

# HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

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## The Journal's New Face

We can't help but feel a little sad this week. Sad at the loss of the Oregon Journal... as we've known it for quite a few years.

Last Monday this Portland paper came out with a new type style, a new makeup style, a lot of new features and writers... in fact is has a complete "new look." It just doesn't look like the Journal any more, but of course, that was the idea behind the change. The Journal has "grown up", so to speak, and we guess that after more than 50 years it's entitled to act as a sedate gentleman after spending that long, or at least a great many of those years, as a noisy, blatant boy.

We're not referring to the Journal's policies or abilities when we say it has been a noisy kid, we're referring to its former makeup style and use of big, black headlines not only on the front page, but throughout its entire edition. Now it is coming to us made up in a lightface type and its front page arrangement and makeup is even more sedate and dignified than that of The Oregonian, the paper which for years rated among the top in the country in this classification. We're going to miss the "old" Journal.

We don't mean that we're against a change, and besides, what the Journal wants to do is its own business, but its elimination of the big black headline from the newsstands of Portland and the journalistic efforts of the state, leaves a blank spot in Oregon journalism.

Oregon's journalistic style, particularly in its metropolitan press, has for many years been, what we could call, above that of many other parts of the United States, and particularly that of many of our neighboring big cities on the Pacific coast who have had what might well be classified as a sort of "wild and woolly," or "Anything goes" style of makeup and writing. As an example of what we mean, take a look at any of the San Francisco papers, the well known Oakland, California Tribune, the equally well known Seattle Post-Intelligencer, or the granddaddy of all papers for wild front page makeup, the Denver Post. It is not unusual to find the entire top half of the front page of any of these papers taken up exclusively with scarehead type banner lines, frequently one or more of them in red ink.

Portland has not, at least in recent years since the discontinuance of the old Telegram and the Portland News, had this type of a newspaper, but the Journal, until this week, used somewhat this approach to the reporting of the events of the world, though it was nowhere near as wild as some of the papers mentioned above. Journalism professors and critics of the art of newspaper makeup no doubt breathed a sigh of relief when they saw the new Journal, feeling that finally the examples of type beauty and harmony expounded

in textbooks and developed by the masters of typography finally took effect on the state's last metropolitan holdout for a style a little more brash and daring. We don't see it quite that way. We think the old Journal is going to be missed.

Maybe the so-called "wild" makeup isn't very pretty typographically, and we must admit that some of the California and other papers overdo it a little, but it seems to us that there is a need and a place for it in Portland. There are people, and they're in a quite sizeable number too, who have moved to Oregon from elsewhere and are used to, and like, that style, as well as quite a few native Oregonians who like to read the headlines and little more. They could grab an "old" Journal off the newsstand and get the gist of the world's happenings at a couple of glances. They can't do it with the new one and it seems to us that the new Journal is forgetting about many of its readers that have helped make it the great newspaper it has become. It could be, too that it is now trying to get a different class of reader—we know nothing of the reasons behind the change.

Maybe The Oregonian, which during recent years has gradually gone in for more headlines and front page display, will slowly step in and fill the hole the Journal has now stepped out of. If not, we wouldn't be too surprised to someday find a third paper in Portland, and it will no doubt be of the tabloid style.

## Young Journalists—The 4-H Club Reporters

We have had the question asked of us why the Gazette Times runs in its news columns the reports of the activities of the many 4-H clubs throughout the county. Particularly, why we run them in the sometimes stilted and non-journalistic style in which they frequently appear.

We run them that way first of all, because they are news, maybe not to everyone, but certainly to 4-H members. In the second place they are run in almost always the exact wording in which they are given to us because that is a part of the training the 4-H members receive. They are trying to learn how to recognize something of news value and how to report it.

It must be remembered that many of the club reporters are boys and girls 10 or 12 years old, hardly an age when you can expect a complete knowledge and mastery of English and Journalism, yet to our way of thinking, they do an excellent job of telling what their club is doing. Seldom do we change even a word, unless on occasion the meaning is vague or sentence structure is confused.

We know the club reporters take a great pride in seeing their stories appear in print as they wrote them and we too gain an especial pleasure as we watch them grow in ability during a club year.

We are glad to be able to offer them a chance to learn.

## From The County Agent's Office

By N. C. Anderson

We missed a big thing last week in this column when no recognition was given to Frank Anderson on showing the Grand Champion Hereford bull at the Beef Center Show and Sale at John Day. This is one of the bigger bull sales in this area, and when you have the Grand Champion it is worth talking about. We think that congratulations are in order for Frank, not only on his having the Grand Champion bull at the John Day sale, but in doing the good job of improving his cattle over the last few years to the point where they are one of the better herds in this part of the country. My guess is that they will be improved further for Frank is not one to stand still.

Glenn Campbell, chairman, Morrow County Wheatgrowers Association, has been busy this week gathering advertising for the 1953 proceedings of the Oregon Wheat Growers League. Proceeds from advertising this year here in Morrow county will go to our County Association to help to promote programs vital to the welfare of our wheatgrowers.

A lot has been said and read about the grain storage problem that will no doubt be facing our farmers another year. Farm storage will be tight, as those using their wheat diverted acres for barley will want to store it on

## THIRTY YEARS AGO

From files of the Gazette Times December 6, 1923.

This paper is requested to announce that the regular meetings of Morrow county Ku Klux Klan at Lexington have been changed from Friday to Monday evening of each week. There will be no meeting of the Klan this Friday, but the regular meeting will be held Monday at the usual place. Members please take notice.

The Mayor of Cecil and his daughter Miss Annie Hynd of Bu-terby Flats were county seat visitors Friday and Saturday.

Harland D. McCurdy, hustling young farmer of the west end of the county, was in the city Wednesday from Ione.

Walter Luckman was in the city on Tuesday from the Luckman ranch near Lena.

Mr. and Mrs. Bert Mason of Ione were visitors at Heppner on Sunday.

in some areas of the state that it is becoming quite an economical factor. An experimental project is under way at the college, now, trying to reproduce white muscle disease in cattle and sheep. The college is quite interested in any outbreaks that occur over the state and would like to be notified of these. While we have not had any definitely diagnosed as white muscle in Morrow county, there has without a doubt been some losses here. Our ranchers should be on the lookout for symptoms which are as follows: Animals affected are usually about four to six weeks of age. Two types of the disease have been observed which differ only in degree of severity. One, onset is sudden and characterized by dullness, respiratory distress, and rapid course, frequently resulting in death within a few hours. A bloody foam is frequently discharged from the nose and the mouth at the time of death. Two, less severely affected calves show considerable muscular distress, move with difficulty, and may

## Lexington News

Miss Pat Forrest visited with her parents in Monument over the holidays from her work at the Lexington Cafe.

Vickie and Valda Irvin, small daughters of Mr. and Mrs. George Irvin are visiting their grandparents, Mr. and Mrs. Carl Breeding in Parkdale.

Mr. and Mrs. Jack Bornk and children and Charlene Jones were Milton-Freewater visitors on Saturday.

Mr. and Mrs. Robert Anderson and son Bobby spent the Thanksgiving holidays in Salem.



## Winter IS JUST AROUND THE CORNER

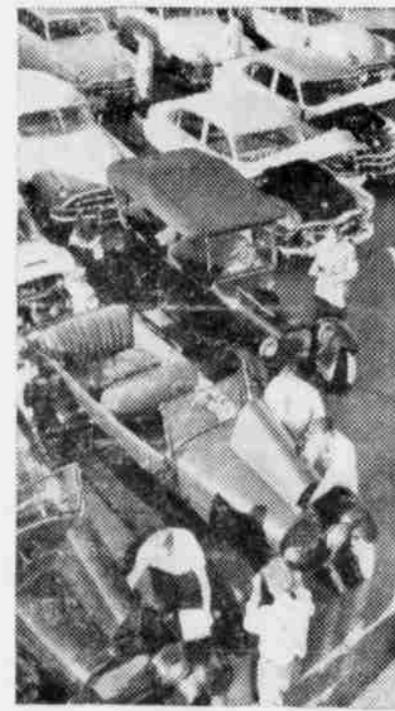
Check Your Car Coverage AGAIN Before The Bad Weather Sets In

COMPLETE insurance coverage of your car costs little. NOT to have it may cost you PLENTY!

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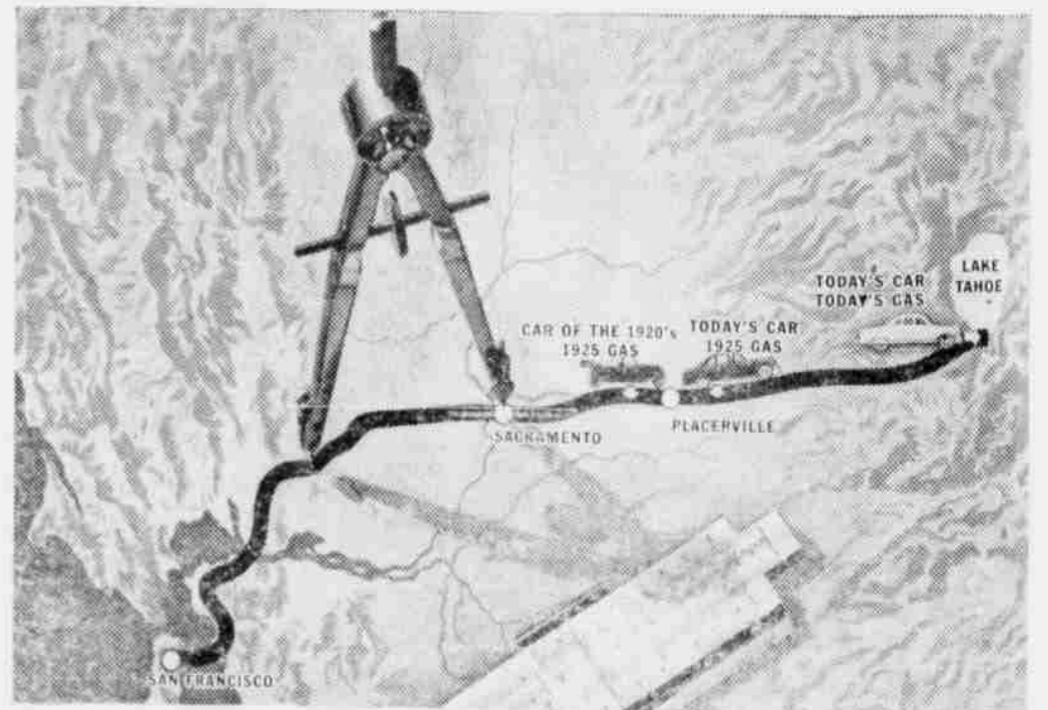
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## Drivers find gasoline cost per mile down 20%

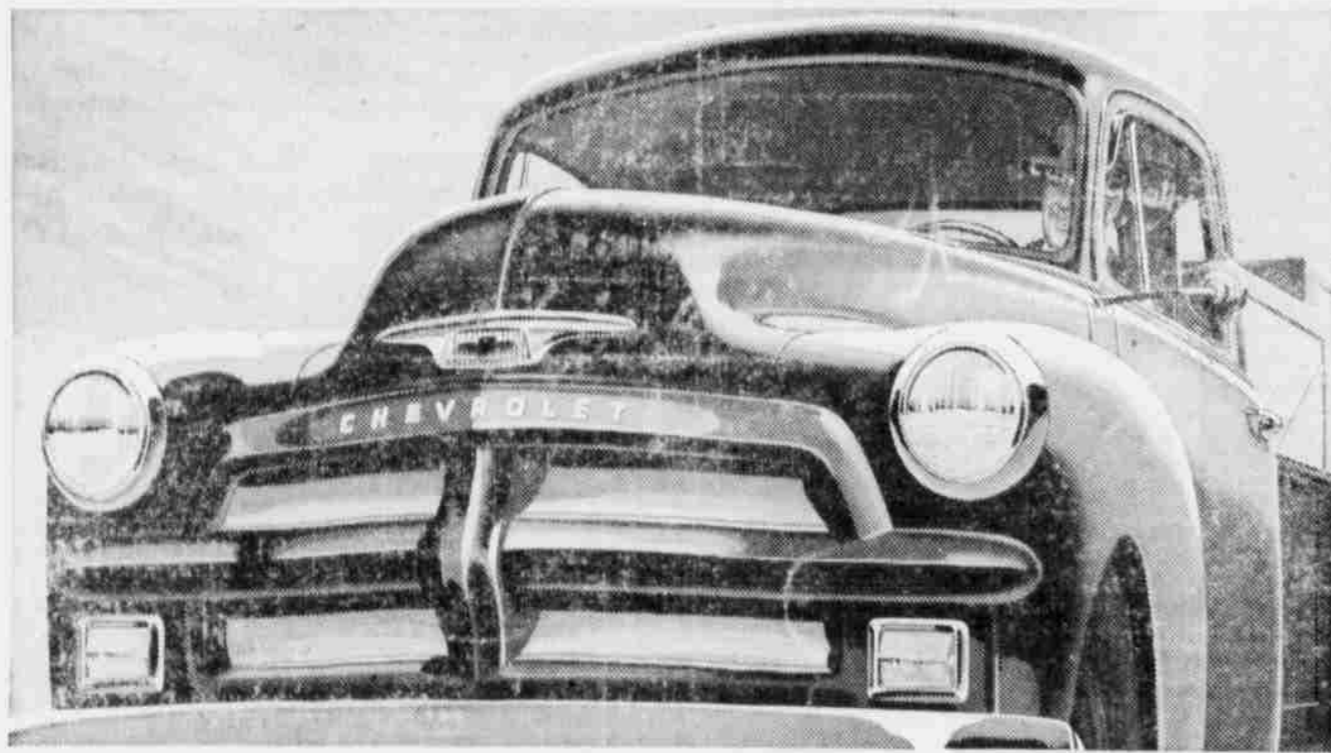
To compare gasoline values now with the "good old days," test drivers at Standard ran popular cars of the 1920's on 1925 gas, '53 models of the same makes on today's gas, and '53 models modified to use 1925 gas. All cars were driven over the same course, on the same amount of fuel till they ran out of gas. The results may surprise you.



Today's gasoline gives you, under comparable driving conditions, 50% more miles per gallon than in 1925! What does it mean to you? Suppose you started on a trip from San Francisco to Lake Tahoe with 12 gallons of gasoline—a route covering all kinds of driving. In the old car with 1925 gas, you'd travel about 131 miles; in the new car modified for 1925 gasoline you'd go 149 miles; but in the new car with today's gasoline, you'd go all the way to Lake

Tahoe, 196 miles. Improved auto engines explain part of this—but better gasolines made them possible. You benefit steadily from the competition in research and operating efficiency between Standard and other oil companies. Competition steps up gasoline quality, helps hold prices down. While living costs have risen 54% in the last 28 years, today's gasoline costs you only 22% more a gallon (except for taxes)... gasoline cost per mile has dropped one fifth!

# Headline News FOR TRUCK BUYERS!



## NEW CHEVROLET TRUCKS FOR '54

- NEW POWER IN THREE GREAT HIGH-COMPRESSION ENGINES
- NEW COMFORTMASTER CAB
- NEW RIDE CONTROL SEAT\*
- NEW AUTOMATIC TRANSMISSION\*

They're the most powerful, finest performing, best-looking Advance-Design trucks ever built! They're engineered to do your kind of hauling more efficiently and at lower cost. Come in, see these great new advances in the completely new 1954 Chevrolet trucks.

\*Optional at extra cost. Truck Hydra-Matic transmission; Ride Control Seat is standard on C.O.E. models, available on all other cab models as extra equipment. Rear corner windows in standard cab, optional at extra cost.

- NEW HEAVY-DUTY 3-SPEED TRANSMISSION\*
- NEW, BIGGER LOAD SPACE
- NEW CHASSIS RUGGEDNESS
- NEW ADVANCE-DESIGN STYLING



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