

HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

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Our Schools

With a school election coming up shortly, it might be well to check up a little on the size of the job school board members have to face in our country. The following was prepared by Jack Plug, county school superintendent, and we believe gives some very good reasons why more people should take an interest in school elections.

"School districts in the United States make up more than one-half of all governmental units—federal, state, county, and local. There are some 64,000 of them. They have about 350,000 school board members who have a tremendous job.

They are responsible for school property—\$16,000,000,000.

Supervised spending for school operations—\$5,375,000,000.

Supervised spending for new construction—\$2,500,000,000.

Employ 1,088,584 teachers—who teach 29,000,000 children.

"Above all, they decide what shall be taught in the public schools. Constant improvement of the American school system has always been dependent upon the quality of the school boards—and the quality of the boards is dependent upon the interest of the citizens for whom they speak.

"Some communities are blessed with schools where teachers work with zest and confidence, where children are understood and helped, where the curriculum is the best that should be learned of the new and the old, and where the people have faith that the school board, superintendent, and staff are doing what should be done. Where these conditions exist, the relationship between board and superintendent is indeed a fruitful partnership. Each gives of his ability, each gives service, and there is common satisfaction in seeing children and youth grow towards their best possibilities.

"On June 18, the voters in Morrow county in each district will vote for schoolboard members. We hope that you feel it will be much worth your while to vote for the school board member of your choice."

Newspapers and Economic Well Being

If anyone still wonders just how valuable the newspaper is as an advertising medium for retailers—in this era when other media are competing vigorously for business—he would do well to study a survey made by the Bureau of Business Research of Michigan State University.

The survey deals with the effect on retail sales of last December's newspaper strike in Detroit. It shows that a gain in over-all sales in the Detroit metropolitan area during the strike period was due to buying in the suburbs. Sales in the downtown area actually declined by \$35 million.

Editor & Publisher says editorially: "The Michigan State analysis... is one of the greatest testimonials for newspaper advertising that has ever been written. . . . It . . . adds to the growing volume of data showing that wherever a community is deprived of its newspapers all business suffers.

"... when general business conditions are good customers do not just naturally gravitate to a store. They have to be attracted by advertising, particularly newspaper advertising. People react to a sales message in newspapers. They do not react if the sales message and / or the newspaper is missing. Newspapers are essential to the economic well being of the business community."

That goes for the smaller papers as well as the larger ones—and for the villages as well as the metropolitan centers of population.

THIRTY YEARS AGO

From Files of the Gazette Times
June 10, 1926

Crowds attending the American Legion carnival in Heppner on July 3-5 will be accommodated at events at Rodeo field by a new 1000-capacity, covered grandstand. It was announced this week following action taken by the Heppner Luncheon club at its meeting Monday noon.

Frank Parker and family of Six Dollar left Tuesday morning for an outing trip.

Walter Moore, cashier at First National Bank of Heppner, returned home on Sunday from Gearhart, Oregon, where during the past week he attended the meeting of the State Bankers association.

Judge R. L. Bengte, Mrs. Bengte and Terrell departed Tuesday morning for a trip to the Willamette valley, where they will enjoy a visit with relatives on the way to Eugene.

S.E. Notron and daughter Margaret returned home Sunday morning from a visit to Portland and Oregon City.

Mr. and Mrs. Carl Miller and Mrs. A. Reaney of Lexington left overland Wednesday for Boise, Idaho where they will enjoy a while at the home of Mr. and Mrs. Wm. Budden.

LEXINGTON

Miss Deanna Schoonover, daughter of Mrs. June Cooper, was married to Lee Edgerton on April 29 at Los Angeles. They will make their home there.

Asa Way spent the weekend in Lexington from his work in Hillsboro.

Vernon Waid of Portland, brother of Mrs. Harry Duvall of Heppner, was renewing acquaintances in Lexington last week.

J. F. Wedgeworth Dies at Monument

By Martha Matteson

James Finis Wedgeworth died at his country home near Monument May 31. He was 57 years of age.

Mr. Wedgeworth was born May 18, 1899 at Cuba, Alabama and had lived in the northwest for 20 years. Services were held at 2 p. m. Sunday at the Community church with Rev. Paul Kimmel officiating.

Surviving are his wife Effie, whom he married seven years ago; a daughter Dorothy who lives in Ohio; a son Jack with the Navy; his father; six sisters, Mrs. Annie Thompson, York, Ala.; Mrs. R. G. Luckett, West Monroe, La.; Mrs. L. E. Hisband, Batesville, Md.; Mrs. Joe Null, Lauderdale, Miss.; Mrs. Herbert Rawls, Laurel, Miss.; Mrs. W. L. Aycock, Laurel, Miss.; two brothers, J. G. Wedgeworth, York, Ala.; and M. C. Wedgeworth, Tracy, Calif.

Palbearers were Harold Cork, George Capon, Henry Cupper, Roe Bleakman, Stanley Musgrave, George Stubblefield. Honorary palbearers were members of the Masonic lodge which had charge of graveside rites.

His son Jack and brother M. C. Wedgeworth were here for the services.

Mrs. Clara Flower returned home after a week's visit with her parents, Mr. and Mrs. A. D. Courter, Molalla, and friends and relatives in Portland.

Mr. and Mrs. R. K. Kingman left Saturday for a week visiting

relatives and friends in Washington.

Mr. and Mrs. Steve Kincaid and Tommy drove to Long Creek Monday for the funeral of his uncle, Ira Wilson Harer, brother of Mrs. Floy Kincaid of Mt. Vernon.

The Vestal benefit dance has been postponed till June 9.

Mr. and Mrs. Harold Wright of Rhea Creek spent Memorial Day with her mother, Mrs. Wave Jackson.

Mrs. Herbert Hynd and daughter of Cecil spent the past week visiting with her mother, Mrs. Lee Slocum, and brother Roe Bleakman.

Mrs. Bill Foss, Mr. and Mrs. Francis Foss and children and Mr. and Mrs. Steve Holmes, all of Boise, spent the week visiting relatives here.

John Erhardt is getting moved from the garage to his new ranch on Deer Creek.

The Bob Kelly family and Mr. and Mrs. Carston Brandhagen were guests Sunday at the Joe Mellor home.

Mrs. Joe Mellor, Louisa Fleming, Moya Gilman, Melba Kelly were hostesses Friday afternoon at a pink and blue shower in honor of Mrs. Jessie Matteson Scott. Refreshments were served to 27.

The Skemeteam of the Community church cleaned up the lot behind the church where a house recently burned.

(Too Late for Last Week)

Miss Barbara Williams, the only daughter of Mr. and Mrs. Dick Frank Williams of Monument became the bride of Ross McDonald of Long Creek, May 20. The couple were married in the L. D. S. church at Winnemucca, Nev.

by bishop E. W. Westmoreland. They returned May 22 to Long Creek where they will make their home. He is employed at the meat packing plant.

Mr. and Mrs. Carston Brandhagen drove to Pendleton and back Saturday.

Mrs. Sam Scott of Long Creek visited her folks Tuesday as her mother was ill.

Mr. and Mrs. Crocker of Salem were here Thursday to visit their son and family, the Jim Crockers.

Doris Kingman drove to Long Creek Thursday where she joined Mrs. Jessie Scott, the two driving to Pendleton for the day.

Cienta Mellor drove Melba Kelly and four children to Heppner Friday where they left the Kelly children to visit relatives until May 30. On their return they brought back Mrs. Gladys Jewell and son Timmy. He had been a patient in the hospital for a few days.

Mr. and Mrs. Joe Wheeler of Cottonwood are grandparents of a boy born May 21 at the John Day hospital to Mr. and Mrs. Aaron Ingals of Mt. Vernon.

Lillian Stubblefield drove her sister-in-law, Mrs. Kenny Holmes to John Day Friday for a medical checkup.

Darlene Boyer was hostess for a Stanley party Wednesday afternoon at her home.

Mr. and Mrs. George Capon spent Friday night in John Day on business.

Mrs. Fred Paige is in from her home on the coast. She reported that Paige had just come home from the hospital and is improv-



JOB OPENING

Democratic candidates for state office, in particular Monroe Sweetland candidate for secretary of state, are concerned at the lack of an experienced political advertising agency on the Democratic side of the street.

Sweetland, nominee for secretary of state, and presumably Robert Holmes, Democratic gubernatorial choice, are in the market for an advertising agency

ing following an operation.

Eighth graders who graduated this year are Marjorie Cannon, Marinda Musgrave, Deanna Leathers, Dina Shirewalt, Carol Ann Shoensberger, Virgil Reynolds, Jerry Cupper, Billy Neal, Lester Glenger, Tommy Hayward.

Dinner guests at the Fred McWillis home Saturday were Mr. and Mrs. Joe Wheeler, Barbara and Bobbie; Mr. and Mrs. Earl Louis and Marlene; Mr. and Mrs. Aaron Ingals and son Robert Dean.

Mrs. Joe Wheeler and Bobby have gone to spend 10 days with her daughter, Mrs. Billy Jean Ingals at Izee.

Maynard Hamilton is putting in a vault at the Boyer cash store.

KIMA-KEPR TV PROGRAM, CHANNEL 19

Thursday, June 7

- 6:00—Stories of the Century
- 6:30—TV Newsroom
- 6:45—Weather—Sport Book
- 7:00—Cisco Kid
- 7:30—Shower of Stars
- 8:30—Robin Hood
- 9:00—TV Newsroom—Final
- 9:15—Industry on Parade
- 9:30—I Search For Adventure
- 10:00—Dr. Hudson Secret Journal
- 10:30—Dateline Europe
- 11:00—Famous Playhouse
- 11:30—Nitecap News

- 8:30—Talent Scouts
- 9:00—TV Newsroom—Final
- 9:15—Powerland Story
- 9:30—Man Behind the Badge
- 10:00—The Lineup
- 10:30—Suzie
- 11:00—TV Theater
- 12:00—Nitecap News

Friday, June 8

- 1:00—I Married Joan
- 1:30—Edge of Night
- 2:00—News & Chapel
- 2:15—Homemaker Show
- 3:00—Dear Doctor
- 3:30—Search for Tomorrow
- 3:45—Love of Life
- 4:00—Brighter Day
- 4:15—Dear Doctor
- 4:30—Holiday Inn
- 4:45—Land of Fun—Cartoons
- 5:00—Uncle Jimmy's Clubhouse
- 5:30—Buckaroo Time
- 6:00—Cavalcade of Sports—Bleakman
- 6:45—Sports Den
- 7:00—TV Newsroom—Early
- 7:15—Weather—Music
- 7:30—Range Rider
- 8:00—Racket Squad

Saturday, June 9

- 10:30—Game of the Week "Cin. Reds vs Brooklyn Dodgers
 - 1:00—Christophers
 - 1:30—Big Picture
 - 2:00—Cartoon Carnival
 - 2:30—Mr. Wizard
 - 3:00—Fury
 - 3:30—Western Playhouse "Six Gun Serenade"
 - 4:30—This Is The Life
 - 5:00—T. B. A.
 - 5:30—T. B. A.
 - 6:00—T. B. A.
 - 6:30—People Are Funny
 - 7:00—Jackie Gleason
 - 7:30—Beat the Clock
 - 8:00—Two for the Money
 - 8:30—Crunch & Des
 - 9:00—T. B. A.
 - 9:30—Hit Parade
 - 10:00—Break the Bank
 - 10:30—It's Always Jan
 - 11:00—TV Theater
 - 12:00—Nitecap News
- (Next Week' Schedule Failed To Arrive.)

—one with prior political experience.

United States Senator Wayne L. Morse is using Earl Heims and Associates, of Portland as his local agency. This firm will handle the publicity for other Democratic candidates including Robert D. Holmes for governor, Jason Lee for congress in the 1st district, Al Ulman for congress in the 2nd district, and Mrs. Edith Green for congress in the 3rd district.

Republican nominees appear to have settled on Jos. R. Gerber Co., of Portland who handled the primary campaigns of most of them. Gerber had been signed to do the campaign of Phil Hitchcock, but withdrew to take on that of Doug McKay when the latter made his last minute declaration.

SUN-DRIVEN AUTOS

About anything you can imagine including autos, aircrafts and stationery batteries soon will be operated at low cost by solar energy and without ever stopping except for mechanical breakdowns. This statement has the authority of two members of a three-man team that developed the first successful solar battery at Bell Telephone research lab-

oratories. The two men, Daryl Chapin and Gerald Pearson, related the many wonders of the present stage of technical development Saturday at Willamette University during Alumni Day celebration.

"The amount of solar energy reaching the earth is more than humans will ever be able to use," Chapin said adding that every 48 hours more solar energy is available to earthlings than all that could be gotten from known coal, oil and gas resources. All we have to do is learn how to take advantage of it," Chapin said.

FIRE RISKS LOWERED

A decrease in fires in commercial buildings in Oregon during the past several years has resulted in rate reductions for fire insurance approximating 25 per cent on commercial buildings in the entire state.

The Oregon Association of Insurance Agents gives much credit for the fire betterment to municipal fire chiefs, instructors and cooperative public acceptance of suggestions by them.

Classes of risks involved include warehouses and automobile garages, frame mercantile

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DANCE

TO THE MUSIC OF

Malcomb Key

FEATURING—

Floor Show Entertainment

As Well As Good Dance Music

PLAYING AT THE

Hitchin' Post

AT BOARDMAN

Saturday, June 9

STARTING AT 9:30 P. M.

youth, beauty,
Chevrolet,
action!



The new Bel Air Convertible—one of 20 sassy-styled new Chevrolets.

Want to take the wheel of one of America's few great road cars? Want to send pleasant little tingles up and down your spine? Then hustle on in and try out a new Chevrolet V8!

Now showing—the happiest "double feature" of the year! One part is bold, new Motoramic styling. The other is record-breaking V8 action.

Hollywood has a heap of words that describe it: colossal, stupendous, magnificent. We'll settle for just the name—Chevrolet.

Because once you've driven this sweet-handling showboat, the ad-

jectives will take care of themselves. Horsepower that ranges up to 225 makes hills flatter and saves precious seconds for safer passing. And the way this Chevrolet wheels around tight turns would gladden the heart of a dyed-in-the-wool sports car fan.

Stop in sometime soon and highway-test this new Chevrolet.

AIR CONDITIONING—TEMPERATURES MADE TO ORDER—AT NEW LOW COST. LET US DEMONSTRATE.



America's largest selling car—2 million more owners than any other make.

Fulleton Chevrolet Company

STAR THEATER
HEPPNER
Thursday—Friday—Saturday
June 7-8-9

Billy The Kid
With Robert Taylor
Plus

White Tail Buck

Sun., Mon., June 10-11
The Last Hunt
Stewart Granger, Robert Taylor

Tues., Wed., June 12-13
The Trouble With Harry
With Edmund Gwenn

IT'S A FACT!

HAIL

Destroys Thousands of Acres of Crops Annually

HAIL INSURANCE
on Your Crops
Was Never More Necessary

See Us Now

Turner, Van Marter & Bryant
INSURANCE — REAL ESTATE

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