

# HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

The Heppner Gazette, established March 30, 1883. The Heppner Times, established November 18, 1897. Consolidated February 15, 1912.



ROBERT PENLAND  
Editor and Publisher

GRETCHEN PENLAND  
Associate Publisher



Published Every Thursday and Entered at the Post Office at Heppner, Oregon, as Second Class Matter  
Subscription Rates: Morrow and Grant Counties, \$3.00 Year; Elsewhere \$4.00 Year. Single Copy 10 cents.

## The First Service Station

Many a great innovator is unsung and unknown. That's true of whoever established the first automobile service station. But he certainly started something!

By today's standards that the first station would be about as unimpressive as anyone can imagine. The equipment probably consisted of an old water tank and a length of garden hose. Perhaps there was also a compressor and a sign offering the inducement of "free air". But customers flocked in, other men saw that this new kind of business offered an opportunity for profit—and so a great competitive industry was born.

The growth of that industry has been phenomenal. Between 1929 and 1954 the number of stations doubled, and there are more than 200,000 of

them in operation in this country now. Last year they satisfied the voracious appetites of 55,000,000 motor vehicles, which consumed 43,000,000,000 gallons of gas, along with vast quantities of lubricants. There has been a comparable growth in the quality of service to the customer. It's estimated that the free services offered actually cost the average service station nearly \$600 a month.

Finally, the modern service station is the answer to the empty charge that the oil industry is a haven of big business, in which there's not much room for the little fellow. Nineteen out of every 20 stations are independently owned, and are typical small business enterprises. All of them are assets to their communities—and all of them are making important contributions to the comfort and convenience of the public.

—Industrial News Review

## From The County Agent's Office

By N. C. Anderson

Plans have been completed for the annual meeting of the Boardman Soil Conservation District which will be held at the Greenfield Grange hall in Boardman on January 20th. The program starts at 10:30 a. m. During the afternoon program, E. R. Jackman, Range and Pasture Specialist Oregon State College, and Andy Landforce, Wildlife Management specialist, Oregon State College will be main speakers. Everyone is invited to attend.

From a weekly price and cost review report, prepared by Oregon State College it was found that farm products are fast losing their buying power. This came about with lower prices and no change in cost. The parity ratio dropped to 86 in December. The fair return to farmers as established by Congress is 100, the ratio now stands more than 5% below a year earlier and at the lowest point since March 1941. The parity ratio is the measurement of the relationship between prices received by farmers and prices paid by farmers for commodities, interest, taxes, and wage rates.

While Morrow County is pretty

## DANCE

FRIDAY, JAN. 14

following the Stockmen's banquet

Adults \$1.00 Students \$0.75

Fair Pavilion

DUKE WARNER'S

6 Piece Band

well down the list in importance in hog raising, there appears to be some increased interest in raising hogs during the past couple of years. With Oregon shipping in the majority of their pork, it appears that more farmers could become more interested in this enterprise. The announcement of barley support prices for 1955 crop puts barley at about \$40.00 per ton. At the price of hogs, it would seem that some of this barley could be profitably fed to hogs. While it is quite a while until harvest time it is still not too early to talk about this since it does take awhile to get into the hog business.

For those that are raising hogs and especially those that are farrowing at this time of year or any time of the year as far as that is concerned it should be pointed out that baby pigs require supplemental heat during the first few hours of their lives if air temperatures are below 45°. A common practice of locating a heat lamp in one corner of the farrowing pen is not enough. Heat must be applied directly to the baby pigs. The first twelve hours of their life is important and heat should be placed to warm the pigs during that period. After this period, heat can be placed in a protected corner where it is not only kept the pigs warm but reduces their chances of being laid on by the sow. A 250 watt infra-red heat lamp hung about three feet from the floor will furnish enough circulation of warmth to include the average litter. The lamp should not be hung by the cord supplying the electricity. A separate support such as a chain should carry the weight of the lamp and the non-breakable type of heat lamp should be made secure so that they will not fall to the floor because this could burn the pigs and set a fire in combustible bedding. Oregon State College has a plan for an electric lamp type pig brooder, utilizing a 100 watt incandescent lamp. This plan is shown in station circular 35 "An Electric Lamp Type Pig Brooder" which is available from this office.

Final arrangements have been completed for the Wheat Policy meetings which we announced in this column last week. They have

been scheduled for the Pine City School, January 18, 1:30 p. m.; the Lone Legion hall, January 18, 7:30 p. m.; Lexington Grange hall on January 19th, at 1:30 p. m. and the Club House at the Fair Grounds on January 19, 7:30 p. m. Assisting with these educational meetings will be E. R. Jackman, Range and Pasture Management specialist, Oregon State College; Frank Anderson, Chairman Morrow County Wheat Growers Assn; and the County Agent. Each meeting will last about two and one half hours with the wheat problem, alternative programs, group discussions on the various programs and a general session scheduled. Everyone interested in wheat programs policy and farm programs are invited to these meetings. We hope that farmers will go home from the meetings, understanding more of the aspects of farm programs and how everyone is affected by them.

Another meeting scheduled in this column last week was that of the Land Use and Conservation Committee which is a sub committee of the Agricultural Planning Committee. It will meet Friday afternoon, January 21st, at 1:30 p. m. It is being held at the Club House at the Fair Grounds. W. W. Weatherford is chairman. J. C. Moore, Conservationist, O. S. C., will be on hand to advise the group on some points for discussion. The program will consist of a discussion on the report of the Interim Committee of the Water Resources Committee, set up by the Governor for action at the Legislature this winter. Of interest to many is a law pertaining to ground water code. Other points for discussion for the afternoon meeting will be the Small Watersheds Act provisions and the Soil and Water Conservation Loan provisions of the Farmers Home Administration. This sub committee was active last year in drafting recommendations for the feeling of the Interim Committee on Water Resources. This meeting is a follow up to acquaint themselves with the actions taken.

On Friday evening of the 21st, the agricultural committees of the subordinate and Pomona grange will meet with James Moore, Conservation Specialist and Oscar Peterson, State Agricultural Grange Committee chairman, to discuss helps for these committeemen during 1955. The letter is going out to all grange agricultural chairmen and masters this week, inviting them to the meeting.

## STAR THEATER, Heppner

Admission Price: Adults 70c. Students 50c. Children 20c. including federal Excise Tax. Sunday shows start at 4 p. m., also Saturday, January 1st. Shows every other evening start at 7:30. Boxoffice open until 9 p. m. Theater will be closed January 18-19 for installation of new equipment.

Thursday-Friday-Saturday, January 13-14-15

### DESPERADO

Good Wayne Morris western, boasting a number of new and suspenseful twists.

Plus

### TOBOR THE GREAT

One of the adventurous science-fiction yarns with Tobor (robot spelled backward) and young Billy Chapin creating the excitement.

Sunday-Monday, January 16-17

### SUSAN SLEPT HERE

Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell in a crisp Technicolor comedy that will make you wake up and laugh!

Plus

### CIRCUS TRAINER

A glimpse of the performing animals of a famous European circus.

Sunday shows at 4, 6:20 and 8:40

Tuesday-Wednesday, January 18-19

The theater will be closed for two days for installation of new equipment which will permit the showing of wide screen, Cinemascope and some of the other new motion picture mediums. No increase in Prices.



# GIVE NOW!

