

Hepner Gazette Times

MORROW COUNTY'S NEWSPAPER
The Hepner Gazette, established March 30, 1883. The Hepner Times established November 18, 1897. Consolidated February 15, 1912



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Published Every Thursday and Entered at the Post Office at Hepner, Oregon, as Second Class Matter
Subscription Rates: Morrow and Grant Counties, \$3.00 Year; Elsewhere \$4.00 Year. Single Copy 10 Cents.

Weekly Papers' Value and Growth Noted by Time Magazine

Weekly newspapers today are the fastest-growing publications in the U. S., Time Magazine says in a special report in its Feb. 4 issue.

"Metropolitan newsmen who daydream of retiring to a country paper have long viewed weeklies more as a rural retreat than as an influential segment of the press," Times says. "But with the swift growth of suburbs and small towns since World War II, weeklies have largely shed their cracker-barrel ways, developed sophistication and a new sense of mission."

Weekly Newspaper Representatives, Inc. last week reported that 8,478 weeklies in the U. S. in 1956 reached a paid circulation peak of 18,529,199, up 6.5% over 1955. Estimated gain for the 1,700 dailies (total circ. more than 56 million); about 2%. Advertising in weeklies increased 1.2% to a record \$112 million; this includes a 30% jump to \$25 million in national ads since 1954 vs. an estimated 10% gain for dailies.

"The weeklies' resurgence reflects editorial as well as economic vitality," Time says. "In addition to relaying the back-fence chit-chat on which weeklies have traditionally thrived, the papers are the only interpreters and watchdogs of local governments in hundreds of U. S. communities, whose problems, aims and achievements go largely unrecorded in the metropolitan press."

According to one editor, weeklies "are giving back the home town" to suburbanites who have lost contact with community responsibilities. In

many areas, fast-growing suburbs have produced weekly and semi-weekly chains that are as slick in appearance and information in content as their city cousins.

"Even outside metropolitan areas," says Time, "most small-town weeklies . . . have thrown out the smudgy type and bumpy prose that once characterized the weekly press, now run staff-written stories and editorials instead of the boiler-plate and canned sermons that once crammed country papers. The old-time jack-of-all-trades country editor has been largely supplanted by trained staffs. Lured out of the cities by the prospect of editorial and economic independence, trained newsmen in increasing numbers are bringing professional standards to weekly newspapering."

Though once renowned for their timidity, many weeklies have developed the crusading spirit that has vanished from many a fat-cat daily, Time notes. "In the South, many weeklies have constantly taken a more liberal stand than the region's big dailies on the touchy desegregation issue. . . ."

"Since weeklies are closer than dailies to readers and advertisers and more vulnerable to the pressure of advertisers, they are often hit by economic boycotts. But few editors cave in under such threats—or worse. In Granite City, Ill., after Editor Cornelius E. Townsend had waged an editorial campaign against organized gambling in the community, a hoodlum recently emptied his revolver into Townsend's Press-Record office. Echoing many a fighting editor before him, Townsend said: 'Maybe they'll scare hell out of me someday and I'll quit. But I don't think so.'"

From The County Agent's Office

By N. C. Anderson

This is the last minute reminder of the Wheat Industry conference which will be held at the Multnomah Hotel in Portland on Tuesday and Wednesday, February 19 and 20. The conference is sponsored by Oregon State college at the request of the Oregon Wheat Growers League. The conference is concerned with finding a better way to solve the problems facing the wheat industry, at the same time being careful to maintain the productivity of our Oregon wheat lands.

To do this, four main conference committees were set up and assigned problem areas in 1. marketing; 2. production and land use; 3. farm income and cost; and 4. government programs. Wheat Growers in particular are urged to attend to take part in this conference discussions and decisions. There will be a good representation of other members of the wheat industry which would include dealers, millers, bakers, livestock feeders, home-

makers and exporters. The wheat grower will have to be on hand to look out for his interest.

On the first day committee forums will be held and those attending will have a chance to revise any of these before adoption. Also during the conference two internationally known speakers will be featured. Gene Flack, sales consul and director of advertising of Sunshine Biscuits, Inc., New York will talk at the opening session Tuesday morning. His topic is "Future Markets for Your Wheat". He will explore possible uses and market for the types of wheat grown in the Pacific Northwest and will discuss ways to improve the marketing of local wheat. Flack is not an ordinary speaker. He has been called America's top humorist and is noted for his rare balance of genuine humor and serious thought. In the last 40 years, Flack has stood on a speakers platform over 11,000 times and brings a wealth of experience to his audience. It is said his name is magic in the food field, and he is well qualified to speak about the use of wheat for food.

The Wednesday noon luncheon speaker will be C. D. Davidson, secretary of the Canadian Wheat Board, Winnipeg, Canada. His topic is "Through Your Neighbor's Eyes". He will discuss how the competitive wheat position between Canada and the United States affects world wheat markets, and in particular the market out of the Pacific Northwest. Morrow county wheat growers seldom have the opportunity to participate in such a program as will be in store for those attending the Wheat Industry conference next week.

An educational meeting to explain the conservation reserve of the soil bank program will be held at the Lexington Grange hall on Monday evening, February 25. E. R. Jackman, range crop specialist, Oregon State college will explain how the conservation reserve fits into farm operations in Morrow county. Keep this date in mind and look for further particulars.

If the weather continues as

this past week it will not be long until Morrow county farmers will be in the field. In fact, some farmers are working in the Boardman area Monday afternoon. One of the first operations will be seeding of grass and legumes. At this time each year questions are asked concerning nurse or companion crops for the new seedlings. The nurse or companion crop frequently becomes a robber or curse crop. This nurse crop idea of seeding alfalfa under grain, has been to crowd out the weeds. The grain, is a large seeded annual that grows rapidly and uses many available soil moisture while the alfalfa is a small seeded perennial that starts slow and in its early stages is susceptible to drying out. When the alfalfa and grain are sown together it is just as if you added weed seeds to the alfalfa crop. There is unnecessary competition from the grain, and the alfalfa is frequently robbed of needed moisture and nutrients. When the alfalfa is seeded alone in a carefully prepared seed bed in the spring and cropped once to cut off weeds, the crop will be vigorous enough to offer strong competition to weeds; robber or curse crops have only limited uses in this county. They may be used where a blow hazard exists or where there is plenty of water to provide moisture for both the grain and the alfalfa or grass being established.

From time to time questions are asked at this office as to whether antibiotics fed to livestock is a paying proposition. Here is a bit of information concerning antibiotics which might help answer the question. Antibiotics in the daily livestock ration act more or less like a medicine and may be called "health insurance." They are not considered direct growth stimulants such as vitamins and other nutritional boosters. There is apparently no such thing as a completely healthy animal. There are a lot of normal ones, but that does not mean they are healthy. Even though animals look like they are doing well, they are constantly harboring what veterinarians call subclinical infection. These are low-level infections which compete with the animal for its nutrition and livelihood. In time of stress (such as hauling, vaccination and castration) low nutrition and bad weather may cause these infections to multiply and impair the health

THIRTY YEARS AGO

From Files of the Gazette Times February 17, 1927

Mr. and Mrs. Sam Hughes took their departure on Saturday night for Portland where they will be located in the future.

Beth, Dale and Percy Bleakman were weekend visitors in Hardman.

Mrs. M. L. Curran and Mrs. O. T. Ferguson returned home on Sunday from Portland where they had spent a week.

Oscar Keithley and Lawrence Redding were Eight Mile farmers transacting business in Hepner yesterday.

Young Jerry Brosnan of Butter Creek, suffered a badly hurt leg on Saturday when the horse he was riding slipped and fell on him.

Miss Rita Neill arrived here from Yakima on Sunday, and will spend two or three weeks visiting at the home of her mother, Mrs. R. A. Thompson.

of the animals. Therefore, scientists are pretty much agreed of continuous daily feeding of cattle of a level of 10 milligrams of aureomycin per 100 pounds of weight may give excellent results. On younger cattle 75 milligrams per head per day can be fed over the entire feeding period without making adjustments for body weight change. For lambs 10 milligrams of aureomycin per pound of total ration gives best results.

Consequently, the feeding of low-level aureomycin may reduce cost of production (1) by lowering or eliminating death loss in visibly sick animals, (2) by improving weight gains and feed efficiency, (3) by lessening the recovery period needed once the disease is brought under control, and (4) by minimizing the further spread of infection in the herd or flock.

The whole idea about a daily low-level feeding of aureomycin is that a healthier animal is able to convert feed into meat more efficiently. A desirable antibiotic would be one that would be: 1. Active against a wide range of diseases. 2. Safe at high concentrations. 3. Palatable at high concentrations. 4. Readily absorbed through the intestinal wall and distributed through out the system. 5. Retained in the tissues long enough to be effective. 6. Stable both in the feed and in tissues. 7. One against which organisms do not readily develop resistance. There are a number of antibiotics on the market and can be purchased from any feed store.

SLANTS FROM THE SESSION

By Mrs. C. A. Tom

During the week Allen had a letter from an elderly gentleman in the Western part of the state who said, "I am with you all the way and will shove all my weight for you to get things going for the schools." He went on to explain that he had been deprived of schooling, and for this reason he wants to do his part to assure today's children of adequate educations. At this point, however, he requested that the committee give some thought to eliminating a few of the expensive frills which have crept into the schools in recent years.

All of which leads us to the main topic of my column this week. Education measures will consume a large chunk of the 1957 legislative session and it is well that people give much thought to what is being done. Public hearings have been held already on two of the most important bills, but the education committee plans to have more in order that everybody might be heard.

House Bill 163 is the school district reorganization bill. Oregon has at present over 700 school districts. This bill, it is hoped, will reduce the number by 150 to 200 districts. In the hearing last week the only opposition was voiced by Elmer McClure, Master of the Oregon State Grange.

Upon questioning by the committee Mr. McClure admitted that the Grange does not find the bill as objectionable as those of previous years. There remains only one section with which he could find fault. That one relates to voting procedure.

House Bill 171 increases basic school support from \$80 to \$120 per census child. This would mean an increase of almost \$40,000,000 in the general fund budget. The House education committee has referred this bill to ways and means with the recommendation that it do pass, but that the increase in basic should be a property tax offset within the 6% limitation. This will bring direct property tax relief at the local level.

It was estimated that the increase in basic school support should give about a 12% decrease in property taxes throughout the state. With the increase in teachers' salaries and other items of increased cost to schools, however, the savings in property taxes would probably be reduced to less than 10%. Many feel that within two years the property taxes will be back up to the present level. Old taxes never die. Both of these measures are included in the Governor's program, which, with other educa-

tional measures, would cost the taxpayers something over \$50,000,000 over the present budget. Members of the education committee have been surprised at the lack of opposition to these two bills in the public hearings. Do people no longer care about tax spending? This is hard to believe. If by some miracle they are for once completely satisfied with the acts of their legislature the members of that body will be very happy. If, however, they are saving their complaints until after bills are passed, not much can be done to help them.

Friday afternoon I had a most enjoyable visit with Sister Mar-

garet Jean, daughter of Mrs. Joseph Kelly of The Dalles. She had brought a group of her political science students from Marylhurst to attend the two day seminar on politics for college students.

Later in the day her brother Joe Kelly from The Dalles dropped in on us after attending a Farm Bureau meeting here in Salem. Small world?

Mrs. John Pfeiffer returned Saturday from a weeks visit with her parents and brother in Seattle.

Mrs. Elaine George will return the end of the week from a business trip to Portland.

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ADMISSION \$1.00 MUSIC BY FOUR TONES

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Thurs., Fri., Sat., Feb. 14-15-16

Stagecoach To Fury

With Forrest Tucker, Mari Blanchard, Wally Ford, Plus

Between Heaven and Hell

Robert Wagner, Terry Moore, Broderick Crawford, Buddy Ebsen

Sun., Mon., Feb. 17-18

Walt Disney's

Westward Ho, The Wagons!

With Fess Parker, Kathleen Crowley, Jeff York

Sunday at 4, 6:20, 8:40

Tues., Wed., Feb. 19-20

Somebody Up There Likes Me

With Sal Mineo, Everett Sloane, Paul Newman

Buck Nights

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BLUE TAG SALE

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11 A. M. THURSDAY, FEBRUARY 21

SHOW 10 A. M. WEDNESDAY, FEBRUARY 20

FRANK ANDERSON, HEPPNER, SELLING

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ANNUAL MEETING—Oregon Hereford Breeders Association 2 p. m. Wednesday, Pendleton armory. Social hour, Banquet 6 p. m. February 20 at Western Club.

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