

HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

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TV-itus

No newspaperman who is situated outside the Portland area can help but drool when he sees all the money coming to the Portland and neighboring papers from advertising of Oregon's newest plaything—Television. Our tongues hang out too, when we look at all the full page ads extolling the virtues of the many different brands of TV sets, and we wonder when Heppner will get its first opportunity to watch what the rest of the nation has been talking about for some time.

We know there are many other residents of this area who are wondering the same thing, maybe not from such a selfish angle, but merely when they will be able to sit at home and enjoy it. To our knowledge there has been no actual engineering check made in this section regarding the possibilities of TV reception, though it is obvious that the "down in the hole" location of Heppner, Lexington and Ione will prevent reception of any kind at least until a station is built in the Pasco area. How TV waves are going to react to our hills, it is hard to tell, though it might be that by some quirk they may bounce around enough to get down to us. It is more probable, however, that reception here will be similar to the system used at Astoria for receiving the Seattle station. In that case there is one master antennae located on a high point and the signals are "piped" to the individual homes.

An indication of this comes from a local radio man who checked hilltops surrounding Heppner in an effort to get FM reception which uses a similar wavelength. The only point where it could be received was near the cross on top of the hill east of Heppner. Whether TV waves will react the same way, no one can say until some more stations get on the air.

At the best, it looks as though it will be quite a while yet before we can join the nation's millions of TV watchers. There is one consolation though, at least Morrow county residents will remain normal human beings longer than some of the rest of the race who have had to completely change their living habits to conform with the requirements of TV watching.

Another Tax Not Needed

Another measure Oregon voters will decide upon November 4 is the proposed cigarette tax of three cents per pack which was passed by the legislature and then referred by petition. The bill was passed at a time when the legislature was groping for any conceivable source of tax revenue and it received the tacit approval of the cigarette wholesalers because it included a so-called fair trade clause which would, in effect, put an end to price cutting on this item.

The state's financial situation is not nearly so dark as it was thought to be at the time of the passage of this bill and we can see no need for an additional tax measure at the present time—especially one which we feel is discriminatory. The part we dislike the most, however, is the price-fixing section and for the same reasons that we support the measure which would allow a store differential in the price of milk. If a grocer or other dealer wants to reduce the price of a pack or a carton of cigarettes, that's his business, not the state's as we see it. Controls that hold prices down have some reason for existence, but we can see no excuse at all for controls which hold retail prices up.

It is our recommendation that the cigarette stamp tax revenue tax be defeated by voting 323 No.

Boardman News

By Flossie Coats

Mr. Elvin Ely who has been a patient in the St. Anthony's hospital, Pendleton the past two weeks where he had a re-graft on the burn on his back was able to return home Monday. Mrs. Ely motored to Pendleton for her husband.

Mr. Hugh Brown and Mrs. Earl Downey drove to Pine City Tuesday where they attended the Home Extension Leaders training class on textile painting. Mrs. Ralph Skoubo motored to Heppner where she attended the officers training class. Mrs. Skoubo is the president for the Boardman Unit.

Weekend guests at the Earl Briggs home were Mr. and Mrs. O. H. Street, Milwaukie, Oregon.

Mr. and Mrs. Alvin Strain and two sons, Portland stopped for a short time at the Nathan Thorpe home Monday enroute to Pendleton. Mrs. Strain will be remembered as Helen Slanger.

Mrs. Nathan Thorpe, Mrs. Earl Briggs and Mrs. Algy Taylor motored to Pendleton Monday.

Mr. and Mrs. Guy Ferguson spent the weekend in Prosser and Pasco.

Mr. and Mrs. Stanley Ferguson took their small daughter to the Doernbecker hospital Sunday.

Mr. and Mrs. Fred Williams were weekend guests at the home of his brother and sister-in-law Mr. and Mrs. Halley Williams. Fred recently returned from several months in Korea.

Mr. and Mrs. Leo Root were dinner guests at the home of their son and daughter-in-law Mr. and Mrs. Vern Root, Athena.

Mrs. Barbara Snell, Sacramento, Calif. is a house guest at the home of her son-in-law and daughter Mr. and Mrs. Chas. Andregg.

Guests last week at the home of Mr. and Mrs. Chas. Nickerson was Mr. Nickerson's uncle and aunt Mr. and Mrs. G. O. Nickerson, of Fort Collins, Colo., and also his sister Mrs. Ethel Nethercott, Jackson, Wyo. The Nickersons left Saturday for The Dalles and other points. Mrs. Nethercott left for Pendleton Monday beginning her home trip.

Mr. and Mrs. Joe Yuscak and young son were weekend guests at the home of Mrs. Blanche Jones and other friends.

Mrs. Mary McDaniels returned to her home in Hardman after the week here with her daughter Mrs. Zoe Billings and her son Everett Hadley.

Mr. and Mrs. Clyde Tannehill

hibited were few with most of the livestock being 4-H. The fair this year was held in the new building at the new North Morrow site. This was the best fair yet which everyone agreed was a good initiation for these new facilities.

IONE NEWS ITEMS

George Ely left Friday of last week for Salem where he will visit his son and daughter-in-law, Mr. and Mrs. Francis Ely and other relatives.

Mr. and Mrs. Carl Linn took their daughter Leeta, to Eugene recently where she entered the University of Oregon. She is staying at Judson House.

Mrs. James Lindsay is in The Dalles taking care of her grand-son, Jimmy Pettyjohn while her daughter, Mrs. Roy Pettyjohn is in Portland for medical treatment.

Mr. and Mrs. George Nyles returned Friday of last week from a trip to Klamath Falls, and Portland where they visited relatives.

Mr. and Mrs. L. L. Howton and family spent the weekend at Connell, Wash. While there they purchased a television set.

Mr. and Mrs. Frederick Martin and family went over in Washington for the weekend. They were at Colfax, Pullman and Colton. At Colton they visited the Chris Busche farm where they saw his collection of old steam engines and saw wheat threshed by stationary threshers.

Mr. and Mrs. E. R. Lundell spent the weekend in Portland.

Mr. and Mrs. Wm. Rowell and son and Mrs. Cleo Drake spent Saturday with relatives in Hermiston.

Mr. and Mrs. John Eubanks and daughter, Sandra and Mrs. Gordon White spent the weekend in Portland.

motored to La Grande Sunday taking their daughter-in-law and granddaughters Mrs. Donald Tannehill, Mary and Susan home. The Tannehills were here attending the North Morrow County Fair.

Who next?

Well, guess we were lucky. Is what we should say! For now, so it seems, there's more cases each day!

Now, Polio insurance may not keep it from your door! But it will pay for treatment whether you are rich or poor!

Ask about our Polio Policy

C. A. RUGGLES

INSURANCE

Phone 723 Heppner

FLOWERS for all occasions

MARY VAN'S FLOWER SHOP



If you bought it.. TRUCKS brought it

Keep Taxes Down VOTE X 330 YES

To stop taxes that increase your living costs!

From The County Agent's Office

By N. C. Anderson

A number of Morrow County ranchers attending the Oregon Cattlemen's Ass'n sponsored range bull sale at Baker, Tuesday, purchased bulls that will be a credit to their herds. The quality of cattle sold was excellent.

Graded by Charles Kyd, Extension Animal Husbandryman, Washington State College and Judge Tippet, Cattleman of the Wallowa County, grades were tougher than any previous sale in Oregon. Consignors and buy-

ers agreed that grades given were about two places lower than in the past. Quality of the bulls were as good as the recent Burns sale where there were 4 "A" or "1" bulls of 95 bulls consigned to Baker, less than sixty were allowed to sell. Of these there were only 8 "B plus" bulls, the rest being "B's" or "B-" with approximately 30 being sifted out.

Prices were down between 1/4 to 1/3 under last years average. Quality was higher. Buyers from our county were: Hynds Bros.,

who brought the highest price per of three consigned by Hotchkiss Co. of Burns, along with a pen of two consigned by Frank Anderson, Heppner, one from Everett Harshman, Hardman and a bull consigned by Harley Hotchkiss, Burns; Mr. and Mrs. Lewis Halvorsen, Ione, bought the Reserve Champion bull of the show consigned by Burrell Bros., Salem; Eb Hughes, Heppner, bought a bull consigned by Frank Anderson, Heppner, and one consigned by Wm. Duff, Adams; Don Greenup, Heppner, bought two bulls consigned by Dallas Craber, of Heppner. Ed Tucker, who is a Morrow County operator but does not run his cattle here, purchased a bull consigned by Roy Robinson, Mt. Vernon, Morrow County consignors were: Dallas Craber, Frank Anderson and Floyd Worden, Heppner; Everett Harshman, Hardman and Batie P. Rand and Son, Irrigon.

These top purchases are an indication that our cattlemen still have faith in the cattle industry regardless of slack prices at this time. It is even more essential that good quality cattle be raised if the margin of profit is to become smaller in the next few years. They say "the bull is half the herd". If this is the case, and I believe that is agreed, these buyers have done a good job in improving that half the herd.

Very successful was the North Morrow County Fair at Boardman last week. Exhibits of all classes of home economics, farm crops and horticulture exceeded those at the Morrow County Fair and Rodeo. Livestock and poultry ex-

DON'T FORGET—

THE Voter Registration Deadline Is October 4

—ARE YOU REGISTERED?

Dr. Edward K. Schaffitz, Optometrist

Heppner Clinic Heppner Phone 3373

STAR THEATER, Heppner

Enjoy our fine array of August entertainment in cool comfort... and we do mean, comfort! We can switch off the cooling system in the theater now and don't have to freeze you. We do recommend sweaters for those who chill easily!

Thursday-Friday-Saturday, Sept. 25-26-27

THE BATTLE AT APACHE PASS

Here comes Cochise, the famed Apache, again portrayed by Jeff Chandler, who won an Academy Award nomination for the role in "Broken Arrow"; also in the cast are John Lund, Susan Cabot, Jay Silverheels as Geronimo. In Technicolor.

Plus

GASOLINE ALLEY

Another funny comedy based on the Walt and Skeeze comedy strip with Scotty Becket and Jimmy Lydon.

Sunday-Monday, Sept. 28-29

LYDIA BAILEY

Dale Robertson, Anne Francis, Charles Korvin, William Marshall, Kenneth Roberts' great novel of love and adventure is now on the screen, throbbing to the wild beat of voodoo drums! Filmed in exotic Haiti with a cast of thousands, in exotic Technicolor. A film designed to bring the greatest pleasure to the greatest number of people! Also an excellent array of short subjects.

Tuesday-Wednesday, Sept. 30-Oct. 1

BRIGHT VICTORY

Arthur Kennedy, Peggy Dow, Julia Adams. Here is one of those deeply touching, out-of-the-ordinary movies—the romance is full of charm and good human qualities—the performances are inspired—the training at Valley Forge hospital is fascinating.

In September, 1920, the Star Theater came into the ownership of the Sigsbee family. During these 32 years we have sought to bring to our patrons the finest entertainment that modern equipment and existing conditions would permit. All of us sincerely appreciate your splendid patronage and hope we may be permitted to continue our policy for serving you.

If you have wondered that some of the highly advertised recent movies have not come to our screen, it is because of our attempts to avoid a policy of advanced admission prices.

The Most Wonderful Miles of Your Life!



A Great General Motors Value!

More Go!

Less Gas!



Drive it Yourself!

The most wonderful miles of your life start the minute you get behind the wheel of a new Pontiac and drive it yourself! Come on in any time, it's a pleasure for us to introduce you to this great new performer.

Get all the wonderful things you want in a car—including low price! The perfect way to get this done is to come in and look at the great new Dual-Range® Pontiac, then get behind the wheel and drive it yourself. You'll see what we mean!

Pontiac is big, distinctive and famous for dependability. Pontiac gives you spectacular Dual-Range performance — to match your power to traffic or to the open road, automatically!

And what economy this car will show! In Cruising Range, engine revolutions are cut 30 per cent—for more go on less gas!

*Optional at extra cost.

Dollar for Dollar you can't beat a

Pontiac

WATCH THE TV FOOTBALL GAME OF THE WEEK EVERY SATURDAY ON NBC TELEVISION—STAY TUNED FOR HERMAN HICKMAN'S PONTIAC SHOW AFTER EVERY GAME

Farley Pontiac Company