Classified Rates

2c per word-minimum 35c per insertion Black face or caps, double rate Cards of Thanks—\$1.00 CLASSIFIED DEADLINE 5 p. m. Wednesday

CHILI SUPPER-Served by Heppner P-TA before Heppner-Ione game Feb. 9-5 to 7:30, school cafeteria. 47-48c

FRIDAY, February 1st is the day that Ford changes all ideas about what a modern truck should look like. See it on display in Rosewoll Motor Company's showroom, Friday sure. FOR SALE-1948 Ford 2 door se-

dan in good condition. Joe Gaarsland, phone Ione 8-7188. 46-47c

APARTMENT for rent. Water and heat free. John Hartman. 43tfc FOR RENT-3 bedroom house in Lexington. \$55 per month. Phone Lexington 3-8170. 45tfc THE 1957 Ford takes "nothin, from nobody!"

DR. JAMES NORENE will be out of town Thurs., Fri., Sat., Sun., Jan. 31 through Feb. 3 47c WANTED-single or twin beds.

Phone 6-9203. TWO STORY, three bedroom house at Lexington for sale, \$5,000. Phone 3-8170.

WE have received a fresh shipment of head-bolt heaters for Ford cars and several other makes. Rosewall Motor Company.

MAKE YOUR RUGS and carpets look like new. Call Case Furniture Co. for carpet cleaning service.

FOR RENT-two bedroom furnished apartment. Mrs. N. D. Bailey, phone 6-9491. 46-47c

FOR SALE-Frigidaire double oven electric range, 2 outlets and one unit is deepwell or surface. One oven and one outlet automatic, fluorescent light, excellent condition, \$125, cash or terms to right party. Also for sale, Frigidaire 10 cu. ft. refrigerator and large capacity BUY Atlas tires from Rosewall freezer with separate door, \$110. Will deliver either article within 60 miles. Ray Ayers, box 74, Heppner or phone 6-9108.

BUICK 1955 Hardtop sedan, Pay

FOR SALE-Baled alfalfa hay. Art Keene ranch, Rhea creek.

FOR RENT-1 bedroom apart- the loss of our loved one. ment. See Mrs. Ulrich. 44-47c 2 BEDROOM unfurnished apartment for rent. Dick Meador, phone 6-9192,

PIERSOL CLEANERS pickup and deliver Monday and Thursday in Heppner. Write Heppner P. O. box 26 for pickup. RAMBLER 1955 Hardtop. Pay \$565.00 down. Rosewall Motor

Company. Buschke.

FOR SALE, reasonable or will trade equity in 1956 Ford 4door sedan with 7500 miles on it, for older model. Also tandem wheel trailer \$75. Cecil Hicks, phone 6-9463. 46-47p

FOR LOCKER BEEF, shop at home and save on your meat. Buy by the case and save. Heppner Market, W. Willow St

RUGS AND CARPETS cleaned in your home. Wool or cotton Fast Service. Phone 6-9432. 46tfc

FOR SALE-Baled alfalfa hay with or without feed lot. Plenty of running water. Ralph Scott, phone 6-9904, 47-49p

IT would be wise to stop at Rose- their expressions of Sympathy. a set of chains before starting pecially appreciated. that trip. On some of the roads the state patrol requires them. PEA VINE SILAGE delivered in 20 ton loads \$9.00 per ton. Contact Bob Runnion, phone 6-9166 41-48p

LOST-gray and white Australian shepherd male dog, one brown eye, one white, named Whimpie. Reward. Call 8-7227. 46c LAWNMOWERS sharpening and

repairing. N. D. Bailey, Phone WE SPECIALIZE in case lot ceased, by the Probate Court of D. O. Nelson and Carl Rhea lar pasture alfalfas for dry land

WEATHER forecast: The coldest tate are hereby required to pre- on selecting sheep projects, learnwill keep your motor warm.

DR. L. C. RICHEY, Optometrist, this 31st day of January 1957. 207 S. Main St., Pendleton, Office Phone 609.

FOR SALE-quality baled hay. John Proudfoot, Ione, Oregon. 46-51c

ROSY SAYS: That chinook will have to hurry or the all new 1957 Ford truck will get here first. We have shown a good many new model cars and trucks, but never have we been so enthusiastic about a new model truck as we are about the new Ford truck that goes on display in our showroom Friday, February 1st. The new pickup is so beautiful that a lot of people will get it confused with Ford's new Ranchero. P. S. Don't forget to buy your wife a Ground Hog Day present Saturday.

> ARE YOU A "DO-ER" OR

ARE YOU A DREAMER? We need a young man, (21-37) for work in our Oregon Division, who is eager for advancement, capable and willing to assume responsibility, but limited in his present job. If you are this man -have an automobile-willing to spend 5 days a week working in a limited territory-high school education-good character references-have determined you are going to do something about your lot in life, then write to Employ ment Manager, Box 633, Johns town, Colorado for a persona 46-47c interview in this locality. You may be the man we are seeking. We will begin training a man to fill this \$600-\$1000 per month position within a short time.

> IF your antifreeze is low on protection, Rosewall Motor Company has the Real McCoy to bring it up to par.

FOR RENT-one 2-bedroom apartment and one 3-bedroom apartment. Call 6-9686. 44tfc FOR BABYSITTING —Call 6-9635.

NEED FINANCING? -Our ABC financing plan is available for anything we sell, lumber, building supplies, tools, paints etc. in amounts up to \$1,000. No down payment, up to 36 months to pay. Ask as A-Lum Lumber Co., dial Hepp-

Motor Company and ride on a guarantee.

CARD OF THANKS We wish to express our heart-45-47c felt thanks and appreciation to not yet talked to anyone from the many friends and relatives Morrow county planning to go. much progress has been made in \$695.00 down. Rosewall Motor for the beautiful floral offerings We have a number of reserva- the developing new alfalfa variethoughtfulness and assistance in the mail. rendered by the Maranathas and the Valby Missionary Society, in Leaders and members of 4-H

Mrs Beulah Lundell Mr. and Mrs. Charles Lundell

and family and family

CARD OF THANKS

her memory.

Mr. and Mrs. W. T. Crow and families

CARD OF THANKS

wishes. Arthur Keene

CARD OF THANKS wall Motor Company and buy The cards and flowers were es-

> Mr. and Mrs. Ray Wright and family Mary M. Wright and family

Legal Notices

NOTICE TO CREDITORS sales of frozen foods. Check the State of Oregon, for the were the second club to present lar pasture alfalfas for dry land our prices before buying out County of Morrow, and has ac. of town. Heppner Market W. cepted such trust. All persons scheduled as activities during Due to its creeping root stalk it 20tte having claims against said Es. the year such things as reports week of the winter will be from sent the same, with proper vou- ing the parts of all classes of February 10th to February chers attached, to the adminis. livestock, feeds and nutrition for close grazing, trampling and a lot 16th. It may be wise to let tratrix, at the office of J. O. beef projects, care of the breed-Rosewall Motor Company in Turner in Heppner, Oregon, ing stock, getting ready for the stall a head bolt heater be- within six months from the date fair, livestock judging and beef fore the supply runs short. It of the first publication of this notice. Dated and first published J. O. Turner

BEULAH W. LUNDELL, Administratrix

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

A most hotly debated merchandising issue of the times is the spread of trading stamps.

While one huge advertising agency through surveys tries to establish that trading stamps are vital to operation of a store, less biased studies of situation point to

the contrary. A University of Michigan survey finds stamps are not important in attracting new customers. A University Richmond study found that 90%

of shoppers report they would not stop dealing with a store if it stopped giving trading stamps.

Use of trading stamps goes back before turn of century. Historically, their popularity has risen and fallen periodically. A few years ago nation broke out into rash of trading stamps. It seems apparent that first

stores to adopt trading stamps did benefit, at least superficially. But now, with practically all competitors in some areas giving trading stamps, advantage held by any one stamp giving

store appears to have been can-

celled out. . . . In addition, serious disadvantages are making themselves felt. One is cost of a stamp program. If stores pass on this cost to their customers, their prices are no longer competitive.

On other hand, if stores absorb costs, it cuts deeply into already narrow profit margins.

Some merchants have tried

compensating for this loss by reducing their legitimate ad-vertising, and have found their trade actually falls off.

This is not surprising, because big advertising manufacturers have long known this fact about premiums, of which stamps are a type. That fact is this. No matter how good a premium is offered, the manufacturer must spend as much money advertising the premium as is spent advertising the merchandise. In other words, a premium is only as good as the selling effort put behind it.

Consumers are also apparently becoming aware of situation as one university survey found 14% of those who once saved stamps have lost interest and quit.

When U. S. Supreme Court ruled states have a right to outlaw stamps plans, it called them 'An appeal to stupidity." Few states have ever passed laws out-lawing them. At present time Federal Trade Commission is reputed making study of matter on the usual FTC operative plan of too little, too late.

There seems substantial evi-

dence great national stamp rash is passing as fads usually do. But long ago FTC should have completed thorough study of situ-

In fact, FTC should also employ its talents attacking a basic reason for the spread of trading stamp plans. That has been the FTC failure to enforce anti-trust laws which prohibit a favored few from getting special dis-counts, phony advertising allow-ances which permit them to engage in ruinous price competi-tion. Had FTC been on the job in this respect in the first place it is doubtful stamp plans would have ever sprung up. After all, why should any merchant pay full value for stamps regardless of whether or not they are ever redeemed, giving vast profits to stamp plan promoters, except in a desperate attempt to combat unfair practices used against

County Agent's News

(Continued from page 2) number of farmers throughout the Columbia Basin have indicated their intentions to attend from their project. this annual convention. I have

pledge and safety hints. There to most of our creek bottoms.

Attorney for Administratrix Heppner, Oregon.

grade standards as well as demonstrations on fitting livestock for show. Following these programs of work boys and girls enrolled in club work in these clubs cannot help but get much

During the past several years

and cards, for the Heart Fund tion cards in the office for those ties for dry land and irrigated contributions, and for the who might not have received one sites. There is a selection of various varieties now to meet almost any need. As a result of the development of these agricultural clubs have been varieties Morrow county farmers busy lately completing a pro- have been able to seed more land gram of work for their club for to alfalfa and to realize larger and family
Mr. and Mrs. Raymond Lundell noon the Lexington and Ione Many of our farmers have also livestock club leaders met at the improved creek bottoms and other Mr. and Mrs. Wallace Lundell office to discuss various project areas where alfalfa could be work and activities which they profitably grown. Many have could carry out during the club damned up otherwise "lost" year. On Saturday morning the water and used it in increasing The family of Elizabeth Camp- leaders of the Buttercreek Junc- production of alfalfa. Varieties bell sincerely thank all neighbors tion Livestock club met at the which are popular in Morrow APARTMENT for rent. See Bob and friends for their kind ex- office for some assistance in county are Ladak, Orestan, Ran-43ttc pressions of sympathy and the their program of work. The dis- ger, Vernal, and Nomad, Ladak lovely floral offerings, and to tinction of having the first pro- has been especially popular for those who donated to charities in gram of work at the office goes places with only partial water to the Lexington Fur and Fea- supply. The largest percentage Mr. and Mrs. Arthur Keene thers club. This is a brand new of dry land alfalfa is Ladak. It is club led by Mrs. Bernard Do- adapted to dry land and short Mr. and Mrs. R. A. Campbell herty and Mrs. Eugene Ward- water supply irrigation because Dr. and Mrs. Arthur Campbell well of Blackhorse canyon. The it produces a heavy first crop. fact that these two women are Since dry land plantings are sel-47p new as leaders did not stop dom harvested more than once a them in getting their program of year this heavy first crop has I take this means to thank work done up early and in plan- been popular. Where water is those who visited me during my ning a good sound program for limited early heavy production recent stay in the hospital and the year. They have held three is also important. Orestan has those who sent cards and good club meetings so far this year been popular on livestock ranches and will hold their fourth one on and other places where long life February 2. They have planned is important. We have records of 47p 10 meetings for the year. Some fields of Orestan that have lasted of the work that they have plan- for as long as twenty years with-We wish to express to our ned to do during the year is to out reseeding. For highest profriends our heartfelt thanks for study parliamentary procedure, duction Orestan needs regular irall members to learn the 4-H rigations however, it is adapted

are a number of reports to be Vernal a relatively new variety given including a report on which is becoming very popular hutches, litter boxes, proper because of its heavy yield and handling of rabbits, correct feed. ability to make a fast regrowth ing of chickens, study of the dif-ferent breeds, culling flocks for farms here. It is a variety which layers, facilities for best care comes early in the spring and and demonstrations on showing with good irrigation can make as rabbits and poultry, a study on many as four cuttings a year, diseases of poultry and rabbits, Ranger is taking the important how to kill and prepare rabbits place in areas where alfalfa wilt Notice is hereby given that the for market and many others, has been a problem since it is undersigned has been duly appointed administratrix of the lated on the fine program of lated administratrix of the lated on the fine program of lated administratrix of the lated on the fine program of lated administratrix of the lated on the fine program of lates a high producer and takes Estate of Algott W. Lundell, de- work that they have completed, an average amount of water for cepted such trust. All persons scheduled as activities during Due to its creeping root stalk it should not be used in rotation. Those who have used it like it because of its ability to stand of root damage. It should be more popular this spring since the price has dropped more than a dollar

a pound. Farmers who are interested in dryland plantings of grass and alfalfa should consider Nomad. 47-51c Seed is selling fast and may be

limited this spring. Other alfalra seed seems to be in good supply. There are several suggestions that might be made for increasing the alfalfa plantings on your farm. Seeding some of these on land that would produce more of this crop. There are draws on a north slope where the soil is deep and the grain usually grows down down that turn off as much as two tons of alfalfa every year. The grain that goes down is a partial loss while the alfalfa could produce every year. There may be meandering shoestring valleys that were worked back in the horse days but now neglected because it takes too many tractor turns to work out. Some of these new varieties might fit into these places. We have a number of examples in Morrow county of these cases. If there is a gulley that is running a pretty good stream of water this time of year this water might be spread out somewhere the last half of the winter. It doesn't matter how steep the soil is; late winter irrigations spread out on a hillside or a flat will make one good cutting of either Ladak or Nomad alfalfa hay. There are scattered through the county shelves or flats of deep rock soil below the hill where the soil seems to stay damp due to under drainage of the hill behind. These places will often grow big crops of dry land alfalfa and then there are lots of opportunities for storing water in dams to be used for irrigating later in the spring.

LEXINGTON HEC MEETS

The Lexington HEC of the Lexington grange met Thursday, January 24 at the home of Mrs. R. B. Rice, with Mrs. Pearl Devine as co-hostess. There were eleven members present.

Mrs. Lee Scrivner is in Port land where she was called last week due to the illness of a brother-in-law.



BUT THEY RESPOND TO AD SUGGESTIONS



USED CARS WITH AN



THAT COUNTS

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FULLETON Chevrolet Co.

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As important as the trousseau, - to invite friends to your wedding or to announce that you are married.

Unsurpassed in quality: velvety raised lettering on Strathmore Expressive paper at a price that you can afford; no finer paper ever made.

"Now that you are to be Married!" by Virginia Courtenay, contains many helpful suggestions and intimate chit-chat
on important social customs before and
after the wedding. Each bride-to-be may
have a copy, call for yours.

Heppner Gazette Times

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M. D. Office Hours 10 to 12, 2 to 5 Monday through Saturday Ph. 6-9253, Res. 6-9620

Wallace H Wolff,

Morrow County Farm Bureau Reg. Meeting—4th Tuesday Lex. Center—2nd Tuesday

Ione Center-3rd Tuesday

The Heppner Clinic C. M. WAGNER, M. D. Physician and Surgeon Phone-Office 6-9114 Res. 6-9208

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Morrow County

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MONUMENTS

MARKERS – See Oliver Creswick Creswick Mortuary