

HEPPNER GAZETTE TIMES THIRTY YEARS AGO

MORROW COUNTY'S NEWSPAPER

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



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Want An 8-Cent Sheep?

It is always interesting to us to go back through old papers and files just to see how much our way of life has changed in the past 25 or 50 or 100 years. A while back we ran across an old ad for top quality men's suits for \$9.95 and eggs at 18 or 20 cents a dozen, but the other day David Hynd gave us a copy of a letter which shows some very interesting comparisons between the prices of 800 years ago and of today.

Mrs. T. H. Lowe, a sister of the Hynd Brothers, who lived in England, wrote the letter to them some time prior to 1913. In part she said:

"Just been reading in the Durham (England) paper that in Durham records of the year 1145, 40 sheep were sold for \$3.47—not each, but for the 40 head. One ox (four steer) for 75 cents, one ram for 16 cents and four hens for 8 cents. How's that!"

"Uncle Dave", who with his brother Will and several other members of his family, is still actively interested in raising sheep, said after reading the letter, "The United States looks mighty good to me yet."

We kind of think we'll be content to take things the way they are today, too.

What Advertising Really Means

February 13-19 is Advertising Recognition Week. We in the publishing business and our

friends in the advertising business are aware of the friends in the advertising in America. Once each year there's a concentrated campaign to give all Americans facts about advertising as a marketing tool. Facts about how advertising benefits everyone.

In a system of free choice, like we have in this country, advertising is the spark plug that keeps business running smoothly. It's the means whereby customers find out about new and better products. Advertising provides a "forum" for comparative values of merchandise offered by competitive companies to consumers.

You benefit from advertising because you get information that helps you make a wiser selection of merchandise in the free choice market place. Advertising benefits you through the building of brand names. These brands on products you buy, mean quality and value to you. These products and their trademarks have a reputation because advertising has truthfully told you what the merchandise will do for you.

During the week 13-19 it's well to recognize the real role played by advertising in the American way of life.

Measles, Maybe?

Wonder what's happened to Morseburger? Haven't seen a blast out of Washington by our state's Silent Senators for two whole days now.

led just after the Christmas holidays. Each week he reports the velocity of the wind and on February 7, 8, and 9, commented that the wind velocity averaged 24 miles per hour with gusts of 52 miles per hour. It appears that everyone has had their share of wind however, and that Delwin does not have a corner on all of it.

Notices were sent out this week to all Morrow county farmers advising them of the annual county weed and fertilizer meeting, which will be held at the Club House at the Fair Grounds in Heppner on Friday, February 18. Rex Warren, farm crop specialist, Howard Cushman, soil conservation specialist, Oregon State college, and Dean Swan, weed research man at the Pendleton branch experiment station will be on the program. Both annual and perennial weed control will be discussed.

Mr. Swan, newly added to the experiment station staff will outline the experiments on the date and rate of application of 2,4-D on wheat which was carried out at the Pendleton station last year. We will hear about Dalmation Toadflax, a new weed which Morrow county is in danger of being infested with, as well as a report on the rapidly spreading goatweed infestation here. Howard Cushman will discuss the fertilizer trial work carried on on 52 farms in the Columbia Basin last year and how the application of nitrogen has affected yield and protein content of wheat. The meeting will begin at 1:30 p. m.

We don't want to appear pessimistic, but as you have probably noted, Morrow County is short of water. Of course late winter snows and rains could change the situation completely, but right now we have soil storage of water at a very low point, plus turn-up of dry soil, stream flow at low points with the likelihood that many streams will stop flowing earlier than normal and range grasses in poor condition to furnish early feed. With this situation staring us in the face, there are some things that farmers and

From Files of the Gazette Times February 19, 1925

A student body meeting was held Tuesday at the high school for the purpose of awarding the football letters. The following were awarded letters by the coach, Mr. Finch; Crocker Sprouls, Harold Becket, Durward Tash, Jim Thomson, Eugene Doherty, Jack Hynd, Lawrence Becket.

A unit of the American Legion Auxiliary, national women's organization, was established at Heppner last Monday evening.

David and William Hynd, sheepmen of Sand Hollow, were doing business in the city on Saturday.

Bert Mason and Ed Bristow, prominent merchants of Ione, accompanied by friends from Walla Walla, were visiting in Cecil on Sunday.

R. M. Matthew (Big Matt), the general representative of numerous wholesale houses of Portland, was in the city on Tuesday.

Ranchers can do to conserve what they have. Since it is about legume and grass seeding time, one caution can be made concerning them. Seed them alone, that is without a nurse crop. Nurse crops are actually robber crops when there is not enough moisture to go around. Since there isn't enough water for both the annual and perennial crop, it is far better to get a stand of the perennial crop, than get the grain but lose a long time crop. The young alfalfa with no nurse crop won't need near so much water. Figuring a stand of alfalfa will last for ten years, a spotted stand will furnish weedy and low quality hay at the rate of a ton or two less per acre all that time. Total loss \$30.00 per year for ten years, equals three hundred dollars. To offset this, the loss on the grain nurse crop for one year amounts to practically nothing. Another recommendation that could affect all irrigated creek bottom farmers, is that of irrigating early with run-off water. By early we mean now, February and March. One good soaking will assure good first cutting of alfalfa, or a pretty good crop of grain or some good early pasture. Seed rye or other grains in thin alfalfa field. If alfalfa is thin and hay is needed, go in early, cultivate, seed spring wheat if you would rather use them than rye. Consider a green chop silage or hay program compared to pasture. It takes extra labor for these programs but they will give 30 to 60 percent more feed from the same moisture.



LEGISLATIVE PARAGRAPHS

Senate President and Mrs. Elmo E. Smith were hosts to the Senators, their wives, Senate attaches and the press at a reception and buffet in the Gold Room of the Marion Hotel Wednesday.

Mrs. Lean H. Walker was the guest of Secretary of the Interior and Mrs. Douglas McKay at the Interior diningroom last week. Mrs. Walker has been in New

York for TV educational conferences. The bi-annual sausage and sauerkraut dinner at Mt. Angel Thursday was even better than the last, which was better than the last. This has been going on for two decades with a full attendance of the Legislature and press.

Invitations have been sent to legislators and local officials for an informal reception, February 24, 6:30 p. m., by the Marion County Legislative Delegation and the Mayor of the City of Salem.

A joint resolution was passed by the Senate and the House welcoming to Oregon, Abba Eban, the Ambassador of Israel. Mr. Eban will address the Legislature Friday morning, February 25. Friday evening he will be the guest of honor at the Israel Bond dinner at the Multnomah Hotel in Portland.

Larry Smyth, press agent and political messenger boy of Sect. of the Interior Douglas McKay, was off a plane—on again in 50 minutes at Salem one day last week. He had a hurried half hour at the Capitol with Gov. Patterson and a few legislative committeemen. Also a quick chat with newsmen. Smyth is a

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Our Thanks-

We want to express our sincere thanks for your acceptance of our new bakery products and your response to our grand opening. We appreciate your many nice words, gifts of flowers and your patronage, and shall continue to make every effort to supply you with finest bakery goods.

Heppner Bakery

Advertisement



From where I sit... by Joe Marsh

Swiftly Gets Slowed Down

Swiftly Fisher has a short temper and really hit the roof when he got a parking ticket last week. He wasn't near a hydrant or too far from the curb. There was a big sign saying "ONE HOUR PARKING" and he'd only been gone twenty minutes.

Running to Traffic Court, where Hack Miller was on duty, Swiftly hollered how he hadn't done anything wrong...how he is the most law-abiding driver in town.

But Hack examined the ticket, and smiled. "Slow down, friend," he said. "You're not guilty—ex-

cept of making a big fuss over nothing. This ticket came from some kid's policeman playout!" From where I sit, jumping to conclusions can make anyone appear silly. Another way to look foolish is to make a quick decision on a question of personal preference. For instance, I like a glass of beer occasionally. You may be a buttermilk man. But neither of us ought to "lay down the law" about the other's choice.

Joe Marsh

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From The County Agent's Office

By H. C. Anderson

As a part of the Columbia Basin wheat fertilizer experiments, precipitation data is being collected in communities throughout the county. This record of rainfall is being correlated with yields in comparison with amounts of nitrogen applied as the basis of determining the effect of rainfall, type soil, rate and time of application of fertilizer materials. It is the hope of the college that the information gathered can be used in future recommendations to our wheat farmers.

Cooperators in furnishing this rainfall data, represent most of the communities in Morrow County. They are Kenneth Peck, Delwin Nelson and O. W. Cutsforth, Lexington; L. L. Howton, Don Heliker, John Proudfoot, Raymond Lundell, Milton Morgan, Ralph Crum, Kenneth Smouse and Donald Peterson, Ione; Bernard J. Doherty and Robert Van Schoiack, Heppner; E. M. Derrick, Ione and H. O. Campbell, Echo.

It is interesting to note that the rainfall recorded for these com-

munities came quite consistently on the same date. However, the data does show that there is a considerable difference in amounts, though not as much as might be expected from the extreme north to the south of the county. Don Heliker, Ione, has the largest amount of rainfall recorded for any one month with 1.47 inches for the month of December. The closest to this for which we have records is that of D. O. Nelson of Lexington with .62, for the month of December. The rain gauge at the Donald Heliker is leading again in January with .78. For the past week, ending February 12th, rainfall varied from .02 at the Raymond Lundell farm to .10 at the Heliker farm. This all came on February 6th.

Delwin Nelson of Lexington, makes an interesting weekly report. Most of the cooperators report after every rain that a wind comes along and dries out the moisture that fell. Delwin had a Christmas present of an instrument to measure the wind instal-

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STAR THEATER, Heppner

Admission Prices: Adults 70c, Students 50c, Children 20c including Federal Excise Tax. Sunday shows start at 2 p. m. Shows on other evenings start at 7:30. Boxoffice open until 9 p. m. No show Saturday, February 26th.

Thursday-Friday-Saturday, February 17-18-19

BLACK DAKOTAS

Gary Merrill, Wanda Hendrix, John Bromfield, Noah Beery Jr. A full quota of action, first rate performances and fine Technicolor photography.

TARZAN ESCAPES

This is a reissue of the Johnny Weissmuller-Maureen O' Sullivan Tarzan adventure based on one of the most popular Edgar Rice Burroughs novels.

Sunday-Monday, February 20-21

APACHE

Burt Lancaster, Jean Peters, John McIntyre, John Dehner. Fundamentally a Western, "Apache" has dramatic and spectacular qualities to strongly attract patrons of all tastes—add to these elements the rugged scenic background, the good cast and Technicolor.

Sunday shows at 2 p. m., 4:15, 6:30 and 8:45

Tuesday, February 22, 11 a. m. to 1:30 p. m.

EPISCOPAL CHURCH SHROVE TUESDAY PANCAKE LUNCHEON

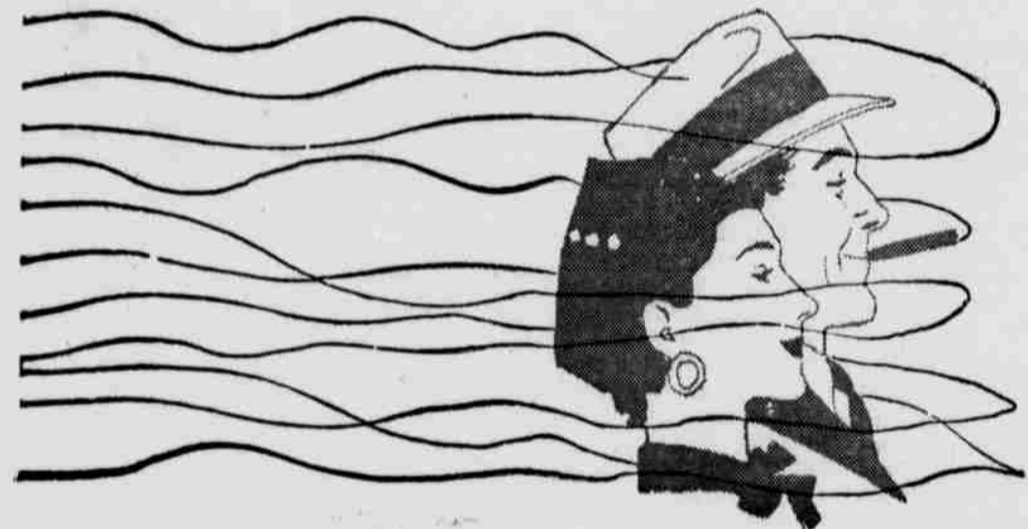
at the Parish House

Tuesday-Wednesday, February 22-23

NIGHT PEOPLE

Cinemascope—Technicolor

A solid story of spine-tingling suspense, superlative acting by a handpicked cast, authentic mountings filmed entirely in Berlin. Sterling entertainment with Gregory Peck, Broderick Crawford, Anita Bjork, Rita Gam, Walter Abel, Buddy Ebsen.

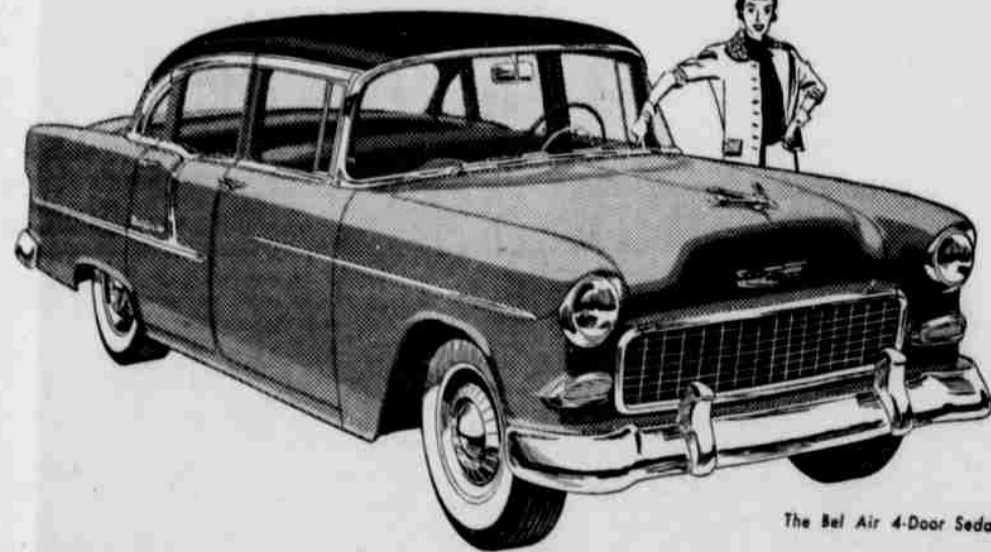


Even the air you breathe is better!

Chevrolet's new High-Level ventilation system gives you cleaner, fresher air, and all you want of it!

Air enters here at hood-high level—away from road heat, fumes and dust!

Only Chevrolet and higher-priced cars give you a ventilation system like this! A special chamber under the ventilation louvers keeps rain out of the car and supplies you with a more even flow of air. And it also acts as a girder, making the car stronger. This is just one of the exciting discoveries you'll make when you drive the Motoramic Chevrolet! Come in and see.



Everything's new in the motoramic

Chevrolet



The Bel Air 4-Door Sedan.

Fulleton Chevrolet Company