

EDITORIAL



Advertising Recognition Week

Add to the already long list of "national weeks" another special occasion entitled "Advertising Recognition Week." This very week, March 25-31, has been set aside to call the attention of the public to the part advertising in its numerous phases has played in helping make this the greatest nation on earth. Particularly has this been true in the development of the West.

The first Spanish and English explorers who visited our western coast were lured by word-of-mouth advertising. In later years advertising has helped to build the West far beyond the wildest dreams of those early explorers.

Advertising first brought people to the West as visitors, and the West held them as permanent residents. After the tourist boom, advertising was used to attract new business to the West. Advertising has been a great factor in the development of the West as the mighty manufacturing, agricultural, mining, and recreational area it is today. Without advertising the products of the West would not be in constant demand by the nation and the world.

Without advertising, the West would offer fewer jobs and fewer futures for Americans.

Advertising has helped raise our standards of living here in America so the work of the housewife has been tremendously lessened. The strong advertising emphasis on brand names saves a woman many hours each week when she shops, and assures her of the finest, tested products.

Public health has been vastly improved, and much of the credit goes to advertising for disseminating information on prevention and cure of cancer, heart disease, diphtheria and other major causes of sickness and death.

Advertising through the various media has become a tremendous educational force in America, and the public can be gratified at the close cooperation advertising has always given the worthwhile projects of all communities.

Advertising is a subject that would require volumes to give it adequate discussion, but suffice it to say that no movement, no venture, no project of any type or description can even get started without advertising in one form or another.

Ears Stopped Up With Pork

Memories are short, says the Industrial News Review, and facts and figures are easily forgotten. The chances are that most Americans have only a hazy idea of just how much the cost of their government has risen in the past ten years. So some figures compiled by the National Small Business Association should come as a high-voltage shock.

In 1940, it cost a little more than \$75,000,000 to run the Department of Commerce—in 1950 the bill was \$863,000,000.

In 1940, the Department of the Interior lived on a budget of about \$1,385,000. Last year's bill was close to \$588,500,000.

In 1940, the State Department worried along on less than \$21,000,000. In 1950 it managed to get rid of more than \$361,000,000.

In 1940, the taxpayers supported the Department of Labor to the tune of some \$18,500,000. Last year the assessment was \$257,000,000.

In 1940, it must be remembered, the late President Roosevelt had been in office for two terms, and the government had been greatly expanded. Yet now the cost of running the major departments make the 1940 budgets look like peanuts!

The Evening Outlook, of Santa Monica, Calif., hit the nail on the head when, after listing these figures, it said: "If the American people have any political intelligence or any sense of their own self-interest, they will demand an end to the colossal extravagance of the Federal government that is threatening to bankrupt this country . . . The demand must grow in volume and insistence until it will finally be heard by those legislators and bureaucrats who hitherto have had their ears stopped up with pork."

A Home Garden Will Help

Looking a few years back it is easily recalled that most American families were engaged in gardening about this time of the year. There was a big shooting war on and food sources were uncertain. People who were not accustomed to putting in gardens spaded up lawns, some rented small tracts, while others struck up deals for

working on a share basis. The result was that there was no depreciation of food values in the diet of the American people. The necessary vitamins were produced in the back yard garden plots.

Once more we are faced with an emergency and the people are being urged to raise vegetables. From Oregon State College comes a news release on the subject which is full of valuable information. It is worthy of passing on to our readers.

Selection of garden plants now will influence the nutrition pattern of next summer's meals.

Don't overlook the opportunity to round out your home garden so it will furnish as many of your family's nutritional needs as possible, Miss Mary Beth Minden, college extension home management specialist, has suggested. A well planned garden can furnish almost a half of the food required for a year-long balanced diet.

Dieticians figure the average-size adult requires 1,277 pounds of different kinds of food each year to meet minimum diet requirements. Breaking the total down, it includes 536 pounds of vegetables all of which can be grown in a home garden.

Rounding out the "balanced diet," the total includes 110 pounds of red meat, 32 pounds of poultry meats, 46 gallons of milk for adults, and 30 dozen eggs among other items such as fats and cereal products. Too many folks, the home management specialist observes, are strong on meat or starchy vegetables in their diets and short on leafy green and yellow vegetables which add variety and important nutrients.

Still on a pound basis, Miss Minden said the average adult needs 100 pounds a year of garden products like tomatoes or cabbage, broccoli, strawberries and melons which furnish vitamin C. Of course, citrus fruits are included in this group. In the leafy green or yellow vegetable category, the balanced diet calls for 164 pounds a year. This group includes such items as carrots, lettuce, peas, corn and squash.

In the group labeled "other vegetables" the diet calls for 112 pounds a year of such garden truck as beets, cauliflower, onions, parsnips, turnips and radishes. The fourth group, potatoes, calls for a minimum of 160 pounds per year.

Many families using canning and freezing preservation methods, provide their entire year around vegetable needs. It looks like more of us will be obliged to raise and preserve vegetables if our diets are not to suffer.

Trash Cans Not Mere Ornaments

Heppner's streets have been flooded with litter of one kind or another due to the carelessness of our citizens. To help keep Main street more presentable, business houses backed a project to provide trash cans at convenient locations where candy wrappers and bags, empty cigarette packages, cigar wrappers, unwanted mail and countless other items that make litter when carelessly dropped on the sidewalk could be readily disposed of. There is little evidence that many of our people know what the cans are for. Or if they do, there is a certain resentment in their makeup which impels them to ignore the opportunity to cooperate in making the town presentable.

Added to the indifference of the public in general in cooperating with the city in using the trash cans, is a certain amount of negligence on the part of the business houses in disposing of shipping cartons and crates which usually contain packing material. March winds have brought this condition forcibly to mind, what with the litter from the cartons and crates—and even the cartons—swirling and tumbling up and down the alleys and some of it finding its way to Main street where it joins the other litter in cluttering up the sidewalks and entrances to stores.

The city is not supplied with funds with which to keep an adequate force on the street cleaning department. The few city employees are shifted from one job to another, giving little time for sweeping up and hauling away trash. A spirit of cooperation on the part of the public would make the job much easier and city officials are desirous of seeing this done before they have to get a bit tough. Offenders can be fined for permitting or being responsible for the scattering of trash and it has about reached the point where action will have to be taken if the streets and alleys are to be kept clean.

Oliver Creswick, director.
Sunday School at 9:45 a.m. A class for every age. Youth Fellowship Class and Adult Bible class at this same hour. Oliver Creswick, superintendent.
Thursday choir practice at 7:30 p.m.
Mid-week Devotional Service at 7 p.m.

CHURCHES

All Saints Memorial Church (Episcopal)
Since the rector will be out of town over the week-end there will be no services on Sunday,

April 1.
The usual schedule for next week.

Methodist Church
J. Palmer Sorlein, Minister
Sunday, April 1:
Morning worship 11 a.m. Special music by the choir, with

30 Years Ago

March 31, 1921

A daughter was born to Mr. and Mrs. Roy Tyler of Lexington, March 30.

Spring has arrived at the Morrow county court house and the big games of horse shoe are now on the daily program.

Mrs. Ethel Ashbaugh was called to Pendleton Sunday on account of the serious illness of her mother, Mrs. Wm. Walbridge.

John H. Piper who is a very successful farmer of Piper's canyon, was in town Saturday. He reports the grain is coming along fine in his locality.

James Craig died Sunday morning after being found in an unconscious condition at his cabin at an earlier hour. A gun shot wound was in the head. Funeral services were held this morning.

Andrew J. Warren of Hardman died at his home Saturday, March 26 at the advanced age of 85 years.

Clifford Gordon McDonald aged 11 years, 10 months, died early Tuesday morning at the home of his parents, Mr. and Mrs. J. J. McDonald at Hardman after an illness of only a few days.

The first baseball game of the season is scheduled for Saturday with the Lexington high school nine.

Ralph J. Winters and Miss Lois Easterly, young people from Cecil were married in this city Saturday, with Rev. W. O. Livingstone performing the ceremony.

Women's Society of Christian Service meets the 1st Wednesday of each month at 8 p.m.

Church of Christ

R. J. McKeown, Pastor
Sunday services: 9:45 a.m., Bible school classes for all; C. W. Barlow, superintendent.
Morning worship and communion 11 a.m.

Young People's Fellowship, 6 p.m.; Devotional meeting 6:30. Evening worship with Evangelistic message and song service 7:30.

A cordial welcome is extended to all.

Thursday, 7 p.m.; choir practice, led by Mrs. Willard Warren. Bible study and prayer meeting at 8 o'clock.

Assembly of God

Pastor Shelby Graves
If you do not have time for Christ now, He will not have time for you in Eternity.
Sunday school 9:45 a.m.
Worship Hour 11:00 a.m.
Evangelistic Service 7:45.
Tuesday, 7:45 p.m., Prayer meeting in Ione.
Thursday, 7:45 ., Bible study and prayer meeting.

Commission Opposes Upper Deschutes Reclamation Plan

The Oregon game commission has announced its opposition to a U. S. bureau of reclamation plan calling for construction of a dam to impound waters of the upper Deschutes river above Benham falls, a concrete canal to divert the Deschutes from 9 miles of its natural channel between Benham falls and Bend, and the diversion of Waldo lake waters through Gold, Odell and Davis lakes, near the Willamette pass, to Wickiup reservoir and the Benham falls impoundment.

The resolution adopted by the commission is as follows:

"WHEREAS, it appears the U. S. bureau of reclamation and other proponents of irrigation in the Deschutes basin are proposing the construction of Benham Falls dam and reservoir, a concrete canal to divert the Deschutes river from approximately 9 miles of its natural channel, and the diversion of approximately 65,000 acre feet of water annually from Waldo lake via Gold, Odell, Davis lakes and Wickiup reservoir to Deschutes basin lands, and

WHEREAS, the Benham Falls reservoir would inundate 37 miles of valuable boat and bank river angling and substitute a shallow reservoir of low trout producing potential, and,

WHEREAS, the concrete diversion canal would eliminate 9 miles of fish and wildlife habitat, and,

WHEREAS, the Waldo lake diversion would seriously reduce the fish and wildlife values of the several lakes and streams involved, and

WHEREAS the 51 miles of river would be directly affected by Benham Falls dam and the concrete canal have a capitalized sport fishery value on a 1950 basis of \$2,492,178, and,

WHEREAS, the entire Deschutes river below the confluence of Fall river would be altered in character to the detriment of fish and wildlife and outdoor recreation by these proposals, and,

WHEREAS, the extensive plans of the game commission for Odell and Davis lakes and Odell creek

Alfred Baska Gen'l. Contractor

Contact me for estimates on Grain Storage Bins
Phone 404 - Condon, Oregon

HEPPNER GAZETTE TIMES

The Heppner Gazette, established March 30, 1883. The Heppner Times, established November 18, 1897. Consolidated Feb. 15, 1912.

Published every Thursday and entered at the Post Office at Heppner, Oregon, as second class matter.

Subscription price, \$3.00 a year; single copies, 10c.

O. G. CRAWFORD
Publisher and Editor

would be eliminated, and the money already spent on them wasted.

NOW therefore be it resolved that the Oregon state game commission is opposed to these plans for the Deschutes basin."



When you see these new Curlee Suits, you are certain to agree that they are the smartest offerings of the spring season. Styled by designers who create the trends in men's attire, expertly tailored from the season's newest materials, Curlee Spring Suits are the natural choice of men who know clothing values. Our stock of the new Curlee Suits is complete in its range of styles and models, so that you're sure to find suits you like that fit you. You will appreciate the workmanship which builds comfortable drape and lasting good looks into every Curlee Suit and, not least important, you will find that every suit in the line is moderately priced. Come in and see them.

Wilson's Men's Wear
The Store of Personal Service



LOSS OF HOME DOESN'T WORRY ME - I'M INSURED WITH FARMERS INSURANCE GROUP - THEIR RATES ARE LOW TOO

SAVE WITH OUR STANDARD FORM FIRE POLICY. It includes many features of coverage for which you would expect to pay an additional premium.

INSURE TODAY! CONTACT:



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Agricultural Service
108 N. Main St.

PROFESSIONAL DIRECTORY

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| N. D. BAILEY
Cabinet Shop
Lawn Mowers Sharpened
Sewing Machines Repaired
Phone 1485 for appointment or call at shop. | Call Settles Electric
for all kinds of Electrical Work
New and Repair
Shop phone 2253 at Willow & Chase Streets. Res. Phone 2542 |
| DR. H. S. HUBER
DENTIST
First National Bank Bldg.
Room 116 Phone 2342 | Carpentry and Cement Work
By Day or Contract
Bruce Bothwell
Phone 845 |
| JOS. J. NYS
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Latest Jewelry & Gift Goods
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Physician & Surgeon
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Res. Ph. 1162 Office Ph. 492 | Heppner City Council
Meets First Monday Each Month
Citizens having matters for discussion, please bring them before the Council. Phone 2572 |
| A. D. McMurdo, M. D.
PHYSICIAN & SURGEON
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TITLE INSURANCE
Office in Peters Building |
| Dr. C. C. Dunham
CHIROPRACTIC PHYSICIAN
Office No. 4 Center St.
House Calls Made
Home Phone 2583 Office 2572 | 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—Forenoon only. |
| C. A. RUGGLES—Representing
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It's Beautiful!



When she saw what a fine cleaning job had been done.

You will like our work, too. Just phone 2592 and we will pick up your soiled, crumpled suit, coat, dress or blouse . . . or your household linens, drapes or blankets.

It will be a pleasure to have them renewed and usable once more.

Heppner Cleaners