

HEPPNER GAZETTE TIMES THIRTY YEARS AGO

MORROW COUNTY'S NEWSPAPER

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The Great Baby Boom

A recent issue of Time magazine carried a feature article which began: "The U. S., which was buying baby food at the rate of 270,000,000 cans in 1930, this year is buying it at the rate of 1,500,000,000 cans. In the same period, the U. S. toy industry has grown from an \$84,000,000-a-year striping to a \$900,000,000 giant, and the sale of bicycles has almost doubled. These are the measuring sticks of the "Great Baby Boom."

Time then dealt at some length with the far-reaching significance of this. One paragraph said: "By 1975 the U. S. will need to set a 'fifth plate' for every four persons now consuming. Setting this fifth plate will demand an increase in cattle production, for instance, equivalent to all the present production of Texas plus Oklahoma and Minnesota, and enough more lambs to match the great production of Montana, Wyoming, Utah and Nevada combined. To produce this much food, every five acres of U. S. land must produce as much as six acres today—creating a tremendous need for more tractors, fertilizer, soil condi-

tioners and other means of increasing food production."

We all know that mechanized farm equipment has created an agricultural revolution in the space of little more than a century. What fewer of us realize is that this revolution is still in high gear and gaining momentum. For this equipment, allied tools and techniques, not only makes greater and more economical production possible—it also is the means of conserving and improving the land for future generations. The Great Baby Boom is a living illustration of the vital importance of farm machinery.

It should indicate that before long, demand may again exceed the supply of many of the products produced in our area. A pleasant thought. But along with that thought comes another realization that because of the boom—what it has already brought and what it will bring in the coming years—we also have a school problem, along with most of the rest of the country. Also, it should indicate to us that when we do build a school we should look far enough ahead in our planning that we won't have to re-do the job a few years hence at an even greater cost.

From The County Agent's Office

By N. C. Anderson

Announcements were made this past week that the support prices for the 1954 crops of oats, barley, rye and grain sorghums would be at 85% of parity. This is the same percentage of parity that was in effect for this year's crops. Based on average prices for September 15, this year, the support price for oats will be around 75c a bushel. Barley will be supported around \$1.15 a bushel. Support price of rye will be around \$1.43. Grain sorghums will be about \$2.25 a hundred.

With about 40,000 acres of wheat allotment ground diverted to barley, the expected production of this crop for Morrow county will run at about one and one-half million bushels. This will mean that a lot of storage will be necessary if this barley is to be stored under the price support program.

Many farmers have asked at the office what the status of the Bangs test program is to date. Dr. George Marugg, veterinarian,

Bureau of Animal Industry, is still testing in Morrow county. Our compulsory test program calls for an annual test of all cattle. An attempt will be made to test everything again this fall and during the winter months while cattle are handy for testing at the farm headquarters. Dr. Marugg is anxious to have more appointments now in testing so that he does not have a flood of requests which he cannot handle all at one time. An appointment can be made with him for testing your cattle by calling him at 6-9608, Heppner.

Recent word from the State Department of Agriculture notifies us that the payment for Bangs reactors by the Federal government shall not now exceed \$9 for grade animals and \$18 for purebred animals. Under Oregon law, counties will be required to pay a maximum of \$8 for a grade animal and \$12 for a purebred animal. This maximum figure paid by the counties will be matched by the State, and the

Federal government will in turn indemnify at the rate of not to exceed \$9 for each grade and \$18 for each purebred animal.

Morrow county cattlemen continue to top the sales with our cattlemen doing good at the Mid-Co Sale held this week at Moro. Not content with the Grand Champion bull at the Baker sale held in September, Frank Anderson showed the Grand Champion heifer at the Mid-Co Sale. His consignment of three heifers and two bulls all graded two-plus. His top bull was second to top in price received in the sale. Eddie Brosnan, Allen Hughes, Herb Ekstrom and Bernard Doherty, consigning, all had top animals consigned. The average for the sale was \$429 per head.

The second annual Oregon State Weed Conference is shaping up. It will be held at the Vert Little Theatre in Pendleton on November 17 and 18. Control of tarweed and morning glory, major weed menaces of the Columbia Basin, will receive special attention at the conference. Other topics will include Russian thistle, cheatgrass, and sage brush control, range re-seeding and spray programs in Oregon. The prevention of spray injury to field crops and shrubs will be discussed and spray rates and time of application for tarweed and morning glory will be outlined. All Morrow county farmers are urged to hold these dates free and plan to attend.

We would like to call the attention of all of our farm people to the annual meeting of the Columbia Basin Electric Coop, which will be held at the fair pavilion in Heppner on November 14. It is important that all of our farmers attend their Cooperative annual meeting. An interesting program is outlined, to begin at 9:30 a. m.

4-H Club News

First 4-H livestock club organized in Morrow county is that of the Buttercreek Junction Club which held election of officers this past Sunday. Leading the club for the new year will be Carl Rhea and Delvin Nelson. Carl Rhea was leader of the club last year. This is their second

and started new. We heard reports from the five girls who went to camp in July. We discussed our success at the fair and rodeo. We planned for a ceremonial from Rank and Blue Birds fly-ups. We planned our book-making project, in which we hope to make scrap books for the doctor's offices. After all, who wants to stare out the window for two hours while waiting for a pill or a penicillin shot?

We received our honor beads earned during the summer, elected new officers and planned a Halloween party and hike for rank requirements. New officers elected were: president, Celia Boulden; vice president, Sharon Case; secretary, Cara Lee Corbin; treasurer, Brenda Townsend; sgt.-at-arms, Bonnie Hannan; scribe, Carol K. Anderson; editor Sharon LaVelle.

Dallas Ward of Lexington is one of the men showing up well in the "rook" football squad at Oregon Agricultural College.

Heppner high school revived the old "lick lone" spirit last Saturday when they took the Egg city lads to a 27 to 6 cleaning on Gentry field.

year as an organization. Elected as president for the new year is Billy Doherty, Lexington; vice-president, Robert Campbell, Echo; secretary, Carlene Rhea, Echo; news reporter, Sandra Rhea; and song leader, Douglas Terry. Other members of this club are Jack Lieuallen, Judy Terry, Bernard Doherty, David Terry, and Ellis Terry. Five are new members this year.

These club members are all carrying beef projects. Billy Doherty, Bernard Doherty, and Jack Lieuallen have feeder steers on feed now, while Carlene Rhea, Jack Lieuallen and Robert Campbell have beef breeding projects.

Other clubs that held meetings to finish record books on Sunday were the Ione Livestock Club and the South Heppner Livestock Club. These clubs were to re-organize and elect officers, however, they have not yet sent their organization sheets in to the office. Interest this year in livestock clubs is running high. Most of these club members who have carried sheep and swine projects in past years will be continuing with the addition of Robert Campbell, Connie Anderson, Kit George, John, Ivan and Ralph Akers, all of whom caught pigs in the 4-H pig scramble at the county fair. Beef calves on feed at this time number 13. Club members feeding steers are: Duane Baker, one shorthorn; Richard Ekstrom, one Hereford; Billy Doherty, shorthorn; Bernard Doherty, Hereford; Jerry Anderson, three Herefords; Phil Emert, one Hereford.

WA CAN TE KA CAMP FIRE GIRLS NEWS

The Wa can te kas have been busy this month. Our first meeting was held at the home of our guardian, Mrs. Alena Anderson. We choose committees for work and had a wiener roast. We earned several honors this way. At our second and third meetings we finished old business

and started new. We heard reports from the five girls who went to camp in July. We discussed our success at the fair and rodeo. We planned for a ceremonial from Rank and Blue Birds fly-ups. We planned our book-making project, in which we hope to make scrap books for the doctor's offices. After all, who wants to stare out the window for two hours while waiting for a pill or a penicillin shot?

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We voted to trick or treat in a new way this year. We are going to ask the ladies to help by giving us quilt pieces, thread, yarn, etc., which we plan to send to old folks homes and T. B. hospitals. We have taken two new members, Celia Boulden and Rose Ann Ayers. One of our projects this year is to learn new songs. Carol K. Anderson, scribe.

Annual Cattlemen's Fall Feeder Sale Set For Corvallis

500 top quality steer and heifer calves, yearling steers, bred and open heifers have been consigned by leading cattlemen of western and eastern Oregon for the 2nd annual fall feeder sale sponsored by the Oregon Cattlemen's Ass'n. The sale will be held at Corvallis on November 4th at the Gil-

aspie Auction Yards. "A ready demand for feeder cattle is expected to utilize surplus feed now prevalent in the Willamette valley", according to Frank Beeson, Executive Secretary of the Oregon Cattlemen's Association.

50 to 100 head of the finest will be reserved for the 4-H and FFA sale at a minimum premium. Last year, 35 head of these cattle were ribbon winners in various county fairs in western Oregon.

All of the animals will be graded and sold by grade in pens and choosing. Chairman of the committee is Loren T. Wooddy, Grants Pass and other members include Bill Matzen, Izee, Larry

Williams, Canyon City; Jim Elling, Corvallis; Guy Benson, Portland; Bill Farrell, Canyon City, and Sam Dement, Myrtle Point. Ellis White, Ontario, will be auctioneer.

BIRTHDAY COMMUNION SET
All Saints day, Sunday, Nov. 1 will be observed at All Saints Episcopal church with a special Holy Communion service at the 11 o'clock service. Rev. John R. Reeves announced this week.

Mrs. Ida Grimes of Arlington was in Heppner over the weekend visiting with her daughter, Mrs. Allen Case.

DR. EDWARD K. SCHAFFITZ OPTOMETRIST

Next To Hotel Heppner Entrance — Heppner, Oregon

TELEPHONE 6-9465

OFFICE HOURS:

Mon.—Tues.—Wed.—Fri.—9:00 A. M. to 5:30 P. M.
Thurs.—Sat.—9:00 A. M. to 2:00 P. M.
Evenings By Special Appointment

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Wilson's Men's Wear

The Store of Personal Service



From where I sit... by Joe Marsh

It's the Principal of the Thing!

Every autumn our High School has a contest to see who can get the most ads for *The Recorder*—the school magazine. The winner becomes honorary Principal for a day.

Skip Roberts won last week, and his first (and only) official act as "Principal" of the school was to announce in a loud, clear voice: "I hereby declare today a school holiday!"

Knowing Miss Gilbert, the real principal, it was no surprise to me that she laughed as hard as anybody else... and said to go right ahead.

From where I sit, it's no wonder our youngsters think Miss Gilbert's such a wonderful person (even though they know they'll have to make up that day). Her tolerance, her friendly way with people of all ages reflect in everything she does. For instance, at my house Miss Gilbert prefers tea but always respects my preference for a glass of beer. As a real person... in any community, Miss Gilbert belongs at "the head of the class."

Joe Marsh

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STAR THEATER, Heppner

Week-day shows start at 7:30 p. m. Sunday shows continuous from 2 p. m. Boxoffice open until 9 p. m. Admission prices 70c, 50c and 20c including Federal Tax. News-reel every Sunday and Monday.

Thursday, Friday-Saturday, October 29-30-31

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE

Bud Abbott, Lou Costello, Boris Karloff, Craig Stevens, Helen Wescott, Reginald Denny. We know we've had A & C once before this month but we just had to bring you this shudder-and-shiver feature for Halloween! Plenty of comedy, too, of course!

SOUTH PACIFIC TRAIL

Rex Allen, Estelita, Slim Pickens. Good western with music.

Sunday-Monday, November 1-2

LET'S DO IT AGAIN

Jane Wyman, Ray Milland, Aldo Ray. A gay, light-hearted comedy romp. Based on Arthur Richman's "The Awful Truth" with Technicolor and songhits added.

KILLERS OF THE SWAMP

A Technicolor canoe trip through the swamplands of Florida. Sunday shows at 2 p. m., 4:20, 6:40 and 9.

Tuesday-Wednesday, November 3-4

SCANDAL AT SCOURIE

Greer Garson, Walter Pidgeon, Donna Corcoran, Agnes Moorehead. Wholesome and heartwarming, with Technicolor photography to further beautify the tasteful backgrounds and atmosphere. A fine family picture, winner of Parents' Magazine Medal Award.

UNDER THE LITTLE BIG TOP

Sarasota High School prepares for its Sallor Circus, in color. Come at 7:30, see a complete show by 9:30.

Here's your cue to greatest motor-car value!...

CHEVROLET FEATURES are the FINEST CHEVROLET PRICES are the LOWEST of any line in its field!



The striking Bel Air 2-door sedan. With 3 great new series, Chevrolet offers the widest choice of models in its field.



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You'll find that Chevrolet brings you virtually every buyer-benefit offered by higher-priced cars, from a luxurious Fashion-First Body by Fisher to the soft, smooth, passenger-cradling Knee-Action Ride...

And from thrilling high-compression Valve-in-Head engine performance, with Powerglide automatic driving* or standard driving, to extra-easy Power Steering* and Jumbo-Drum Brakes—the largest brakes in Chevrolet's field.

Yet this big, beautiful Chevrolet is America's lowest-priced large-selling car, is exceedingly economical to operate and maintain, and has traditionally higher resale value.

Come in, confirm these facts, and you'll choose Chevrolet!

*Optional at extra cost. Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models. Power Steering available on all models.