

EDITORIAL

Member
OREGON NEWS PAPER
PUBLISHERS ASSOCIATION
1948

NATIONAL EDITORIAL
ASSOCIATION
1948
Active Member

Road Program Well Presented

Representatives of Morrow county, presenting the road program to the interim committee at Pendleton Tuesday received commendation from that body for the direct and concise tabulation of information submitted. To the casual reader, the report will not appear brief, as the subject matter consumed several pages of typewritten copy paper, but to the interim committee, accustomed to voluminous reports, the local program was brief and to the point.

Since there has been no small amount of misunderstanding relative to the county's road program and as to what the interim committee is trying to ascertain, a full copy of the Morrow county road program as presented Tuesday is published in this issue of the Gazette Times. It states fully what the various communities and what the citizens have set up as a reasonable all-over program for the development of roads and highways during the next five to ten years.

Judge Bert Johnson took the recommendations of the road committee which met March 2 and then went into a period of research as to tonnage over the several routes for which state aid is asked and condensed the whole into a report that told the story without introduction of a lot of frills. When the judge and others went into the history of road building in the county and brought out that heavy sums had been spent out of bond issues on roads later taken over by the state the committee members manifested a genuine interest in what was said.

It can not be said here or elsewhere that all or perhaps a large part of the recommendations made in Morrow and other counties will, or even can be, accepted by the state highway commission, but out of all of the reports will come recommendations and suggestions that will aid the commission and the state legislature in formulating a long-range road program with some definite ideas as to how it will be financed.

What Do YOU Read?

Advertisers sometimes find difficulty in determining to what degree their copy is being read and they sometimes take definite steps to ascertain if any of it is being read. Such tests usually prove that at least a small percentage of the local newspaper's readers peruse the ads, another class glances over them while still another segment is not much more than cognizant that there are advertisements in the paper.

It is the average publisher's viewpoint that a far larger percentage of the readers go through the entire paper than some of the advertisers realize. Statements by subscribers that they read the paper from beginning to end are heard not occasionally but frequently. Many of these readers regard advertising as part of the news, finding not only interesting reading but informative matter as well. Some are in search of buys in the

advertising, both display and classified, while others scan the advertising columns to see what of interest may be contained therein.

There is no set formula for advertising from week to week—not for the whole paper, at least. That is what makes it interesting in the same light that news changes from day to day and from week to week. If it did not, there would be no need for newspapers. There are many reasons why people do or do not read the advertisements and it safe to say that those who do not make it a habit to read them from week to week are missing a lot of news that might prove of value to them.

Good News From Capital

The message on page one of this issue should lend encouragement to those who have entertained some doubt regarding the possibility of making an early start on construction of the Pioneer Memorial hospital. Approval by the United States Public Health Service of the application for federal aid is the last authority and with the ironing out of a few more architectural details the way should be cleared for advertising for bids.

One of the details we were about to overlook is the matter of subscribing the additional \$20,000 included in the application for federal aid. Some of this has been turned in but much more work is to be done before Chairman Frank W. Turner and his committees can call their task completed. It is expected that the entire county will have been canvassed by the end of this week and not until then will it be known to what extent the campaign has succeeded. Not all contributions have come from sources within the county. Several generous gifts have come from former residents who still have the welfare of the county at heart. These remembrances are deeply appreciated and should inspire the people within the county who will receive direct benefit from having a hospital close at hand to do all they can to see that the fund is fully subscribed.

Political campaigns always develop a bit of wit and humor at the expense of candidates, and the presidential aspirants are more often the rule than the exception. A current release carries this bit of humor: "President Truman, according to Southern Democrats, has committed political harikari. Democrat Chairman McGrath's worry these days is 'Just what states can Harry carry?'... Then there follows another paragraph which says: 'You've gotta be fair to the Truman Administration! Under the last G. O. P. regime you could do without a pound of butter and a pound of steak and you'd only save about 98 cents. Today you can do without 'em and save \$1.46.'... That figure is about 20 cents less than current prices—but think what you're saving by going on a butterless-meatless diet."

30 YEARS AGO

From Heppner Gazette Times
MARCH 28, 1918
Beginning Sunday, save daylight by turning the clock ahead one hour.
Heppner Gun club scored well last Sunday, defeating the Col-

fax-Palouse club by the close score of 122 to 121. This was the Inland Empire tournament.

Political pot boils on. The hats in the political ring are Willard Herren for sheriff; E. M. Shutt, sheriff; G. A. Bleakman, com-



First thought when you're engaged...
LIFETIME INTERNATIONAL STERLING

When the wonderful, exciting time comes to choose your solid silver, let us show you the beautiful International Sterling patterns!

Among them there's one to fit perfectly into your dreams, your life, your plans for decoration.

All are artist-designed... exquisitely finished... rich in silver weight... a real value, in today's market.

For prices on famous International Sterling have not been raised! Six-piece place setting for one, in Courtship, the exquisite pattern illustrated, is \$22.50, Federal tax included. Come in, won't you?

PETERSON'S
Jewelers

OUR DEMOCRACY—by Met

PLENTY OF "GET-UP-AND-GO"
AMERICA OWES MUCH TO THE QUALITIES SUMMED UP IN THE EXPRESSION "GET-UP-AND-GO."



THE FIRST SETTLERS WHO CAME TO AMERICA HAD PLENTY OF IT.
—SO DID THE FAMILIES WHO OPENED UP THE WEST.
THROUGH THESE QUALITIES—INITIATIVE, SELF-RELIANCE, THE WILL TO WORK—AMERICA HAS WON TODAY'S HIGH STANDARD OF LIVING—AND PROTECTION FOR ITS FAMILIES IN THE YEARS AHEAD THROUGH LIFE INSURANCE AND SAVINGS.
AMERICAN "GET-UP-AND-GO" HAS MADE US STRONG—AND POINTS THE WAY TO FUTURE PROGRESS FOR OUR DEMOCRACY.



"LOOKS LIKE PEACE"

Rear Admiral Thomas L. Gatch, World War II battleship commander and hero at Guadalcanal, a native of Oregon now living in Portland, is not alarmed over the Russian situation. In a recent address to a club in his native Salem he said: "There is now only one country in the world that possibly could make war on Russia. Russia has never fought an aggressive war. Russia has never successfully fought a distant war. They could not even lick Japan in 1905 although their communications were overland. They could do nothing much to us in war, nor can I see that we could do much to them. This looks like peace to me," he said. "Must we always get scared at the wrong time?" he asked. "In 1940-41 nine Americans out of ten went trustingly on their way. In 1948 for some weird reason nine Americans out of ten seem to think we shall be at war about 2 o'clock next week."

BIG VOTER'S PAMPHLET

For the next three weeks the state printing office will be swamped publishing the largest voters' pamphlet in the history of the state. As it must be mailed to all registered voters 15 days before the primary election on May 12, the presswork for some of the edition of 600,000 copies will be farmed out to private printing firms.

There are now more than 1800 election precincts in the state, which is an all-time record, and 418 candidates have filed for the primaries—another record.

This year's elections will cost more than previous ones. The cost of printing and mailing is up 40 per cent. David O'Hara, chief of the state bureau of elections, estimates the May and November elections will cost \$125,000.

DAYLIGHT SAVINGS

More than twice as many mayors of Oregon cities want daylight saving time in their communities than there are who oppose it. In a poll made this week by Salem's Mayor Robert L. Elstrom, president of the League of Oregon Cities, the first day's returns were 51 for and 22 against.

Elstrom is holding a series of meetings over the state to bring out pro and con opinions on the subject from a cross section of the state.

E. L. Wallace is the man at the teller's window at the First National bank, succeeding Walter Moore who has gone into the army.

The registration books close on April 17, just one month before the May primary election.

The new Taft-Hartley Labor law prohibits organized political activity by corporations and labor unions. It is being fought in courts by labor leaders. In Indiana, for instance, unions are raising a fund of \$250,000 to defeat Indiana members of Congress who voted for the act. The nine Republican representatives in congress point out that each Hoosier congressman may spend only \$3,594 on his campaign.

The government is an inscrutable agency that pulls such stunts as burning potatoes by the carload to keep the price at a high level and then launches an investigation to try to ascertain why prices of food are so high.—Cincinnati Enquirer.

SCHOOL FUNDS RESTRICTED

School districts which hire uncertified teachers or which do not meet state standards must be denied state assistance under the basic school support law. Attorney General George Neuner ruled Monday for Rex Putnam, state superintendent of public instruction. Neuner also ruled that Putnam should continue to deny districts any funds for children attending private or parochial schools.

WHY SCOTT WITHDREW

Leslie M. Scott who last week withdrew from the race for the republican nomination for governor gave as a reason that he had no "adequate" campaign funds, would not beg and "was not kissed by an angel." He criticized the practice of candidates in evading Oregon's corrupt practice act, saying, "Electioneering is a costly racket of advertising specialists, radio broadcasts, bill boards, job printing, managers, stenographers and propaganda writers, all of whom exact pay and plan between elections the next profits from candidates and angels."

"Often the costs are many times the salary of the office. Expenditures are blinked at and not fully reported... in certain cases are obviously perjured."

"I have been advised that it would cost between \$25,000 and \$30,000 to conduct an adequate campaign. Under the Oregon corrupt practice act I could not expend more than \$1500... Any candidate for governor who expends more than that amount of his own funds has to commit perjury. I will not commit perjury."

STATE BUSINESS ROUTINE

The state department has been notified that 80 per cent of Camp Adair has been returned to private ownership and again is on the tax rolls... The state banking department has issued a charter for a proposed Inland Empire bank at Umatilla... The state department has received a 100-page publication titled "Public Expenditures in Oregon" from OAC. It gives detailed figures on property trends in Oregon from 1910 to 1945, and shows that from 1935 to 1945 delinquent taxes were reduced from a high peak of \$46,510,000 to \$11,770,000... Oregon gained 862 new business corporations during the last fiscal year, bringing the total to 4,836... Senator Wayne Morse will speak on the program of the annual convention of the Oregon Educational association in Portland April 1-3.

SURPRISE WITHDRAWAL

Seventy-two hours after filing as a candidate for the republican nomination for governor, State Treasurer Leslie M. Scott filed his withdrawal from the race at

Washington Week

By MAY BROWNLEE

Washington, D. C.—The Administration has just proposed that it spend \$40 billion next year, four times more than in 1929. This would cost you one day's labor in four to provide that \$40 billion, either directly by taxes or indirectly through higher prices. Fortunately, the Congress is trimming it down.

Any cuts in the Truman budget will be good news to local taxing agencies—schools, police and fire departments, roads, civic improvements, etc. Local taxes remain at almost the same level as in 1929. Local facilities have been neglected as never before, and citizens recognize that continued neglect, particularly to schools, will do inestimable community damage.

But even in the face of dire necessity, consider what usually happens to a proposal to increase the school levy a few mills. Many states have reached the tax ceiling permitted by law, and any local tax increase is sure to be greeted by adverse public sentiment.

There is a vast difference between public acceptance of local and federal tax increases. Local opinion is sharp and swift and public officials are immediately accountable. National opinion is slow and unwieldy, and frequently conditioned by propaganda to the increase before any opposition can be formed. Federal officials are not subject to the ballot; are as untouched by criticism as ghosts. Locally, inefficiency is observed and rooted out. Federally, it can be screened from the taxpayer by distance and by bureaucracy.

What local government would dare hire at public expense persons whose functions were solely to write publicity, broadcast and otherwise promote public favor for its own operations? That is precisely what a House Subcommittee recently revealed about federal departments. Officials are literally selling the taxpayers (at taxpayer expense) the idea that their departments must continue to expand and EXPEND, even in opposition to Congress.

These federal officials, instead of responding to the public will as expressed by Congress, attempt to mold public opinion to their desires. This, of course, is the way Socialism and a short circuit of the ballot box. Already moves are being made to increase federal aid for deficient local governments. The question is NOT whether such agencies seriously need money, but whether another vast plan of increased federal control should be loosed on communities. Federal aid means federal control.

Furthermore, before there can be federal aid to the states, there must be "state aid" to the federal government. The \$40 billion Mr. Truman wants is, in effect, "state aid." It is the deduction that Washington makes, before returning it to the states, that now is pinching Main Street.

Jack Parrish who is attending a vocational school in Klamath Falls is spending a few days in Heppner with his parents, Mr. and Mrs. Fred Parrish.

4:55 p.m. Monday. This leaves State Senator Douglas McKay and Governor John Hall as the two top contenders. Scott's withdrawal, like his entrance filing, was within minutes of the deadline. Had Scott been defeated in a 3-way race at the primaries he could not enter the race as an independent at the November election.

POLICE SCHOOLS

Advanced training classes including traffic enforcement, investigation, juvenile cases, statutory crime essentials and other problems to city and county officers will be held in 11 Oregon cities commencing late in March. The classes are scheduled for Salem, Coos Bay, Medford, Corvallis, Albany, Bend, Astoria, Klamath Falls, The Dalles, Eugene and Pendleton. Agencies cooperating in the program are the Oregon State board of education, League of Oregon Cities, and Bureau of Municipal Research.

PROFESSIONAL DIRECTORY

J. O. PETERSON
Latest Jewelry and Gift Goods
Watches, Clocks, Diamonds
Expert Watch & Jewelry
Repairing
Heppner, Oregon

JOS. J. NYS
ATTORNEY AT LAW
Peters Building, Willow Street
Heppner, Oregon

J. O. TURNER
ATTORNEY AT LAW
Phone 173
Hotel Heppner Building

O. M. YEAGER
CONTRACTOR & BUILDER
All kinds of carpenter work.
Modern Homes Built or Remodel-
ed. Phone 1483, 415 Jones St.
HEPPNER, OREGON

**Turner, Van Marter
and Company**
GENERAL
INSURANCE

Phelps Funeral Home
Licensed Funeral Directors
Phone 1332 Heppner, Oregon

Heppner City Council
Meets First Monday Each Month
Citizens having matters for dis-
cussion, please bring before
the Council

**Morrow County
Abstract & Title Co.**
INC.
ABSTRACTS OF TITLE
TITLE INSURANCE
Office in Peters Building

**Morrow County
Cleaners**
Box 82, Heppner, Ore.
Phone 9632
Superior Dry Cleaning
& Finishing

N. D. BAILEY
Cabinet Shop
Lawn Mowers Sharpened
Sewing Machines Repaired
Phone 1485 for appointment,
or call at shop.
Heppner, Oregon

**GUBERNATORIAL
APPOINTMENTS**
The following appointments
were announced this week by
Governor Hall: Carl A. Rasmus-
sen as a member of the forest

products advisory committee, succeeding Albert Hermann, who resigned. Rasmusen represents the Western Pine association... Neil R. Allen, Grants Pass, to a four-year term on the state board of geology and mineral products.

For Special Occasions . . .
and every day, we help you to

BE ASSURED

that your hair is attractively arranged, styled to your features, clean, comfortable and becoming.

THREE OPERATORS
Call for an appointment
Alice's Beauty Shop
Edith - Alice - Ethel
Phone 53

Looking One's Best is merely a matter of Care and Grooming

Remember to bring your wearing apparel to us and we will care for them—the grooming is up to you.

DRY CLEANING IS OUR JOB
Phone us and we will pick up your garments and then deliver them at no extra cost.



Heppner Cleaners

Phone 2592

Looking Ahead

Perennials to Plant—Time now to think of next summer's blooms.

SHOP OUR WINDOWS
Delphinium, Canterbury Bells, Pom-pom and Mum Chrysanthemums, Ester Reed Daisies, Lantana, Fuchsia, Geraniums.

Flowers for All Occasions
The Flower Shop