

EDITORIAL



Advertising Is Profitable

Proposed increase in postal rates for newspapers, magazines, periodicals and the like has stimulated a considerable amount of research and study by those who would be affected by the raises. This has brought out some interesting facts about the value of advertising and it also proves that business houses do not advertise simply to help the local newspaper or the various advertising media in vogue.

One of the most authentic statements comes from Walter D. Fuller, president of the Curtis Publishing Company, who says: "Estimates indicate that somewhere between 30 and 50 percent of the gross volume of business results from advertising."

"The American people buy about twice as much as they actually need for subsistence, housing, clothing, etc. The major reason for this is

the 'appetite' created by advertising.

"If increases in second-class rates should raise the cost of advertising or should decrease the circulations of magazines and newspapers so that they had the effect of reducing volume of business by just one percent, then the loss to the government in tax revenues would be somewhere between 300 and 600 million dollars, depending on how you want to figure it."

The percentage of gross income spent for advertising is small compared to the increase in business created through the judicious use of advertising. It is a legitimate expense so recognized by the taxing authorities, and amounts deducted from income tax payments through this source are distributed in local payrolls which in turn are spent right back with the advertisers rather than sent to Washington to be distributed in political pay.

30 YEARS AGO

Hepner Gazette Times, June 12, 1919

Sheriff Shurt poured 22 quarts of red eye to the fishes in Willow Creek last Saturday. The liquor came from a cache on Long Creek and was seized with its owner when it reached Heppner.

The new warehouse of Vaughn & Sons at the corner of Chase and Willow streets is being given a coat of red paint this week.

Dick Wells has purchased the residence property of Mrs. M. E. Barton in east Heppner.

Lumber for the concrete forms in the new Gilliam & Bisbee building on Main street is being placed on the ground.

Miss Katherine Elizabeth Blahm and John J. Brickner were married at the home of the

bride's parents, Mr. and Mrs. Henry Blahm in Walla Walla on June 1.

Hugh C. Githens is in Portland this week as a delegate from Heppner lodge A. F. & A. M. and Royal Arch chapter No. 26 to the grand lodge which is now in session.

Mrs. S. E. Van Vactor and daughter Ruth are Portland visitors this week at the Rose Festival.

Frank Roberts has torn out the board walk along his Willow street properties and is preparing to replace it with concrete. A retaining curb has already been placed.

Frank Wilkinson, while driving a band of sheep through Fossil the fore part of the week, had the misfortune to lose 150 head of them from an unknown cause.

should take a course in accounting and establish a home bookkeeping and tax report service for small businesses. The handicapped lad started back to his New York home with aureate visions of a successful business that would "pay his way."

NEW BUDGET DIRECTOR
Harry S. Dorman, 59, Portland business man, took over the office of state budget director Monday.

Governor Douglas McKay appointed the veteran of two world wars to succeed the late George Alkin who died of a heart attack April 17, the day after adjournment of the 1949 legislature. Governor McKay says he will soon announce the appointment of an administrative assistant to the duties of which Dorman has filled in a temporary capacity for the past eight weeks.

Other appointments made by the governor this week were:
Dr. J. J. McCarthy of Sweet Home as a member of the state board of chiropractic examiners; Frank X. Bowers as a member of the state board of accountancy; and Lloyd F. Millhollen of Springfield as justice of the peace for Springfield district.

NATIONAL ACCOLADE

The Young Republican News, Vol. 1, No. 1, published in Washington, D. C., devotes a half column to Oregon Republican club activities and publishes a portrait of Vivian McMurtrey, Portland, president of the club.

"The objective is to proceed from negative criticism to a positive constructive approach to the task of rebuilding voter confidence in the republican party... a program appealing to all segments of the populace, not to a few vested interests," is proposed in the columns of the new publication.

RULING ON O.A.P. CLAIMS
Attorney General Geo. Neuner has ruled the state cannot take over the home of a deceased old age pensioner if the widower, widow, child under 21 years old or parent is living in the home at the time of death of the pensioner. But the state can take over such assets as stocks, bonds or cash. The intent of the legislature was to take over estates of pensioners whose children refused to support them.

NEW TUBERCULOSIS HOSPITAL
Authorization for construction of a \$180,000 tuberculosis hospital at the Oregon state hospital was made Wednesday by the state board of control. Architect Frank Struble was authorized to proceed with the plans.

The new building will be financed by the new \$2,000,000 state building fund authorized by the recent legislature, with \$1,000,000 for a new cell block at the penitentiary and \$850,000 for three buildings at the hospital. The appropriation also provided for a new administration wing to the old hospital and a dormitory for employees.

OVERLOADED TRUCKS
Blanket permits to let all logging trucks exceed the state regulations governing weight, height and length and width of trucks cannot be issued by county courts, Attorney General George Neuner ruled this week.

The court, in certain cases only can allow a single truck to exceed the legal limits.

Many Lexington Folks on Vacation Trips at Present

By Delpha Jones

Willard Martin of Portland is here to see his father, Myles Martin, who is seriously ill in the hospital in Pendleton.

Mr. and Mrs. W. C. Van Winkle drove to Corvallis to attend baccalaureate and commencement at Oregon State college. Their son Alfred is among the graduates in the school of agriculture.

Mrs. L. A. Palmer is visiting her daughter, Mrs. Carlyle Harrison in Cascade Locks.

Mr. and Mrs. Gerald Baker left Thursday for their home in Portland. Both will attend summer school and teach here next year.

Miss Ethel Merrimon who taught the upper grades, left Thursday for her home in Portland, Maine.

Mr. and Mrs. Harry Dinges attended the graduation of their son Dan from the U. of O. in Eugene.

Mrs. Ralph Ledbetter is working in the Lexington cafe.

Jean Griffith youngest daughter of Mr. and Mrs. Glenn Griffith has returned from Portland where she had been under a doctor's care for a badly fractured arm.

Mrs. Delpha Jones took the Newport-Campfire girls to Bingham Springs Sunday for several days outing. They were accompanied by Jo Irvin and Iris Bloodworth.

Harold Gentry of Bend is visiting at the home of Mr. and Mrs. Hank Stotts.

Mr. and Mrs. Wilbur Seagall and Mrs. C. H. Breshears attended graduation exercises at St. Joseph's Academy in Pendleton last Wednesday night.

Miss Duneen Praker of North Powder is visiting Miss June Van Winkle.

Mr. and Mrs. Charles Bloodworth were visitors in The Dalles Friday.

Mr. and Mrs. Eldon Padberg and son Lee spent the Memorial Day week-end in Portland.

Donnie Hiatt who made his home with Mrs. George Allyn while attending school here, left Wednesday to spend the summer with his father, Delbert Hiatt, in Portland.

Mr. and Mrs. Bill Marquardt left Saturday for Portland and Corvallis where they attended

(Continued on page five)

PIANOS

Baldwin Acrosonic, Wurlitzer and Hammond Solovox Also Good Reconditioned Pianos

For Sale or Rent on Easy Terms We Pay Cash for Good Used Pianos

Jack Mulligan, Pianos

At the Pendleton Music House
Pendleton, Oregon

See the New Outstanding Garland-Interloc DIAMOND RING ENSEMBLE

Wear your engagement-wedding rings locked together... prevent awkward turning and twisting... save your rings from costly wear.

An extraordinary value 10 diamond combination only \$125.00

Rings enlarged to show detail.

- Rings can be unfastened and worn separately.
- No post or knobs show when rings are worn separately.
- No hinges, nothing mechanical to go out of order.
- Garland-Interloc sets give you these extras, Plus Special Top—which makes the diamond look so much larger, so much more brilliant—yet costs no more than the ordinary bridal set. Available in 14 kt yellow gold, 18 kt white gold, and platinum. Other Garland-Interloc sets from \$75 up.

PETERSON'S JEWELERS

Telephone Today for FREE Estimate!

Case Furniture Co. SAYS...

"For real economy, choose the Beautiful MONTAG Double Oven Deluxe Range"

You'll be amazed at the time and money saving features in the new 1949 Montag Double Oven Deluxe Electric Range. Now, you can cook complete meals in Montag's two big ovens. Broiling and baking take less time, and less work when you do both at once.

Montag's four surface elements heat your utensils more quickly and more evenly to save current. And Montag "Selective Switches" let you choose any heat from slow simmer to a full boil.

EASY TO USE
The automatic timer lets you cook without watching or waiting. Just set it and forget it! The one-piece porcelain top on the Montag range has no grooves, resists stains. The all-porcelain high back panel protects walls.

These are only a few of the features on this beautiful Montag Double Oven Deluxe Range. Come in soon and let us show you the practical, money-saving advantages in this 1949 Montag range.

\$349.00

Case Furniture Company

Authorized Montag Dealer

PROFESSIONAL DIRECTORY

JOS. J. NYS ATTORNEY AT LAW Peters Bldg., Willow Street Heppner, Oregon	J. O. PETERSON Latest Jewelry & Gift Goods Watches, Clocks, Diamonds Expert Repairing & Jewelry Heppner, Oregon
J. O. TURNER ATTORNEY AT LAW Phone 173 Hotel Heppner Building Heppner, Oregon	Veterans of Foreign Wars Meetings 2nd & 4th Mondays at 8:00 p.m. in Legion Hall
P. W. MAHONEY ATTORNEY AT LAW General Insurance Heppner Hotel Building Willow Street Entrance	Saw Filing & Picture Framing O. M. YEAGER'S SERVICE STORE
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A. D. McMurdo, M.D. PHYSICIAN & SURGEON Trained Nurse Assistant Office in Masonic Building Heppner, Oregon	Heppner City Council Meets First Monday of Each Month Citizens having matters for discussion, please bring them before the Council. Phone 2572
Dr. C. C. Dunham CHIROPRACTIC PHYSICIAN Office No. 4 Center St. House Calls Made Home Phone 2583 Office 2572	Morrow County Abstract & Title Co. INC. ABSTRACTS OF TITLE TITLE INSURANCE Office in Peters Building
C. A. RUGGLES —Representing Blaine E. Isom Insurance Agency Phone 723 Heppner, Ore.	Call Settles Electric at HEPPNER APPLIANCE for all kinds of electrical work. New and repair. Phone 2542 or 1423
Dr. J. D. Palmer DENTIST Office upstairs Rooms 11-12 First National Bank Bldg. Phones: Office 783, Home 832 Heppner, Oregon	RALPH E. CURRIN ATTORNEY AT LAW First National Bank Bldg. Phone 2632
N. D. BAILEY Cabinet Shop Lawn Mowers Sharpened Sewing Machines Repaired Phone 1485 for appointment or call at shop.	Morrow County Court Meets First Wednesday of Each Month County Judge Office Hours: Monday, Wednesday, Friday—9 a.m. to 5 p.m. Tuesday, Thursday, Saturday—For-noon only
Walter B. Hinkle REAL ESTATE Business, Income Property, Trades for Valley & Coast. Income Tax Returns Arlington, Oregon	Carpentry and Cement Work By Day or Contract Bruce Bothwell Phone 845

We buy everything we can from this man

He goes by a lot of names, lives in almost every town and city in the West, and even if you don't recognize his picture, you probably know him well. He's your local businessman...

Instead of centralizing all our buying, we make it a point wherever possible, to do business with people in the home towns we serve. Paper, pencils, paint, hose, carpentry, shovels, electric lights, engineering, pipe...all the things it takes to keep a company like ours going are bought on this basis.

Last year, more than 10,000 businesses in the West received orders from Standard of California for more than 100 million dollars worth of equipment, supplies and services.

Standard Oil Company of California

You ought to be driving a '49 **PONTIAC**

Two of America's Most Popular Motor Cars

Pictured above are typical examples of the two smart and separate lines of cars which bear the current imprint of Pontiac goodness—the Streamliner and the Chiefain De Luxe Sedan Coupes.

Each is in such demand that, on its own, it ranks among America's most popular cars today. That two cars of such decidedly different appearance should each enjoy such wide acceptance is easy to explain. **THEY'RE BOTH PONTIACS!**

While each has its own individualized smartness, both offer all the great basic Pontiac virtues. Both are conspicuously beautiful. Both carry the well-known promise of Pontiac quality—long life, dependability, and fine performance. Both afford the smooth, enjoyable performance of Pontiac's two great engines—the power-packed straight eight or its equally famous six-cylinder companion.

Finally, both represent unusual values—a very fine product at a very low price. Either one you choose will make you mighty happy.

Hydra-Matic Drive, white sidewall tires, bumper using guards and fender shields available at extra cost.

FARLEY'S PONTIAC CO.

FARMERS

Combine Need Welding?

If the Job Won't Come Off
Let US Come to the Job

D. H. Jones & Son