

Cattle Prices Again Go Higher

HERMISTON — Trading was brisk and prices were up at the Hermiston Livestock Commission Co. auction Friday.

Cattle prices were higher at all levels and hog prices were fully steady.

Some 66 consignors put 342 cattle, 86 hogs and 38 sheep on the auction block in what manager Delbert Anson described as a very snappy sale.

More grass fat heifers will be needed for the sale next Friday, Anson announced.

The market:
CATTLE: Baby calves, 7.50 to 19.00 per head; steer calves, 17.10 to 17.90 cwt.; heifer calves, 14.40 to 15.50 cwt.; veal, 17.10 to 21.00 cwt.; stocker steers, 14.70 to 16.10 cwt.; feeder steers, 16.10 to 17.40 cwt.; grass fat heifers, 16.10 to 17.70 cwt.; dairy cows, 87.50 to 105.00 per head; stocker cows with calves at side, 112.50 to 124.00 per pair; commercial cows, 12.60 to 13.20 cwt.; utility cows, 11.20 to 12.30 cwt.; canners and cutters, 8.20 to 9.10 cwt.; shells, 4.70 to 7.20 cwt.; and bulls, 12.90 to 15.90 cwt.

HOGS: Weaner pigs, 4.50 to 7.25 per head; feeder pigs, 13.40 to 15.20 cwt.; fat hogs, 16.90 to 18.00 cwt.; and sows, 4.90 to 14.10 cwt.

SHEEP: Ewes by the pound, 2.50 to 3.60.

Heppner Girl Plans Trip Through East

Miss Eleanor Rice, granddaughter of Mr. and Mrs. R. B. Rice of Heppner, a graduating senior at San Jose State college this June, and a member of Kappa Kappa Gamma sorority, is planning an extended automobile trip with three sorority sisters this summer.

The girls will attend the 41st biennial convention of Kappa Kappa Gamma to be held at Swampscott, Mass., June 21-29. They will then visit New York, Washington, New Orleans and return to San Jose.

Miss Rice has been accepted at the Emporium in San Francisco for their buyers training program.

Mr. and Mrs. W. Y. Ball of Portland visited over Memorial Day at the home of Mr. and Mrs. Marion Hayden.

Heppner Girl to Attend National 4-H Camp at Washington

Four Oregon 4-H club members will leave June 13 to attend National 4-H Club Camp in Washington D. C.

They are Janice Bishop, 18, Salem; Edward Warnock, 18, Baker; Dale Martin, 16, Long Creek; and Patricia Ann Wright, 18, Heppner. Announcement of their selection came from Burton Hutton, state 4-H leader at Oregon State college.

Training sessions in government and citizenship are scheduled for the visitors, in addition to special visits to places of interest around the capitol. Delegates will hear Gen. Lewis B. Hershey, director of selective service; Ezra Taft Benson, agriculture secretary; and will meet with the President.

The theme, "Improving Family and Community Living", will be developed during the week-long camp.

Attendance at 4-H club camp is one of the highest honors given 4-H club members, according to Hutton.

U of O to Graduate Two Local Students

The University of Oregon's 79th annual commencement will be held in Hayward field on Sunday, June 10 with Dean Douglas Horton of Harvard University's divinity school delivering the address. A total of 1253 students are candidates for the degrees from the college of liberal arts and professional schools.

Heppner students who will receive degrees are Sally Helen Cohn, daughter of Mr. and Mrs. Harold Cohn, candidate for bachelor of arts degree; and James P. Kenny, master of education degree.

ATTENDS REUNION

Mrs. Joe Hughes was in Corvallis last weekend to attend the 40th reunion of her class at Oregon State college. J. O. Turner also attended the same reunion, having graduated in that class.

Mrs. Hughes returned Monday with her son Bill, who is at Pacific University at Forest Grove.

Miss Donna Neal of Helena, Montana, former teacher at Heppner high school is visiting at the home of Mr. and Mrs. Claude Graham.

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

Abraham Lincoln once said, "You can fool part of the people all the time, all the people part of the time, but you can't fool all the people all the time."

And as reports keep coming in, it appears the truth of this statement is being proved in the grocery business.

A shopping trend seems to have stopped, with a new one appearing to be in the making.

That new trend appears to be that people are once again trading independent.

Two sets of figures are quite interesting.

In 1955, for the third straight year, chain grocery stores failed to show any gain in percentage of total food sales, holding at 36%, only 2% above 1933.

Yet food chain store profits dropped in one year from 1954 to 1955 by almost 25% so that in 1955 chain store profits averaged less than 1%.

It appears harder and harder to fool the public. Consumers are now becoming aware of the fact that quality for quality, grade for grade, independent operators usually can sell for less than chains.

Chains have been trying to meet their problem by pushing their own brands, manufactured by their own subsidiaries.

However, with distribution of their brands limited to their own stores, chains are finding that they cannot achieve the volume on them to compete with widely distributed national and regional brands.

At same time, consumers are showing themselves more inclined to favor the well known national and regional brands. In order to change this public preference, the chains have attempted to cut the price on their private brands, thus further aggravating their profit situation.

Presumably, in time stockholders will get curious.

Public also seems to be swinging to point of view that the home owned, independent business offers greater security to the community.

For example, recent study shows that while only 55% of the nation's families are home owners, 92% of the independent grocers own their own homes.

In addition, every sign at present seems to indicate the housewife is rebelling over having family food prices dictated by distant managements.

She is doing something about it, turning more and more to the independent grocer to get known brands at lower prices. Today's homemaker is becoming more resistant to ballyhoo.

In fact, it is now reported by some food processors that some chain buyers are stating quite openly that they cannot afford to handle goods unless they do get price concessions from the independents. Thus, vigilance in the enforcement of the anti trust laws will keep this "trade independent" trend growing.

The public is once again recognizing the independent merchant is not only a community pillar, but the most efficient distributor of goods.

OSC's E. R. Jackman Wins USDA Superior Service Recognition

E. R. Jackman, Oregon State college range crops specialist, has been awarded the U. S. department of agriculture Superior Service award for 1956. It was announced June 5 in Washington, D. C.

Jackman was cited "for outstanding success in promoting Oregon's widespread adoption of grassland agriculture and for leadership in development of the state's multimillion dollar seed industry." He has been with OSC extension service since 1920.

As a leader in developing the Oregon seed industry, a \$33 million annual business in its peak year, Jackman helped organize the Oregon Seed Growers' League and was secretary for its first 10 years. He also helped organize and was secretary of the Oregon Wheat Growers Economic conference in 1926 which was forerunner of the Oregon Wheat Growers League.

In recent years, Jackman has been particularly active in Eastern Oregon range improvement programs including sagebrush removal and seeding of adapted range grasses. He is past president of the Pacific Northwest section of the American Society of Range Management. In 1950, he instituted the society's Youth Range Camp that meets out on the range one week each summer to study range management.

A prolific writer, Jackman has done much to advance agriculture and to interpret rural life through newspapers and magazine stories. Articles in national magazines include "Burns, Oregon" written for Saturday Evening Post in 1948.

The Post described author Jackman as "Man with 20,000 Friends." "The state of Oregon is about 300 miles wide and 400 miles long," wrote the magazine editors, "yet E. R. Jackman knows it almost as well as most people know their home towns... Jackman has visited at least half the farms and ranches in Oregon, and there are some 63,000. Friends say he can call about 4000 Oregonians by name, and he estimates that he knows at least 20,000."

Mr. and Mrs. Earl Blake will leave Friday for Seattle where their son, Donald, will graduate from the University of Washington.

Mr. and Mrs. Harold Cohn are leaving Friday to attend the graduation of their daughter, Sally, from the University of Oregon at Eugene.



It's apparent that team captains Nasir ibn Muhammad (left) and Muhammad ali Muhammad are baseball enthusiasts. They're used to working together on the job and it's easy for them to put their team work to use in a ball game. Adenese Nasir and Muhammad, who hail from Somaliland, are Arabian American Oil Company employees in Dhahran, Saudi Arabia. Almost 21,000 ARAMCO employees of more than ten nationalities work together developing Saudi Arabia's vast oil resources.

Overnight guests of Mr. and Mrs. Archie Padberg on Memorial Day was her sister, Mrs. Nora Myers of The Dalles.

Mr. and Mrs. Paul Doolittle and family of Portland visited Memorial Day at the home of his parents, Mr. and Mrs. Lester Doolittle.

Mr. and Mrs. N. D. Bailey returned last Thursday from a two weeks visit in Portland, Beaverton, and Aberdeen, Washington.

Guests of Mr. and Mrs. Frank Ayers Memorial Day were his aunt, Mrs. Ollie Neale and daughter, Neva, La Grande and Mr. and Mrs. Burl Coxen, The Dalles.

Mr. and Mrs. L. T. Trythall, Portland, were overnight guests of Mr. and Mrs. Jack Bedford on Friday on their return from a trip through the Southwest.

Mr. and Mrs. Jack Bedford left Saturday for a vacation trip to the coast.

Among former Heppner and Morrow county residents at the Memorial Day picnic were Mrs. Nyra Potter and her daughter-in-law, Mrs. Myles Potter, Portland; Mr. and Mrs. Jack Ayers and family, Milton-Freewater; Mrs. Bertram Warren, Walla Walla; Mrs. W. C. McNamer and Mrs. Lucy Rodgers, Portland and Mrs. Phoebe Bartholomew, Echo.

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Billy Graham Film Due at Lex Church

A religious film, "Souls in Conflict", which was produced by evangelist Billy Graham will be shown at the Lexington Christian church Sunday evening at 8 p. m.

The film was made in England and its setting is the famous Billy Graham campaign in London.

Actors include members of the Graham evangelistic team, Joan Winmill, an actress; Colleen Evans; and Don Moomaw, former UCLA All-American football player.

The film has received excellent reception wherever it has been shown.

FUNERAL DIRECTOR SECRETARY SPEAKS HERE

Miss Edith Bailey, secretary of the Oregon Funeral Directors association, was the speaker on the Monday noon program of the chamber of commerce.

Miss Bailey told of the efforts of the organization to serve and protect the general public. She said that many persons complain of funeral prices, but she showed figures to prove that profits in general for funeral homes is small.

She was introduced by Oliver Creswick of Creswick Mortuary.

Mr. and Mrs. Tom Hughes and four children of Fossil were guests last week at the home of his parents, Mr. and Mrs. Joe Hughes. They left late last weekend to attend graduation at Linfield college where Keith Marshall will receive a masters degree.

Mrs. Mike Healy and daughters Mrs. R. B. Rands and Mrs. Raymond Gronquist of Boardman were visiting in Heppner one day last week.

HOSPITAL NEWS

New Arrivals—To Mr. and Mrs. Ronald Tye, Ione, a 6 lb. 10 oz. girl born June 1, named Roberta Jacinth. To Mr. and Mrs. Melvin Pattee, Condon, a 5 lb. 2 oz. girl born June 1, named June Anna.

To Mr. and Mrs. William Nichols, Lexington, a 8 lb. 15 oz. girl born June 3, named Shirley Katherine. To Mr. and Mrs. Jasper Edwards, Condon, a 5 lb. 15 oz. girl born June 5, named Lorne Marie.

Medical—Martin Bauernfeind, Ione, dismissed; Marion Geer, Fossil, dismissed; Fay Sweek, Kinzua, dismissed; Pete Christensen, Heppner; Ray Ayers, Heppner; Johnny Stratton, Heppner.

Minor Surgery—Russell Perkins, Condon, dismissed; David Linnell, Mayville, dismissed; William Wilson, Fossil, dismissed; Randy Richards, Spray, dismissed; Mary Kennedy, Condon, dismissed; Lee Ellen Wagenblast, Lexington.

Major Surgery—James McLachlin, Heppner, dismissed; Betty Pettyjohn, Heppner.

Mrs. Floyd Adams will leave tomorrow (Friday) morning with Mr. and Mrs. Herman Parker of Pasco for Oakland, California where they will attend the graduation exercises at Mills College, where Miss Nancy Adams is a graduating senior.

Mr. and Mrs. J. O. Turner were in Corvallis where he attended the 40th reunion of his graduating class from Oregon State College.

Mr. and Mrs. Lester Harrison of Condon were dinner guests Tuesday evening at the home of his sister and brother-in-law, Mr. and Mrs. Archie Padberg, and children and Con Bellenbrock spent Sunday at Monument and were dinner guests of Mrs. Grace Rice at Fox.

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ALL KINDS
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Wedding Invitations by Art Point that you will be proud to send.

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Heppner Gazette Times