

# EDITORIAL

## The Individual's Opportunity

In the Mighty 7th War Loan the individual purchaser is to learn more fully than ever before his or her responsibility in the war effort. The powers that be have planned it that way and for a good reason. Not enough people have been investing sufficient funds in war bonds to safeguard against inflation during the war and protect against depression following the war.

To meet these conditions, the treasury department and others charged with the duty of financing the war have placed a greater obligation on the individual in the 7th war loan campaign to influence more savings now when wages are high, or briefly when money is plentiful, so that when the transition era from war to peace comes there will be less likelihood of a serious depression.

There is no doubt but that the people in the investor class could and would take up the 7th loan. That would mean more concentration of wealth in the hands of the few—a thing that brings on depression, particularly if there is a general recession of industrial activity for any length of time. Buying power rests in the hands of the masses. People of means buy little more than they need. They may indulge in luxuries as an outlet for using surplus cash but usually do not buy more of the necessities than are needed to provide a comfortable living standard. In the present crisis it is doubtful if the so-called wealthy class is spending in proportion to the suddenly affluent mass labor class and when the war is over the wealthier people will be able to buy those things

they have denied themselves while the others will either be unable to buy or find themselves overburdened with a lot of wartime products which are rather poor substitutes at the best for which they paid a dear price and feel they cannot afford to set aside in favor of peacetime goods.

With these and other factors in mind, the war finance authorities have from the beginning urged the individual to buy war bonds and to make it possible for every man, woman and child to own one or several, the series E bond with a maturity value of \$25 and a purchase value of \$18.75 was set up. Purchases of series E bonds have been good throughout, but it is felt that too many of them have been taken up by the investor class and not enough by the individuals. What is needed is more individuals buying more E bonds.

Your opportunity to participate generously is provided in the current campaign. Morrow county's total bond quota is \$353,000. Of that amount \$248,000 is to be subscribed in E bonds. If you have purchased one \$100 bond heretofore, make it two or three this time. You can't buy much of anything that will be of real service to you until after the war and this will be a good time to help the boys over there slapping the Japs down and at the same time tuck away a tidy sum to help you over a doubtful period when that task is completed.

Remember! The job will not be done until the last Jap is conquered. The war is far from over. Put your money to work where it will do the most good. Buy more bonds to buy more bombs

## BUDGET BOARD MEETING

The county budget board is in session today preparing the expense account for the fiscal year 1945-1946. Members are C. N. Jones and Alva Jones, Heppner; Leonard Carlson, Gooseberry; Charles Bartholomew, Pine City, and A. C. Houghton, Irrigon.

## VISITING PARENTS

Roland E. Bergstrom T2c arrived by plane Monday at Pendleton and was met by his parents, Mr. and Mrs. Carl Bergstrom. He has completed training in diesel engineering at Gulfport, Miss., and will take a plane Monday at Portland for San Francisco enroute to Shoemaker, Calif., for service assignment.



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## HEPPNER GAZETTE TIMES

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**Heppner City Council**

Meets First Monday Each Month  
Citizens having matters for discussion, please bring before the Council

J. O. TURNER, Mayor