

NET FARM INCOME GAINS PREDICTED FOR 1957 BY COLLEGE ECONOMIST

Net farm income should be a little higher in 1957 than it was in 1956, predicts Mrs. Elvira Horrell, extension agricultural economist at Oregon State college. A small increase in farm earnings in 1956 marked the first improvement since 1951, she said, and 1957 should see still more improvement.

Changes in farm income depend mainly upon four forces—supply, demand, marketing costs, and government programs—according to Mrs. Horrell. Here's a brief summary of how these forces affected farm income in the last few years, and the effect Mrs. Horrell thinks they will have in the coming year.

Surplus supplies of many farm products were a major cause of the drop in farm income from 1951 through 1955. This problem is now being attacked by the Soil Bank program, passed by Congress in 1956, which aims at removing some acreage from the production of surplus crops. A large and successful Soil Bank could bring a turning point in the supply picture by bringing about a reduction in total agricultural output next year, she explained.

On the demand side, domestic use of farm products has been strong and rising throughout most of the period since 1951. The number of people in the nation—the number of consumers—has risen and is still rising. Employment and income are high, and consumers continue to spend about one-fourth of their take-home pay for food.

Agricultural exports may reach an all-time high for the 1956 crop year, Mrs. Horrell said, and the export outlook for 1957 is favorable although it may be difficult to maintain the present rate of exports for many more years. In general, the demand picture and the Soil Bank program seem to favor a moderate rise in farm income in 1957.

Rising marketing costs were a factor in the drop in farm income from 1951 through 1955, the economist continued. These marketing costs, due in part to more services such as extra food processing and packaging, contin-

ued to creep upward in 1956. And they will probably rise somewhat more in 1957.

Government programs have cushioned the fall in farm prices over the past few years. They were a decisive factor in the slight rise in farm income in 1956, according to Mrs. Horrell. The Soil Bank added a quarter-of-a-billion dollars directly to farm income, and there has been a substantial decrease in stocks of surplus products through disposal programs.

With a greatly expanded Soil Bank program next year, government payments will be increased and prices of some farm products should be strengthened somewhat by reduced output, she concluded.

N. A. Leach, Former Lexington Resident, Dies in Portland

Norris A. Leach, 89, of Portland passed away Dec. 21, at the Emanuel hospital. He was born Jan. 2, 1867 in Harrisburg and has resided in Portland for over 50 years. Funeral services were held Wednesday Dec. 26th at Finley's morninglight chapel with entombment in Lincoln Memorial Park mausoleum.

Mr. Leach lived in Lexington a number of years, and was well known here even in later years. He operated a general merchandise store with his brother before leaving Morrow county in 1903. However, Mr. Leach still owned a good number of acres of land in Morrow county at the time of his death. He was united in marriage to Christy B. Nichols Sept. 16, 1888 in Lexington. Mrs. Leach passed away Sept. 1, 1956.

Even though Mr. Leach lived away from here he was greatly interested in Morrow county and especially Lexington projects. He retired in 1931 as vice-president and director of Kerr Gifford Co., and was a former vice-president of Diamond Flour Mills, former president of Portland grain and exchange, and former director of the Oregon Trunk railway and Portland Chamber of Commerce.

He was a member of the Masons and Shrine, also a member of the Congregational church at Lexington. He is survived by his daughters Mrs. Martin H. Dopplmeier and Mrs. Harry U. Miller of Portland, two brothers John R. Leach of

OSC Seeks Oregon Ocean Facts



OREGON STATE COLLEGE—Research by an Oregon State college oceanographer is producing new and highly valuable information on the tides, inlets, water temperatures and salinity of Oregon's more than 300 miles of coastal waters. Dr. Wayne V. Burt, project leader, in picture is using device to measure flow of tides. His studies will provide basic information for shellfish growers and other industries located on tidewater. The long-range program will cover all estuaries from Coos Bay to the Columbia. He has received a third \$10,000 grant from the office of naval research for the extensive study.

Portland, and Dr. M. A. Leach of Pendleton, a granddaughter, Mrs. Wm. Speiers and two grandchildren of Atherton, California, and a host of nieces and nephews.

Holiday guests of Mr. and Mrs. Jack Van Winkle were her mother, Mrs. Fred Martin, and her brother, Emmett Martin of Horse Shoe Bend, Idaho. An uncle of Mrs. Van Winkle, Bill Hannaman of Fairbanks, Alaska was also a guest for three days. Hannaman expects to spend the winter in Oregon and Idaho.

Mr. and Mrs. Bill Budden and Mr. and Mrs. Virgil Budden all of Medford spent the Christmas holidays at the home of Mr. and Mrs. Karl Miller at Lexington.

Merlin Shields of Walla Walla was a weekend guest at the home of Mr. and Mrs. Kenneth Keeling.

New 4-H Club Beef Feeding Program Under Way in State

First marketing day held in connection with a new 4-H club beef feeding program was held recently at the Portland Union stockyards with four boys from Umatilla county selling 12 steers fed out during the last year.

The new beef feeding program was a pilot program in Umatilla county last year and worked so well that club members across the state will be able to take part in the new program this year.

In the beef feeding program 4-H members have a chance to gain practical experience in the low-cost production of good to choice grades of beef by raising and fattening steers with a maximum of pasture and roughage and a minimum of grain. Club members select and buy their own steers, feed them out, and then have a chance to learn about livestock markets and their operation as the steers are sold.

Selling steers from Umatilla county were Franklin Hoelt and Roger Korvola of Pendleton, and Jerry Hatley and John Rugg of Pilot Rock. Also attending the day's program were 4-H members Darrell Horn of Pilot Rock and Dick Kay, Pendleton; 4-H club leaders Roy Hatley of Pilot Rock and Edwin Hoelt, Pendleton; and Gray Thompson, Umatilla county 4-H club agent.

The 4-H boys came to the stockyards with their steers, and watched early morning livestock buyers bid on their animals. Later, the boys followed their steers as they were sold, and then called at the stockyard's office for their checks. The group also toured a packing plant, visited a local retail meat market, looked in at the state brand inspection office, and watched the livestock market news reporting service in action.

Serving as resource people during the day were Cal Monroe, Oregon State college state extension 4-H club agent, and W. Y. Fowler, extension livestock marketing specialist at OSC.

Christmas dinner guests at the home of Mr. and Mrs. Robert Ferrell were his father, E. W. Ferrell of The Dalles and his sister and brother-in-law, Mr. and Mrs. Jodie Morrison and family of Ione.

Union Oil to Drop Billboard Ads, Go To Newspaper Space

Union Oil Company of California, one of the nation's largest advertisers, has cancelled all billboard advertising and will increase substantially its newspaper campaigns in both dailies and selected weeklies, according to Reese H. Taylor, chairman of the board.

Among the weekly newspapers selected to carry Union Oil's advertising in 1957 is the Gazette Times.

"Two factors were of primary concern to Union Oil in reaching the decision to abandon billboard advertising", explained Mr. Taylor.

"First is the traffic hazard which a great many experts have indicated billboards tend to increase.

"Second is an apparent and growing resentment on the part of many people and residential communities to obscuring the beauty of our natural landscape with this type of advertising.

"As a company serving the motoring needs of the general public, it simply did not make good sense for Union Oil to continue to use an advertising medium which is apparently becoming offensive to many of our customers and prospects and which, in the opinion of some experts, represents a hazard to them.

"Therefore we cancelled all billboard advertising. The money we have been spending annually for this type of outdoor advertising will now be used to increase our newspaper advertising campaigns."

In another unprecedented policy move, Mr. Taylor revealed Union Oil's plans for 1957 include use of an impressive list of over 400 selected weekly news papers in the seven western states.

"We are initiating this test campaign in the weeklies because we believe such newspapers in the West are thoroughly read and are an effective medium to reach a large portion of the motoring public.

"Weeklies will be used to supplement our company's advertising in those areas where Union Oil has service stations or marketing outlets and which are not covered by daily newspapers.

"Use of weekly newspapers is as marked a change in Union's advertising policy as is the decision to abandon billboards. We are confident such change in policy will prove effective."

HOSPITAL NEWS

New Arrivals—To Mr. and Mrs. Lee Palmer, Ione, a 7 lb. 4 oz. girl born Dec. 27, named Barbara Ann. To Mr. and Mrs. Buster Padberg, Heppner, a 5 lb. boy born Dec. 28, named Wade Merle. To Mr. and Mrs. Harold Lohrer, Heppner, an 8 lb. 1 1/2 oz. girl born Dec. 28, named Linda Joy. To Mr. and Mrs. Loal Jacobson, Lonerock, a 7 lb. 13 oz. boy born Dec. 31 named David Paul. To Mr. and Mrs. Richard Brunner, Heppner, a 7 lb. 11 1/2 oz. girl born Dec. 28, named Nicole Terese. To Mr. and Mrs. William Zinter, Ione, a 7 lb. 8 oz. girl born Jan. 1, named Cathryn Ann.

Medical—John Reeder, Pilot Rock, dismissed; Erma Thomas, Heppner, dismissed; Janice Mayer, Kinzua, dismissed; Victor Rietmann, Ione; Dale Cooper, Lexington, dismissed; Alice Kincaid, Fossil, dismissed; Hazel Donart, Kinzua; Joyce Butler, Condon, dismissed.

Minor Surgery—Kenneth Nelson, Lexington, dismissed; Shirley Snively, La Grande, dismissed. **Major Surgery**—Juanita Lille, Condon; Geraldine Sumner, Heppner.

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Lexington News

Marvin and Asa Way left on Sunday for Fort Jones, California for a visit with Mr. and Mrs. Joe Way and to meet the new niece.

Dale Cooper, small son of Mrs. June Cooper, fell from the railroad trestle one day last week injuring his back. He was taken to Pioneer Memorial hospital where he spent several days.

Miss Paula Barak entertained a number of her friends at her home on Sunday night. Games and dancing and refreshments were enjoyed. Those attending the party were: Rosetta Laney, Tom and Janice Driscoll of Heppner, Linda Hamm of Ione, Karl Beach, Dennis Doherty, Russell Dolven, Bobby Davidson, Tommy Martin, Charles Jones and the hostess Paula Barak of Lexington.

Mrs. Helen Sawyer visited her son and family on Sunday Mr. and Mrs. Butch Sawyer, Mrs. Sawyer is employed in Arlington.

Mr. and Mrs. Carl Marquardt and children spent Christmas day in Portland.

Local News In Brief

Mr. and Mrs. N. H. Fehmerling of Portland are now making their home in Heppner at the home of her father, Ben Buschke. Mrs. Fehmerling is the former Anna Buschke.

Mr. and Mrs. Richard Meador had as their guests Christmas day, her parents, Mr. and Mrs. H. L. Wellman and her brother and sister-in-law, Mr. and Mrs. Stanley Wellman, all of Baker.

Mr. and Mrs. LeRoy Gardner spent Christmas day at The Dalles, visiting her parents, Mr. and Mrs. Fred Payne and his parents, Mr. and Mrs. C. F. Gardner.

Mr. and Mrs. Hugh Ward of Forest Grove were weekend guests at the home of Mr. and Mrs. Claude Graham.

Dr. and Mrs. C. M. Wagner and family spent the weekend in Portland where they visited with friends.

Rose Leibbrand, formerly of Heppner, is now executive director, National Federation of Business of Professional Women's club, Inc. with offices in Washington D. C. She recently appeared on TV and Ellis Thomson, another former Heppner resident, saw the show.

Mary White, formerly a third grade teacher in Heppner, is now a supervisor for the Oregon Railroad Ass'n, Portland, Oregon.

Miss Mildred Clowry, former superintendent of the McMurdo hospital, is visiting in Pacific Grove, Calif. with her cousin, Miss Gretchen Chappell, a former nurse in Heppner.

Mr. and Mrs. Walter Barger and family of Gresham visited in Heppner over the New Year's holiday.

REMEMBER a card for Mrs. Lulu Searcy's birthday, January 6 43c

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