

HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

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ROBERT FENLAND
Editor and Publisher
GRETCHEN PENLAND
Associate Publisher



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Advertising—A part of Our Life

The week just concluded was another in the continuing series of "special weeks" observed or promoted throughout the country by a host of varied interests. The past week was, among other things, Advertising Recognition Week.

Understandably, we might possibly be just a trifle prejudiced in this matter, even to the point of taking space in this column to give it a little explanation, for advertising is the lifeblood of this and every other newspaper. But we wonder how many people realize just what advertising means to them in everyday life.

There are many who will stay automatically that they could do without the commercials on the radio or the beautiful, four-colored ads in magazines. There are just as many, too, who have said they "never read the ads" in a newspaper.

These persons honestly and sincerely think they could do without advertising—and probably they could, but we doubt that they would want to if they stopped to think that it is one of the best and cheapest servants they have in their home. For example if there were no advertising—of any sort—how would such a person if moving to a new town or city know where to find a house to rent, where to buy some light globes, who to get to hook up her electric range, where to buy some new work clothes for her husband or any of the hundreds of other things she will want to know, without starting up the street and asking in every store. To carry it a little farther, how would she know what kind of work clothes to buy for her husband, had there never been any advertising to tell her.

Maybe that's carrying the thing to an extreme but the principle still is true in our everyday life. The advertising you see each week in the Gazette Times, or each day in the East Oregonian or Portland papers, or hear over the radio, is helping you make your life easier by telling you what you may buy, where you can get it, and why you should buy it.

Whether you realize it or not, you do read the advertisements that appear in this newspaper—how else did you know where and when to go to a certain store for something you needed that was being offered at a special price. How else did you know that such-and-such a shop had just received some new spring dresses that were just what you had been looking for, or how did you know that some other particular store carried a certain brand of appliance you wanted—in fact, how did it happen that you preferred that particular brand? It all came about because of advertising.

A vital part of every merchant's business is advertising and he advertises to tell you what he has that you want or need... so that you can find out while sitting at home reading your newspaper instead of having to personally examine every store's stock to find it.

Heppner and Morrow county merchants are doing you a favor when they advertise. You'll be doing them, and yourself, one if you will read and carefully note what they have to offer. If you will stop to compare, they offer the same products and the same services that you will find elsewhere, and in a great majority of cases at the same prices.

Advertising is your servant. It is, whether you may realize it or not, helping to bring you an easier and better life.



MAY BALLOT GROWS

Gen. Douglas MacArthur was the first to have his name formally entered in Oregon as a candidate for the republican nomination for president. Mr. and Mrs. F. E. Epton, Portland, filed the necessary petitions Feb. 19.

The name of Gen. Dwight Eisenhower was officially placed on the republican presidential primary ballot last Thursday by State Representative Mark Hatfield secretary and William L. Phillips president of the Oregon Eisenhower for President Committee. Hatfield made the statement that the general's record will be made clear to the people of the state.

Members of the 1951 legislature filing for reelection this week were: Roger Loennig (Rep.) Haines, for the house; Boyd R. Overhulse (Dem.) Madras, for the house and senator President Paul L. Patterson (Rep.) Hillsboro, for the senate.

OREGON MOTHER NAMED

Mrs. A. C. McIntyre, Pendleton, was selected this week as Oregon Mother of 1952. The announcement was made by Gov. Douglas McKay following a meeting of the Oregon Mother Committee of the

Golden Rule Foundation.

Her selection was based on exemplifying the finest attributes as a mother, homemaker and citizen as well as her varied interests on the local and state level.

DOES CRIME PAY?

The old aphorism that crime doesn't pay was debunked by Captain Walter Lansing, head of the traffic safety division of the Oregon State Police in addressing a service club in Salem this week. "It certainly doesn't pay in that the criminal is almost always apprehended, but when you realize that about seven billion dollars is annually extracted from legitimate channels by criminals, I don't see how you can say it isn't a paying proposition."

"One of the biggest businesses of this country today is the crime business. The only deterrent is the certainty of punishment."

"There is no enforcing of laws that are promulgated by 56 per cent of the registered voters," Lansing said.

SALES TAX UP AGAIN

A minimum \$75 a month old age pension is provided in a preliminary petition for an initiative measure filed with the secretary of state this week.

It is a self financing measure with a two per cent sales tax. If the sponsors, E. E. Rowton, Otis and Verna Schorn, Toledo obtain 26,286 signatures to complete their petitions before July 4 the provision will appear on the November election ballot.

CUSTODY OF CHILDREN

In a decision handed down this week the Oregon supreme court for the first time recognized an order of a probate judge of an

other state.

The high court reversed an order by Circuit Court Judge Arlie G. Walker of Polk county who had awarded custody of two boys, 9 and 11, to their father residing in Oregon.

The mother obtained a divorce and an order for the children from a probate judge in Indiana. The supreme court order was written by Justice Walter L. Tooze. The boys did not recognize their mother when she came for them.

CAPITOL RAIDER

Oregon's Capitol was "sacked" this week by Coos Bay Pirates.

In brilliant buccaneer costumes they cannonaded the state house, put state officials in irons and ran the Jolly Roger colors up the Capitol flagpole.

They had their own candidate for president and are leading a crusade to rub out petty grafters in office and establish good old-times pirates.

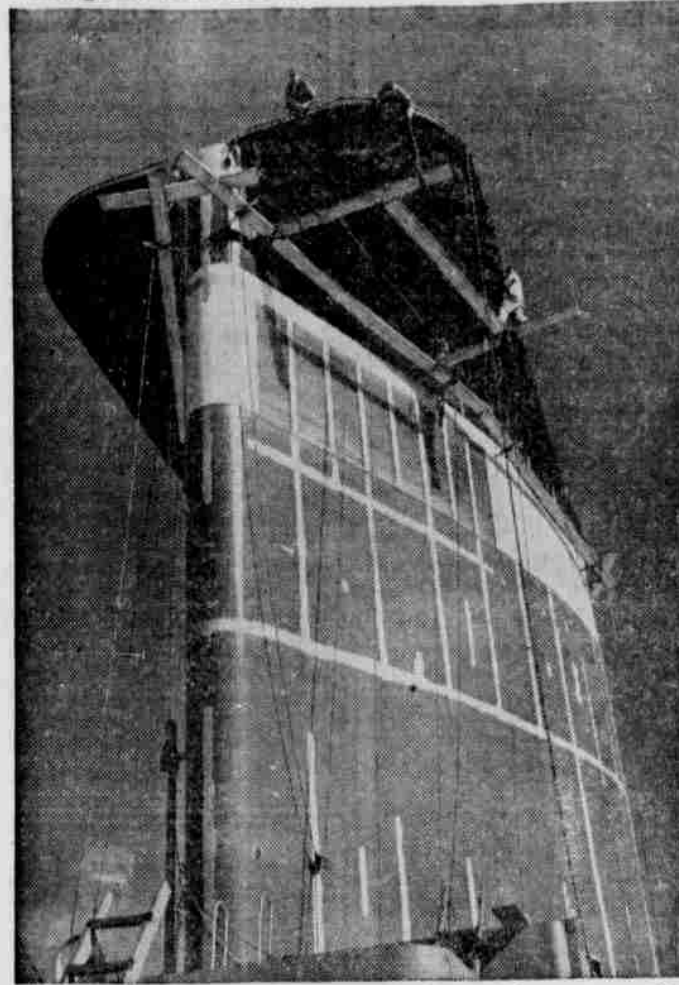
Their brevilouquent platform wowed state employees:

- (1) Relieve mental shortage by removing all name plates from official's desks and the lead out of politician's pants.
- (2) Require office holders to pass eighth-grade examinations and ring in and out at timeclocks.
- (3) Increase morality among politicians—or increase mortality.

BRIEFLY—

First state capitol policeman in uniform goes to work this week—more to follow. . . . Motor vehicle traffic in Oregon required 541,034,735 gallons of gasoline last year. Up 5.9 per cent over 1950. . . . Delinquent income taxes (personal and corporate) increased 53 per cent during the past three

Largest Stacks In World Get a Grooming



Painters working 175 feet above the keel of the new superliner United States looked dwarfed by one of the two giant stacks which are 60 feet long and 55 feet high. The "sampan" top which serves to deflect exhaust up and away from the sun and sports decks is a distinctive feature of both the United States and the America, present flagship of the United States Lines. The stacks are made entirely of aluminum and sections are held together by 65,000 aluminum rivets. The 990 foot liner, the largest ever built in America and the most modern passenger ship in the world, will compete in speed with the fastest foreign flagships now in service. More than 85% complete, the United States, being built at the Newport News (Va.) Shipbuilding and Dry Dock Company yard, will make her maiden voyage from New York to Havre and Southampton July 2 in the United States Lines' transatlantic service.

ADD TOPPING AND YOUR SAVORY STEW BECOMES A MEAT PIE

Good, hot and hearty describes the meat pie. And just how does a meat pie vary from the old favorite stew? A meat pie is simply a stew with a topping.

For the finest in meat pies or stews follow the same rule as for standing ribs of beef or any other roast, cook at a low temperature. This is, slowly simmer the stew rather than allow it to rapidly boil, says Reba Staggs, meat expert.

In preparing a meat pie, brown the meat or not as desired. Then completely cover with water. For news in your meat pies consider various seasonings. Try bay leaf, celery seed, thyme, peppercorns, chili powder or curry powder for decided flavor changes. With your choice of seasonings added, cover the utensil closely and cook slowly until tender.

Why make up your stew with the same vegetables time after time. Here's a list to consider—carrots, peas, potatoes, parsnips, onions, celery, cauliflower, rutabaga, lima beans, green beans, green peppers, Brussels sprouts. Add vegetables just long enough before the end of cooking so they will be cooked. For that flavorsome gravy that's associated with a stew, drain the liquid

PROCLAMATION

WHEREAS, March 1-9, 1952, has been designated for observance in recognition of 4-H Club Week, and

WHEREAS, over 2,000,000 boys and girls in America actively engaged in 4-H Club Work, are being trained as better citizens of tomorrow, with over 14,000,000 boys and girls belonging to this great organization since 1912, and

WHEREAS, America's agriculture has a great part to play in the National Defense program and

WHEREAS, 4-H members in the United States—in Oregon—in Morrow County are meeting this challenge,

NOW THEREFORE, I, J. O. Turner, Mayor of the City of Heppner in the State of Oregon, do hereby proclaim the week of March 1-9, as "4-H Club Week" and urge our citizens to recognize this important program for youth development and the part local 4-H Leaders play in their unselfish voluntary leadership for better citizens tomorrow and to express their appreciation to the many organizations that sponsor 4-H Club Work.

In Testimony, Whereas I have hereunto signed my name officially and caused the seal of the

City of Heppner to be affixed, this 28th day of February, 1952.

HEPPNER EXTENSION UNIT POSTPONED

The Heppner extension unit meeting has been postponed until Tuesday March 18, due to the regular date conflicting with the slipper chair project.

The subject for the next meeting will be on altering ready made clothing. It will be conducted by Mrs. Maude Caswell and will be held at Mrs. Loyd Burken, bine's residence at 1:30 p. m.

NEED Letterheads, Phone 882

Order It Today!



A MAYFLOWER PRODUCT



YOU NEVER KNOW

When You Will Want Your

FORMAL

OR PARTY CLOTHES

Before you hang them away and forget them, why not call us and let us pick up your formal or party dress and get it ready for the next big event. We'll clean it and bring it back already for the next party . . . then you'll be ready for any occasion.

LET US

Clean Them Now

Heppner Cleaners

PHONE 2592

DOG OWNERS

Pay Licenses This Month

—AFTER MARCH 1st, THE PRICE WILL BE DOUBLED—

NOW—\$1.00 for each Male or Spayed Female
NOW—\$2.00 for each Female
March 1, \$2.00 for each Male or Spayed Female
March 1, \$4.00 for each Female

Chapter 564, Oregon Laws, 1949, require that license plate be displayed on dogs at all times.

C. J. D. BAUMAN,
Sheriff and Tax Collector

To Make Room For New Models

KELVINATOR REFRIGERATORS

ON TWO ONLY OLDER MODELS

Prices Substantially Reduced

Our new 1952 Kelvinators are coming soon and to make room for them we are reducing the prices on two older models. One has full cross-top freezer, a Moist-Master model with 10.9 cu. ft. of space; the other has side freezer and has 11.9 cu. ft. capacity. Buy Now and Save.

ALSO REDUCED—
Majestic Wood & Coal Ranges
All White Enamel, Modern Styling

GILLIAM & BISBEE

Who Has It. Will Get It. Or It Isn't Made.