for many miles around, by treating every customer honorably and alike. Fair and honest business methods have built up for them a large trade and they will get value received for their money.

It is hardly possible for us to give a concrete idea of the immense stock that this firm carries for the accommodation of the public or the high quality offered at reasonable prices. A visit to their store, however, will readily prove to you that it is the proper and most advantageous place to buy.

This establishment and the men who direct its affairs have contributed in no little measure to the progress and development of this section of the country, and especially to that portion in a radius of several miles around. This community is more prosperous, more progressive and more attractive by reason of its activities, and in this review of on-ward progress, we wish not only to compliment them, but to urge our readers that they cannot do better than visit this establishment when in need of anything in the home furnishing line.

Elkhorn Restraunt Delicious Food Unexcelled Service

ELKHORN RESTAURANT—

Is the most modern and up-to-date cafe in Heppner, their high grade food and service won commendation from the people of the surrounding territory.

This well-known cafe has gained a name that has spread far and wide, as a place where the local and traveling public can more than satisfy their demands for good wholesome foods. The menu consists not only of the prime necessities of life, but many delicacies are offered that are inviting and tempting to the taste of the most fastidious.

The local and traveling public has learned that this is a place where the demand is more than satisfied in obtaining food. Courtesy is an other outstanding feature of this place, as it is a pleasure for them to serve the public.

It is a pleasure to have such a clean and modern cafe as this to refer the stranger and local people to, as good eating places are not common and at this place the food is prepared in a very satisfactory manner.

The proprietor has had years of experience in the cafe business, striving to keep the service courteous and prompt at all times. The interior is attractively decorated, pleasing to the eye and arranged for the general comfort of their patrons.

We wish to compliment them on the standard of their cafe, and do not hesitate to refer it to our readers as a good place to eat.

E. R. Buhn Gifts That Last

E. R. BUNN—

Is one of the most modern and up-to-date Jewelry Stores in this section and is a local store that is replete with everything that is the latest and best. As a proof of our statement, we suggest that you visit this store where you will find quality Diamonds, Watches, Jewelry, Sterling Silver, Cheffed Silver, Leather Goods and Art Goods. They also make a specialty of expert Watch and Jewelry Repairing. These articles make suitable presents for all occasions.

As regards quality, you may rest assured that whatever you purchase will be priced at a most reasonable figure, for this establishment is in charge not only of a reliable business man, but one who has had wide experience in this field and knows the value of the ground up. All of those many articles of jewelry so dear to the feminine heart are offered in great profusion of attractive patterns and courtesy and accommodation mark the service.

Since the time this well-known store first opened its doors to the public, local people have taken it as a matter of course.

We wish to compliment them upon the high standard of efficiency they maintain in their establishment, the superior quality of goods that they handle and the admirable manner in which their establishment is operated.

Heppner Planing Mill & Lbr. Co. High Grade Lumber And Mill Work

HEPPNER PLANING MILLS CO.—

Is one of the most valuable firms in this section and are doing an ever increasing business in Heppner and surrounding territory in the manufacture of Doors and Frames and Inside Finish Moulding and general Planing Mill work.

The management and employees of this firm are such that you can place your problem in their hands with the utmost confidence and assurance that you will receive the best obtainable, both in workmanship and material. They are extensive manufacturers of fixtures, and all kinds of high grade cabinet work, also every kind of mill work.

With the business acumen and foresight which has won such popularity and patronage for the company, the management has anticipated the needs and demands of the people of this section of the state and is far surpassing even their largest expectations. This firm specializes in rendering individual service to every patron. Courteous and efficient to a marked degree, the manager has surrounded himself with employees thoroughly conversant with every feature of the business. Just drop in or call them on the phone and you will get the most painstaking and accommodating service that has won them such an enviable reputation as a metropolitan and progress establishment.

Those of our readers who desire work of this nature executed, should avail themselves of the service of this firm, and at all times we can assure them of reliable work, while the charges are always right. We compliment them upon the well merited progress and the increasing patronage accorded them upon their progressive and public spirited policies.

Gilliam & Bisbee Everything In Hdw. & Farm Implements

GILLIAM & BISBEE—

Render such satisfactory service to the retail trade that it is recognized as one of the leading hardware firms in Eastern Oregon and is under the direction of men widely known in hardware circles. They carry at all times a complete advertised merchandise in hardware.

It is a well-known fact that there is no institution in the county that has met with greater favor from the public than this well-known establishment. By reason of the fact that the management has had wide experience in every feature of this business their comprehensive knowledge of every branch of the trade, this establishment has continued to witness an increase in the number of patrons with the passing months.

This company is known throughout this section as one of the leaders in this line of business. Their immense volume of trade, their experience of many years in the hardware business, their practical knowledge and service which has won for the recognition of the county at large and the patronage of thousands, all add to the progress and prosperity of the community in which their establishment is located.

Gilliam & Bisbee's store is the farmers' headquarters for "everything in hardware", and a gathering place for people who drive into town. The very best of attention is given to the people from the surrounding territory. They have a reputation far and wide as reliable men in the hardware business, and in making this review of the development and progress of the city and county it is quite proper that we compliment Gilliam & Bisbee upon their splendid store. You can depend upon them at all times for expert service, adequate information, courtesy, and a stock of the highest quality merchandise obtainable.

The management are among the well-known and prominent business men of Heppner and well toward

being foremost boosters for all projects promoting public betterment. Their desire to please makes this hardware store most worthy of mention in this edition on their success in their special field of endeavor.

Case Apartment A Home Away From Home

CASE APARTMENT—

It is one of the metropolitan apartments of Heppner, containing clean, modern rooms at reasonable prices.

In this comprehensive review of our progress we deem it quite appropriate to mention as the pride of the home people, and strives to infuse its service with the comforts of home and the comforts and the convenience the traveling public must have. Its reputation of being particular in its appearance, its appointments and the care of its guests and the stranger in Heppner poses an advantage in referring to this apartment.

There is a spirit of real hospitality and a home-like atmosphere of comfort and contentment. Unobtrusively, quietly, considerately, you are served by a family of capable employees and executives working harmoniously together, year in and year out with just one objective—the good will and satisfaction of the guest.

We are pleased to commend them and give them in this review the prominent position that their progress and reliable policies have merited. We assure our readers that at this Apartment they will receive the good treatment they desire.

Phelp's Grocery Co. A Food Department Store

PHELPS GROCERY CO.—

And is one of the largest food stores of its kind in this section, doing an extensive business in fancy groceries and home cooked foods.

This is one of the reliable institutions of this section of the state, doing an extensive business throughout the territory.

By reason of the fact that the management has had wide experience in every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

It is important to citizens of the community that we have conscientious firms like this one, will aid in the reduction of the price of living for the people. Their policy along this line will be interesting reading for many business men, as through this policy they have built up their large and growing business.

They handle the highest grade of selective merchandise obtainable and their ever prompt and widening efficient service.

Here the shopper can select anything he wishes from their shelves of freshly stocked pure foods and groceries. In their line will be found standard and famous brands.

There are no more public spirited citizens in the community than the management of this well-known establishment, and in making this review of the section, we are pleased to commend them and give them in their review the prominent position their progress and reliable policies have merited. We assure our readers that at this store they will receive the best of treatment.

David A. Wilson Men's Furnishing's

DAVID A. WILSON—

Is the popular clothing firm that makes a specialty of Suits and Overcoats—outfitters for the men folks. The firm represents a progressive and up-to-the-minute clothing store which carries at all times a well-selected stock. In fact, everything in the furnishings line, including a carefully-selected stock of shoes of quality at moderate prices.

There is nothing so important to the commercial development of the smaller city as an up-to-date establishment, where the men of the community can satisfy their demands for clothing and haberdashery. This is the day and age when men, both young and old, must be neatly attired in clothes of distinction and quality. If they have to do their

shopping along these lines in some distant city, the home community suffers accordingly.

In this part of Oregon, the needs, desires and demands of the male population are more than satisfied at the well-known Store. This progressive establishment is strictly modern in all of its departments and is well stocked with a class of goods that would do credit to a much larger city. It features nationally famous lines of clothing for men and young men, which, in itself, is proof of their wisdom, for these lines are found only in the leading establishments. Just at the present time they are well prepared to serve men of all ages and ideas, with an immense stock of all the newest and most attractive merchandise for the fall season.

The clothing department is one of the very popular features of the Store. Here you will find the excellent material and the expert workmanship inculcates in their clothes will render your apparel that degree of distinction and quality so much sought by the man of today. That individuality which is so desirable and hard to obtain, has won for this store's clothing a fame that is ever increasing the store's patronage.

A full line of haberdashery, including Shirts, Collars, Handkerchiefs, Hose, Hats, Shoes in new styles, and Beautiful Ties, are carried in stock.

Farmers & Stock- growers Bank Complete Banking Service

FARMERS' STOCKGROWERS BANK

Is a modern banking institution under the able direction of financiers who have conducted its affairs in accordance with the great cardinal laws governing banking and finance. It has been a most important factor in the upbuilding of this section of the county.

Among the financial institutions of this part of the state they are indeed few which can show more substantial progress than this well known institution. From the date of its organization up to the present time, they have been noted for their sound energetic and conservative business, commanding a marked degree of the confidence of their depositors and the public at large, a condition that is the aim of an executive board.

Another feature is the saving department, where courtesy and efficiency are always in evidence and many who have never enjoyed the confidence which the possession of a bank account gives to every man, will find this savings department a stepping stone to success. Many people from the surrounding territory have found this a very desirable place to accumulate quite a fund for the proverbial rainy day.

It is arranged not only for the convenience of the officials of the bank but as well for the accommodation of the public. Real magnanimous service to the public has been the policy of this bank since its inception and thus the people have learned that it is the intention of the management that they should not only give interest, but show it.

It is quite fitting and proper in this review that we direct the attention of our readers to this bank as one of the distinctive features of Heppner.

Light to Test Colors

An electric color-testing instrument is designed for textiles, wall papers, coloring materials, etc., and with a special arc light applies the fading power of the sun for 20 hours. Forty samples may be tested at once, each being partly covered so that the faded color can be directly compared with the originals.

Why Breathe Through Nose?

Reasons for breathing through the nose instead of the mouth are: (1) to warm the air; (2) to moisten the air; (3) to remove the dust and germs; (4) to produce more suction in the chest, which helps draw blood in to the lungs as well as air, thus helping the heart, and more easily attaining second wind.

Old-Time Court Costume

A court lady in the time of Queen Elizabeth wore a low dress with a long stomacher, an immense ruffe around her neck, a small hat, crinoline, a large fan of ostrich feathers with a mirror attached, highly scented gloves, and frequently a velvet mask. Her feet were shod with pumps of scented Spanish leather, her hair was dyed red in imitation of the royal locks, and her face was painted and rouged.

Coffee Tasters Need Keen Taste and Smell

Coffee tasting, as a professional ability, demands subtlety. There are only a few experts in the world, because rarely are the senses of taste and smell of sufficient natural keenness to distinguish coffee bases and blends and to catalogue accurately the delicate shades of taste and aroma.

More than a hundred different kinds of coffee are bought and sold in the United States, according to Maj. Frederic McLaughlin, coffee importer and noted sportsman. The expert who buys, blends and finally tastes coffee, not only knows the characteristics of Mocha, Java, Santos, Guatemalas and coffee grown in other districts; he is able to tell whether samples of each run true to variety standard.

Tasting coffee is a daily ceremonial in the offices of the large importing and roasting firms. On a revolving table the cook sets wide bowls of coffee, to which exact measures of cream and sugar have been added. Tall brass cuspidors stand beside the chairs, for the expert never allows the coffee he is tasting.

Cup tests are blind. The cook stands by with a slip of paper on which is listed the blends in the different bowls. The coffee is tasted, and comment falls in a shower. It may be found unusually mellow, or lacking in body. Perhaps it is acid, winy, harsh, neutral or flat. Two more sets of characteristics are noted. Coffee may be musty, groundy, woody, grassy; or fall below standard as rank, sour, muddy or bitter. These factors in flavor influence the price at which coffee sells.

Superior to Radium for Special Purpose

In a garden just outside London is a curious factory. It is a little factory for extracting mesothorium, the substance that has almost entirely replaced radium for making luminous figures on watch dials and clock faces.

Mesothorium is far cheaper than radium, and is twice as powerful in making the phosphorescent paints that are used on the dials glow. Its drawback is that it has a shorter life than radium, its power of emitting alpha rays dying out in a few years.

The mesothorium is obtained from the rare earths used in the manufacture of incandescent gas mantles. It is a chemical process requiring great skill, care, and patience in gradually concentrating the radio-active element from the raw material.

Practically all the mesothorium used in England is extracted in a small laboratory in a London doctor's garden.

History of Buttons

The button is a product of modern civilization, since the ancient peoples did not have any such form of holding their clothes together. They were first used for ornamental purposes. The next step was the use of the button and loop, the buttonhole being last in the development. Buttons were first employed in southern Europe in the Thirteenth and Fourteenth centuries. Their manufacture in England did not commence until the reign of Elizabeth. The earliest mention of the buttonhole in literature occurs in the year 1561. While men's outer garments are still made with buttons and buttonholes, the trend of the present is away from such fastenings. Almost all women's clothes and many men's undergarments are now made without buttons.

Swedish Wedding Custom

In Sweden weddings formerly took place under cover of night. Behind the high altar of the ancient church at Husaby, in Gothland, a collection of long lances with sockets, for torches, may yet be seen. These were served out to the groomsmen on such occasions, both for defense and illumination. Those men were the best who could be found to volunteer their services. One wedding superstition is that a bride, on leaving home for the wedding trip, must step into the carriage with the right foot first. She should do the same when she first enters the house prepared for her after the bridal trip.

Butterfat Human Need

Food scientists, whose efforts to find the greatest food values have increased year by year, find that generally the people are the healthiest in those countries where butterfat makes up a large per cent of the diet. The Chinese people are a diminutive race and not particularly healthy. Butter is not used by the Chinese except by a small but growing number of the wealthier classes. Normal consumption of butter there is estimated at only 2,000,000 pounds per annum, while China has a population of 445,000,000. The average American eats ten times more butter in a day than the Chinese eats in a year.

Who Invented Ice Cream?

Ice cream provides the historian with ample opportunity for research, for of the origin of this delicacy little is surely known. According to the encyclopedia, ice cream was introduced into France from Italy in 1550. Germany and England also were enjoying it at about the same time, but whence it originally came is a matter of conjecture. In 1780, it is said, the first advertisement for ice cream appeared in the United States. And Mrs. Alexander Hamilton is reported to have been our first hostess to serve her guests this frozen dessert.