

HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

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More About Milk

A few weeks ago we commented editorially on some figures published in a Portland paper on the comparative costs of delivering milk door to door and to stores. The article contended it cost slightly more to sell through stores than it did to the individual homes. We took exception to the statement. In defense of the figures we received the following letter from the Milk Marketing Administration of the state:

To the Editor:
Your editorial "Reverse Economics in Milk," in the August 14th, 1952 issue of your newspaper, appears to raise some serious questions. It is respectfully suggested that one of the questions—relating to the cost of delivering milk in Heppner—is the kind that the late President Roosevelt termed "iffy". Nevertheless, I would like to submit the following for your consideration:

1. Under Portland conditions it was found that the cost of delivery of milk direct to consumers' homes by dairies was practically identical with the cost when milk is distributed to stores and the storekeepers sold it to their customers at two cents a quart more than they paid for the milk at wholesale. These cost figures are the results of our own audits, confirmed by separate analysis made by distributor's accountants and a cooperative study made by Oregon State College and the U. S. Department of Agriculture.

You have stated that you cannot reconcile the data with your concept of home delivery ("one, two, or maybe three quarts each day to the individual doorstep . . .") and wholesale delivery which you visualize as " . . . 50 or 100 or 500 quarts to each of a relatively few grocery stores". Perhaps it would help if you modified your basic assumptions somewhat. First, home delivery is on an alternate-day or three days-a-week basis in Portland. Consequently the average delivery to homes is larger per stop. Second, few grocery stores handle milk in quantities of 500 quarts daily, and, also, customarily stock at least two or more brands of milk, according to consumer demand. Third, delivery to stores is almost universally in single service containers (paper cartons) which are more costly than the returnable glass bottles used on retail routes.

This is no way "contrary to the generally accepted American idea of mass production and volume sales", as you put it. It simply illustrates the maxim. Portland dealers who maintain retail distribution to homes have shown that mass distribution direct to homes can be less (or no more) costly to the consumer than distribution through stores, particularly if the consumer values their time spent shopping and carrying milk at all.

As a newspaper man, it might appeal to you that there is possibly a parallel between the distribution of milk to the consumers and the distribution of newspapers to the subscribers. Here in Portland either of the metropolitan dailies charge \$1.55 a month for daily and Sunday papers delivered to homes by carrier. The same number of papers purchased in stores or newsstands during August would have cost \$2.05 (In September the cost would be \$1.90). Now, applying the logic that appears to guide so many proponents of the "mass distribution—lower cost" theory would it be reasonable to assume that the publishers of either newspaper would distribute their papers through stores for a cent a copy less than they charge for carrier or mail delivery?

2. You are understandably concerned about the economics of milk distribution in Heppner. If Heppner was a community in or adjacent to Portland you could fairly assume that the comparison of home delivery costs and store delivery costs made for Portland would be valid. According to census data there are approximately 1600 people in Heppner. On the basis of average consumption

per capita in Oregon there is a potential demand for about 800 quarts of milk a day, not allowing for rural people who may obtain fresh milk from the supply available in Heppner. Some of this demand is satisfied by the local dairy, and doubtless there are some "family cows", also. The cost of running the truck, wages for the delivery man, and other costs, divided by the number of quarts handled daily would determine whether or not it would be feasible to maintain a home delivery route or not. If such a route could handle the entire demand, it probably would be feasible. However, as you so accurately pointed out in your editorial, "mass production and volume sales" have a great deal to do with it. We know that some people in Heppner have not been satisfied with their milk distribution since the Wightman Dairy discontinued during the war. We recently had a dairyman from your vicinity in our office inquiring about a market for his milk. Although we suggested that there appeared to be a good market for more milk than he could produce there in Heppner, he said he preferred to ship his milk elsewhere in cans rather than to undertake the investment and expense of processing and delivery in his own county seat.

It would seem that there was an opportunity for some enterprising local person or firm to develop a modest dairy business in your city: If there is such an individual, I feel certain that you will find the Oregon Milk Marketing Administration ready and willing to facilitate the establishment of a home owned and operated dairy utilizing milk produced in your vicinity in any way that we can under the Milk Marketing Act. Such a business could obviously be of mutual benefit to producers, the distributor, and the consumers in your city if development in a manner that was economically sound.

MILK MARKETING ADMINISTRATION
STATE OF OREGON
CECIL L. GRIGGS

We don't feel competent to try to break down any of the points expressed in the letter. Though we don't believe some of the points apply here. The matter of milk, its production, distribution, control, price etc. has for many years been a subject of considerable discussion and argument—much of it carried on by men well versed in the economics of the subject. We certainly make no claims that we are an expert on milk, but we still remain unconvinced that a store should not be allowed to sell it at less than it costs to have it delivered to the home—if that store is able to do so or if it so desires.

A cost analysis prepared through the Agricultural Experiment Station at Oregon State College showed there to be an extremely wide variation in the cost of handling milk in various stores—the figures varied from over 7c per unit (quart, pint, etc.) to less than 1c per unit. If a store can handle it more economically why shouldn't it be allowed to sell it cheaper if it wishes?

We don't want to see a return to the old time milk wars any more than do the dairymen, but we do believe the Oregon controls have gone a little too far.

Whatever is the outcome of the fight at the November election we doubt that it will make much difference to us here in Heppner—though it could. The larger chain stores, on the whole handled milk cheaper than did smaller stores, according to the cost figures, and we have no chain grocer. Nor are we in the center of a big milk producing area where transportation costs understandably are lower. Nevertheless if our grocers could handle milk cheaply and wanted to reduce the price, we feel they should be allowed to.

Protect the farmer and dairyman—yes, but if savings can be obtained in processing and delivery and retailing, let's let the general public get the advantage.



be appointed by the governor and ratified by the senate.

PEN ADMINISTRATION EYED
Policies on food inventories and meal costs were brought to the attention of the emergency board this week by Harry Dorman of the state department of finance.

A report prepared by Leon D. Margosian of the department recommended:
A dietary standard for the various kitchens . . . More efficient budget control . . . More efficient control of stock on hand . . . Appointment of a competent food manager . . . Storage and receiving warehouses be cleaned and used.

The emergency board decided to give the report study and act at the next meeting.

STATE FAIR SETS RECORD
An all-time attendance record was made at the Oregon State Fair this year with 186,517 paid admissions. This is an increase of 10,003 over last year.

Recreational trends made a distinct pattern at the Oregon State Fair this year. The attendance at the rodeo exceeded last year's combined horse show-rodeo by 2,156. The trend at the horse races was that more bets went to the pari-mutuel windows this year. In 65 races the bets totaled \$674,278 while last year the take was only \$564,040 on 70 races, with paid admissions to the races down about 5 per cent this year.

STATE MAY BUY PIGS
The 1952 legislature will probably be in the cattle buying business. Hogs—that is, but only on a small scale, may we hope. This week Governor Douglas

McKay assured the owners of hogs under quarantine for a disease called vesicular txanthema, that he would ask the next legislature to reimburse them for their loss if they would agree to slaughter them.

Previously Attorney General George Neuner had ruled that the state emergency board funds could not be used to pay for the hogs.

POLITICAL PANDEX
Gov. Adlai Stevenson is the owner of the champion 4-H and FFA lambs sold at the Oregon State Fair. The Democratic nominee for president had a local man buy the 92 and 94 pound champions for a dollar and \$1.05 a pound.

Henry W. Collins, former state racing commissioner for Oregon will head a committee to fight the measure to make pari-mutuel betting on horse and greyhound races illegal in Oregon.

Senator Richard Nixon, Republican vice presidential candidate, will stop briefly in Portland and Salem on a quick trip through Oregon September 20. Other appearances will be on train platforms.

Vincent Hallihan, Ross, Calif., for president and Charlotte Bass, New York City, for vice president will not appear under their Progressive party label in Oregon. They will appear as independent candidates.

Mr. and Mrs. George Sanders of Albany were visiting friends in Heppner over the weekend. The Sanders formerly operated the Heppner bakery.



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CHURCHES

CHRISTIAN CHURCH
Earl L. Soward, Pastor
Bible School begins at 9:45. There are classes for all ages of children and for adults also. Promotion Sunday will be Sept. 28.
Morning worship at 11:00. Sermon, "What Is Religion," by the pastor. Special music under the direction of Maurice Stone.
The evening services will be 6:30 and 7:30 for youth and the preaching respectively. The pastor's message will be, "Absolute Certainties." Wednesday evening from 7 to 9:30 will be youth night.

THE METHODIST CHURCH
J. Palmer Sorlien, Minister
Sunday Sept. 14.
Morning Worship and Sermon at 11 a. m. Sermon topic: "Hiding From God".
Sunday Church School 9:45 a. m. Mr. Oliver Creswick, Superintendent. A class for every age. Choir Practice Thursday at 8 p. m.
W. S. C. S. meets the first Wednesday of each month. Suzanna Wesley Circle meets the third Wednesday of each month.

ALL SAINTS MEMORIAL CHURCH (Episcopal)
Holy Communion 8:00 a. m. Church School 9:45 a. m. Morning Prayer and sermon at 11:00 a. m.
Holy Communion on Wednesday at 10 o'clock.
Junior choirs start next week; Boys will meet immediately after school on Tuesday afternoon; Girls meet after school on Wednesday afternoons.

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COUNTERS GOVERNOR'S ORDER
The state highway commission and staff are on the receiving end of conflicting orders from Governor Douglas McKay and the highway legislative interim committee.

Thursday the governor ordered the commission to take no part for or against the big truckers bills on the November election ballot.
Friday the interim committee, upon being advised of the order, issued a directive to the commis-

The new department would be known as the state motor vehicle department, the administrator to

DR. EDWARD K. SCHAFFITZ
OPTOMETRIST

Heppner Clinic Bldg., 103 Gale Street Heppner, Oregon

TELEPHONE 3373

OFFICE HOURS:
Mon.—Tues.—Wed.—Fri.—9:00 A. M. to 5:30 P. M.
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Evenings By Special Appointment

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ATTENTION!

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The farmer, who has Federal Crop Insurance, knows when he plants his wheat and reports the acreage planted that he is sure to get the coverage on his wheat and this in turn makes his credit better at the bank, the grocery store or the country merchant. In fact, it makes our whole economy sounder. The policy covers the insured's interest in all wheat planted on insurable acreage in the county and the premium goes in a county reserve and can be used for one purpose and one purpose only, that is to pay indemnity losses on wheat in the county. Any producer carrying this insurance for seven consecutive years without a loss will get a reduction of 25% in the current premium and when the county organization has acquired a sufficient county reserve to take care of the disaster year, a 30% reduction will be applied to the county premium rate.

The policy will remain in force from year to year until cancelled by either the producer or the corporation. This is a sound program. It is your program, let's try to build a good one for the farmers of Morrow County.

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Sept. 30 is the deadline for making applications for 1953

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