

Heppner Gazette Times

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O. G. CRAWFORD, Publisher and Editor
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Advertising in Wartime

While the railroads, the shipbuilders, airplane builders, farmers, factory workers and everybody and everything have been doing a magnificent job at home, it is doubtful if many of us have realized to what extent advertising has played a hand in keeping all these agencies of our war effort on their toes. Advertising, too, has been doing a job. It has been doing the biggest job in its history, not because there is more to sell but because its worth as a morale builder has been recognized. Comes a war bond drive and the ground work is laid thru an advertising campaign. Salvage campaigns and all other activities are heralded through a series of well-worded advertisements which leave the reading public in no uncertainty about what is to happen.

The regularity and intensity of these war promotion activities have created a field for advertising far beyond expectations of publishers who, in the daily field, are finding it difficult to make increased advertising and shortening paper allowances balance in the best interests of their readers and the advertisers. In the weekly field, publishers find the increased business not hard to take, inasmuch as merchants as a rule have been curtailed in stocks and have not been inclined to advertise except institutionally, a form of publicity most of them find easier to prepare or subscribe to than giving news of their own business. Thus it is we find them readily responding to war promotional advertising.

A current report on merchandising bears the information that there will be improvement in some lines and that retailers will benefit from War Production Board orders releasing materials for civilian use. It is expected that this condition will improve and that ere long merchants will find it easier to advertise their wares. There is no indication that we are approaching a peacetime basis but there is a tendency toward restoration on a gradual program that will rehabilitate concerns now in operation and permit reestablishment of some lines discontinued earlier in the war. In the meantime, business houses looking forward to

again operating on a peacetime basis, are keeping their names before the public—those at home and those in the service. They are not losing sight of the fact that the millions now in arms and others backing the fighting men comprise a vast potential purchasing army, and by keeping their names before the public even when they have curtailed lines to sell they are building good will and patronage for the future.

Still the Stronger Man

If Senator Holman is as incompetent as some of the mudslingers would have us to believe, how does it happen that he is a member of the highly important military affairs committee? We cannot conveniently recall his other committee assignments at the moment, but the fact that he holds a spot on the military committee proves that he has not been the washout in Washington his detractors would have us believe. His other committee assignments are important, too, and were not attained immediately upon his arrival in Washington but only after he had shown a fitness for serving through a thorough understanding of state and national problems.

Efforts of some of the press to belittle Senator Holman simply because they fancy they have a personal dislike for him is petty and should not be given serious consideration by their Republican readers. It is noticeable that most papers fighting the senator have shown a new deal tendency throughout and this type of newspaper naturally would prefer one whose leanings have been in the same direction.

It would not be a wise move at this time to elect two new men to the senate. Holman is "on to the ropes", has important committee assignments that would take any new man at least two years to attain and without him Oregon would have to go along sitting on the sidelines and watching her neighbor states getting away with the lion's share of the swag. In view of his period of service and his committee standing he is the strongest man for the position.

WHEAT LOANS MATURE 30TH

Farmers who have not yet redeemed 1943 loans on warehouse-stored wheat are reminded that their loans will mature on April 30. After that date, the loan contract provides that the Commodity Credit Corporation take possession of the wheat and offer it for sale. Current market prices are high enough to permit borrowers to dispose of their wheat above the loan and other charges against it. Loans on the 1942 wheat crop stored on farms also mature on April 30.

PLAN SHEETS DUE JUNE 1

To date approximately 380 coun-

ty farmers have completed 1944 farm plan sheets on intended production and conservation practices, the county AAA office reports. To qualify for payment for conservation and soil building practices performed under the 1944 AAA program, farm operators are required to complete a farm plan before June 1.

DEPARTMENT PRESIDENT

Mrs. Floye von Borstel of Grass Valley, department president of the American Legion auxiliary, will meet with the members at the home of Mrs. Dick Wells at 1:30 p. m. Monday, May 1, according to

Mrs. Harvey Bauman, president of the local auxiliary.

SHERMAN COMMISSIONED

Ladd Sherman, former Lexington and Irrigon teacher, has received his appointment as Lieutenant (j.g.) in the navy and will report within the next few weeks.



Capt. W. V. Parker is back in the wife and daughter in Texas. From states after 21 months in the Aleu- there will report soon at a camp in tians. At present he is visiting his Colo-do.

Let's Keep
U. S. SENATOR

RUFUS C.

HOLMAN



ON THE

JOB

FOR

OREGON

Republican Primaries
MAY 19th

Pd. Adv. Jerry Saylor. Sec. "Holman for Senator Committee" Wilcox Bldg. Portland 4, Ore.



Keep U. S. Senator
Guy Cordon
On the Job!

- CORDON was selected by Governor Snell as the man best qualified to take the late Senator McNary's place.
- CORDON has successfully represented Oregon's land grant counties in Washington, D. C., since 1926.
- CORDON is an authority on tax matters and Oregon resources. He has caused the Federal government to return \$15,000,000.00 to the State of Oregon.
- CORDON is practical, down-to-earth, a self-educated man; a successful attorney. He is a strong believer in state's rights and free enterprise.
- CORDON believes the Federal Government should reimburse local taxing agencies for lands removed from the tax rolls, to avoid throwing additional taxes on property owners.
- CORDON helped write the original Oregon Cooperative Old Age Assistance law.
- CORDON is a Veteran of World War '1, a former state commander American Legion; his only son is now with the U. S. Air forces in Italy.

**WE'VE GOT A GOOD MAN ON THE JOB
IN WASHINGTON NOW—
WHY CHANGE?
VOTE FOR SENATOR CORDON
May 19.**

Pd. Adv. Cordon for Senator Com., Marshall Cornett, Ex. Sec

Emblems of Security. . . .

—Your insurance for the future—

United States War Savings Bonds

Three dollars for war means four dollars for peace.

You win both ways.

Buy That Bond Today!

Peterson's