

# EDITORIAL

## Just A Good Country, That's All

This is a busy time of the year in this section, what with harvesting one of the best wheat crops in years, and trucks are hurrying from grain fields to elevators to keep up with the combines. But grain is not all that is being borne over the highways, for this is not a one-crop region.

Wednesday morning as ye scribe was wending his way to the courthouse, his progress was halted by a procession of trucks coming in on the highway from the south. Out of curiosity he first four trucks contained stock, lumber, wheat and logs in that order. Had it been possible to remain at the spot for an hour or so and check on the traffic the story would have been repeated several times, for while cattle do not move to market every day, there was a move on that day.

Lumber is rolling steadily from the mountain mills, and logs coming to the Heppner Lumber company keep a fleet of big trucks on the move. That is the picture seen here in town as men and machines move the products of forest and hills to the rail head. Below town, men are busy loading wheat and lumber into cars (when they can get them) and the modern plant of the Heppner Lumber company is converting the logs into lumber for the use of mankind.

It is a busy scene and one that evokes the question of what makes Heppner a good little town. It also provides the reason for the housing shortage.

## Rates Must Go Up

Since the time of World War I, advertising rates and printing prices have been held to a modest level by the Heppner Gazette Times.

Rates charged may were in effect during the strenuous '30's, and were not out of line with production costs of that period.

In 1946 the picture has changed. Everything entering into the printing and publishing business which the local publisher or printer has to buy has raised, sharply in some instances, modestly in others, but in all making the cost of production far out of line with advertising rates and printing prices charged by your local newspaper establishment.

The newspaper has hesitated to raise rates, hoping that prices in general would be scaled down. It now seems that there is little likelihood that materials and equipment prices will be lower or even stay as low as they are. The law of supply and demand will take care of that for several years to come.

Printing equipment requires replacement occasionally and this newspaper needs a few modern pieces to make the plant more efficient. But we can't buy modern machinery on a horse-and-buggy-days income. Neither can we pay present-day wages on the same type of income.

We feel that our patrons will understand the situation and agree with us when we say that in order to keep pace with the growth of the town, the constant upswing of prices connected with this industry, and the steadily mounting cost of living, we will have to increase advertising and printing rates. This is not a step taken on the spur of the moment. It is taken only after struggling against odds that we realize we cannot overcome otherwise.

Beginning September 1, the local advertising rate will be advanced to 35 cents a column inch. This is in line with rates charged by most country weeklies, many of which have less coverage than the Gazette Times.

## SCHOOL WELL ATTENDED

The weekly daily vacation Bible school which opened Monday at the Methodist church has an attendance to date of 71 students and 11 teachers, according to Rev. Fletcher Forster.

The school will run for another week and will close with a program. Plans are already under way for next year's school.

## UNION CHURCH SERVICE

Union church service in the Methodist church Sunday, Aug. 4. Morning Worship 11 a. m. Sermon, topic, "Our Capacity to Invest."

Church school 9:45 a. m. A sincere welcome to worship with us is extended to all people.

Fletcher Forster, Minister.

## ALL SAINTS EPISCOPAL

Church School 9:45 a. m. There will be no church services until Sept. 8 while Archdeacon Blunt is in Canada.

Temperatures in the Kahler basin district were about on a par with those recorded in Heppner during the hottest weather of the past two weeks, according to C. B. Bisbee, who was in Heppner on business Wednesday. It was somewhat hotter at Spray and other parts of the John Day basin. Bisbee was reminded of a summer in his younger days when he went from Heppner over to the Spray country to work in hay harvest for W. B. Potter. The thermometer hovered around 106 for two weeks—which was plenty warm for a tenderfoot taking his first whirl at hay pitching.

Frank Turner left Wednesday morning for Portland on a short business trip. He was accompanied as far as Hood River by Lorene Mitchell and Cecelia Parker. Cecelia was returning home after spending a week at the home of

her grandparents Mr. and Mrs. F. S. Parker, and Lorene accompanied her for a visit at the Vawter Parkers.

## EXAMINER COMING

A drivers license examiner is

scheduled to be on duty in Heppner Tuesday, Aug. 6 at the courthouse between the hours of 10 a. m. and 4 p. m. Persons wishing licenses or permits to drive are asked to get in touch with the examiner well ahead of the scheduled closing hour in order to assure completion of their applications with a minimum of delay.

## Hi! Kids!

Have you seen our display window?

A complete play ground in your own yard for only

# 29.75

Steel - Sturdy - Secure

Swings  
Teeter-Totters  
Hobby Horses

Also—

Children's Chairs,  
Rockers, Scooters  
Have fun with a  
Puppet—pull a  
string... it does  
your bidding.

## Case Furniture Company

## When Planning A Party

Take us into your consideration  
Ice Cream is the perfect accompaniment for a party.

Kids love it--grownups relax with it  
See us about quantity buying... We offer a variety of flavors.

For genuine satisfaction, place your order with us.

### Scotty's Super Cream

## Johnson Spinning Ropes

with instructions for young cowboys.  
ROPES

NYLON  
AMERICAN HEMP  
PLYMOUTH ROPE  
COTTON LEAD ROPE  
22 foot McCARTY HAIR ROPES  
SPLIT EAR BRIDLES

Cowboy Supplies Made to Order  
BITS and SPURS  
NAVAJO BLANKETS  
Lloyd Bros. Saddle Co.

## Now Is The Time To Prepare A Float for the Rodeo Parade

Don't put off starting your float until time will be too short to do a nice job. Competition will be keen this year and it will require both careful planning and skill to gain recognition.

Let's start now and make this the best parade of all.

R. B. Ferguson

H. D. McCurdy

## Jewelry of Distinction

Always Something Different

Fine mountings and diamond rings our specialty. Also fine ear rings for your special requirements.

## Beautiful Rings for Every Taste

Featuring genuine stones in mountings of exclusive design.

Tell us your needs and we will try and do the rest

### Peterson's

Gable's back and Garson's got him!

in M-G-M's romantic screen "Adventure"

Clark GABLE • Greer GARSON in Victor Fleming's Production of "ADVENTURE"

with JOHN BLONDELL • THOMAS MITCHELL • TOM TULLY • JOE QUALEN • RICHARD HAYDN • LINA ROMAY • HENRY DAVENPORT

Screen Play by Paulish Health Bennett and Robert Lowman. Adaptation by Anthony Veiller and William H. Wright. Based on the novel by Clyde Briles Smith. Directed by VICTOR FLEMING. Produced by SAM ZIMBALIST. A Metro-Goldwyn-Mayer Picture.

## STAR THEATER

SUNDAY and MONDAY, AUG. 4-5

Flowers and weddings and brides  
Naturally... they are inseparable



Flowers add that note of beauty to any sentimental occasion... for the wedding anniversary, and of course, always a corsage.

## The Flower Shop

Fay Bucknum

## LEARN TO FLY!

Aeronca has made today's flying So Safe, So Simple that—if you drive a car you can fly Aeronca!

STUDENT INSTRUCTION: Expert pilots with plenty of know-how in training beginners. Special instruction rates are now in effect.

START YOUR LESSON TODAY!

RIGHTS TRAINING: Special sightseeing trips arranged. Enjoy the experience of a lifetime. Ask for our low hourly rates.

FORSYTHE FLYING SERVICE  
Phone 3773 Lexington, Oregon

## LOVELY HAIR

Deserves Good Care

What better treatment than a new permanent? Try our new, comfortable beauty shop... careful styling... expert workmanship.



Your choice of  
Machine Permanent  
Machineless Permanent  
Cold Wave  
Permanent



A lovely hairdo will be yours

Call for appointment

## Alice's Beauty Shop

Alice Prock, Owner and Manager  
Phone 53 for Appointment

TAKEN TO HOSPITAL  
Frank Rasmus was taken to the hospital at Pendleton Wednesday afternoon suffering from pneumonia. George Gertson took him over by ambulance.

Transferring & Heavy Hauling  
Padded Moving Vans  
Storage Warehouse  
U. P. and N. P.  
Penland Bros. Transfer Co.  
39 SW Derlon Avenue  
Phone 338  
Pendleton, Ore.

## HE DEALS IN FACTS

Facts That Are Important To You!  
REV. J. R. L. HASLAM

at  
IONE BAPTIST CHURCH

July 28 Through August 11  
Services Start Promptly at 8:00 o'clock p. m. Daily

Some of the Themes:  
"Give God a Chance"  
"A Glimpse of Heaven"  
"Eternity, Where?"



## He's a Happy Baby

—Keep Him That Way

We give you our promise that we will do our part.

Our drugs are pure and standard.

Our prescription department is at your command.

We solicit your patronage



## SAAGER'S PHARMACY

## We Will Do Our Best To Hold Prices Down to a Decent Level

We will make every effort to maintain the price levels in effect prior to June 30. There will be some commodities over which we will have no control, but our policy will be to hold every item down pending clarification of the present price control situation.

There is no cause for alarm, either as to prices or supplies. Buy what you normally would—what you need from day to day—and we will all get along in good shape.

## Central Market and Grocery

Your Complete Food Market