

# Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER  
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## "Niagara of Pennies"

Postmaster General Summerfield figuratively pointed a gun at the heads of the American people and demanded \$47 million. When his ultimatum was ignored, he pulled the "trigger," and on April 18 the business of this great nation staggered from the blow. No mail was delivered on that day.

Coercion got results. Congress handed over \$40 million and Summerfield put up his gun, muttering threats about further curtailment because he didn't get all he demanded.

Although he had already spent his year's appropriation and had to ask for more because he illegally let his department live beyond its means, Summerfield says he really wants it to pay its own way. So he's clamoring for a boost in postal rates. This leads Advertising Age to ask some pointed questions:

"Why is the postal organization so different from all other branches of the government, which never seem to worry one tiny bit about whether they pay their own way?" The argument is offered, says the magazine, "that this is a service which is used in differing amount by various individuals and groups, and those who use it should pay for it." Very good; but doesn't this apply to all services? Why aren't school costs paid entirely by those whose children use the facilities? Continuing, this magazine says:

The Chicago Daily News . . . which has been rummaging through the proposed federal budget, reports on the Bureau of Employment Security of the Department of Labor, which supplies farmers with seasonal workers from Mexico. "This program," says the budget scanners, "devised solely for the convenience of American farmers, cost the taxpayers \$1,957,000 in 1956. They want \$2,683,000 for 1958."

Says Advertising Age: "Has anyone heard any cries that those farmers who use this service should pay the costs of this bureau? And how does this differ, except in size, from the post office operation?"

The post office's ambition to pay its own way is a commendable one, but it appears to be moving toward its goal at a snail's pace, if at all. "And why," asks Advertising Age, "is there never any mention of improving the mediocre service which the department provides?"

About the time that Summerfield was brandishing his gun at Congress, Reader's Digest was preparing to publish "Our Horse and Buggy Malls." Virtually the only difference between mail sorting methods of 1845 and those of today, says this publication, is that in 1845 the clerks wore frock coats. . . . A letter often takes 48 hours to travel 100 miles, while in London a housewife can mail her grocery order in the morning and get stuff delivered the same day. . . . Seventy-five per cent of the cost of the post office goes into wages, and one-third of the man-hours is used in sorting mail. . . . In New York "you have to push ball bags out of your way to get across the floor, and there are traffic jams of hand carts." The Reader's Digest calls it a "Niagara of pennies going to waste."

Summerfield was so disturbed when he heard this article was coming out that his henchmen somehow got him a copy of the text before it was distributed. Reader's Digest business manager A. L. Cole was quoted as saying he couldn't explain how anyone got the text of the article before it was circulated in the magazine "unless it was swiped from the printing plant in Dayton." How did Summerfield get in a spot where he gets such poor publicity?

The whole fiasco points up the fact that neglect of public relations may have been one of his major troubles from the start. When he took office and discovered the mess in the postal department, he should have broadcast his shocking discoveries to the people. He could have made nation-wide headlines and aroused the public to the point of demanding prompt reforms and providing money to do the job. It could have been well on its way by now. And the embarrassment of the Reader's Digest expose could have been avoided.

Summerfield is asking \$5,000,000 for research in fiscal 1958 on a basis for modernizing the mails. Compared to the size of the job, that's peanuts, for the department is going behind \$2 million a day now.

Yet his chances of getting even the pittance he asks would not seem too good at the moment. People don't feel very kindly about shelling out

cash to anyone who enforces his demands by brandishing a gun — even a figurative gun.

Summerfield is also asking for an added \$500 million in postal rate increases, and Congress seems likely to give him what he wants. Those of whose business depends on the post office and who will have to ante up the \$500 million would feel a lot better about it if we had the assurance that the post office would be put on an efficient, mechanized basis.—Rock Bradshaw, Publisher, Crow's Lumber Digest.

## It Makes Work Worth While

Nearly everyone, at one time or another, donates either time, money or gifts, for worthy causes. Sometimes thanks are received for the work, where it is possible for the recipient to do so, but more often the giver knows nothing about what ultimately happened to his gift. For that reason it is mighty nice to hear once in a while that what you did was appreciated.

Several Morrow county women recently received the following letter from a Red Cross worker at the Walla Walla Veterans hospital. She had charge of distributing a box of gift coats sent to those men by a group of Morrow county women who have taken it unto themselves to see that veteran residents of the hospital can have at least a few of the pleasures of life. The letter, we know, makes all their efforts worth while and we reprint it here to show those who may have aided these women that their gifts were appreciated:

"Dear Friends:  
I am seldom at a loss for words but I was entirely speechless when I opened the box you sent for the patients in our veterans hospital.

"The coats are so right as to color, style and size and you cannot imagine the surprised delight when a patient puts one on, puts his hand in a pocket and finds a lovely gift.

"As you know, such supplies are given out solely on the basis of need and therefore they never go to the man who has means to buy his own things. That being the case, the ones who receive these fine coats are men who could have none other, wise and so they are so grateful and proud and happy.

"Many of our patients now are domiciliary patients who will be right here for the remainder of their lives. Most of them have no relatives at all, no other home and few if any friends outside the hospital.

"Imagine then, if you can, how much such gifts as yours mean to them. They are quick to say that some one remembers our veterans.

"Thank you so much for your generous gift and be assured the jackets and gifts will be used in the right way."

## Where Advertising is Welcomed

An impressive evaluation of the merits of newspaper advertising as compared with television advertising has been provided by Robert J. McBride, director of Research for the Detroit Free Press. He says: "People watch television because of the entertainment — commercials actually are intruders. A survey by Northwestern University shows that 61% of housewives would prefer TV without commercials.

"At the same time, advertising is an integral part of the newspaper. Readers buy the paper for the ads as much as for the editorial matter. Both men and women readers plan their shopping from the newspaper. The Northwestern survey shows that 92% of the respondents want their newspapers with advertising."

This brings McBride to his completely logical conclusion: "The advertiser gets the best results when his message is welcomed and desired."

"West German housewives are complaining that their husbands won't help them with the kitchen work despite a new law that gives the women equal rights with men. . . . Congress is expected to pass a bill just most any day, giving American men equal rights with women."—Carlsbad, N. M., Current-Argus.

Inflation note: The Wall Street Journal reports that a company decided to tear down an unused smokestack built in 1921. The original cost of the structure was \$8,740—but it cost \$13,470 to dismantle it.

man, are showing a considerable amount of the creeping characteristics which this variety claims to have. These older seedings which are now nine years old, are thicker than ever before. This is especially true at the Wright seeding where soil and moisture conditions are highly favorable. In commenting on the tour, E. R. Jackman, range crop specialist, OSC, said that every rancher with land in the higher rainfall areas, comparable to the Paul Webb ranch in the foothills, should by all means visit this seeding to see the excellent stand and utilization of the forage being made at this time.

Plans have been made for the annual youth range camp which will be held this year at the Tupper guard station in Morrow county. The dates are July 29, 30, 31 and August 1, 2 and 3. Camp attended by 4-H, FFA and other boys 14 years of age and older is directed at giving the boys a week of experience and pleasures in conservation of range wildlife and natural resources, with activities of identification and collection of plants, how to act in the woods, equipment for hunting and fish-

## THIRTY YEARS AGO

From the files of the Gazette  
Times June 23, 1927

Mrs. Walter Shaw of Vancouver, B. C. is visiting at the home of Mr. and Mrs. Jack Hynd at Cecil

The plans and specifications for the new auditorium-gymnasium to be erected by School District No. 1, arrived from the architect the first of the week.

Mr. and Mrs. Jack Mills of Kamiah, Idaho drove over to Heppner from Pendleton on Monday and spent a couple of days in the city renewing old friendships.

Mr. and Mrs. Chas. Vaughn returned from Portland Sunday, having spent several days in the city during the past week.

Boys leaving Heppner last Thursday for Vancouver, Wash., where they will be in training camp for a few weeks, were Maurice Edmundson, Terrel Bengel and Harlan Devin.

Earl and Leonard Gilliam made the journey to East Lake, south of Bend, and spent the weekend fishing.

Mr. and Mrs. Grant Olden of Rhea Creek were Saturday visitors in Heppner.

ing, tree identification, forest grazing management of cattle and grass as well as a lot of recreation. Boys who might be interested in attending this year's camp should contact this office or county chairman, Orville Cutsforth for more details. The cost of the camp is \$25 for the week with organizations interested, providing scholarships in past years. The Heppner Soil Conservation district have provided a scholarship for a worthy boy this year.

The staff of the Pendleton branch experiment station has extended a cordial invitation to all farmers in the Columbia Basin to attend their annual field day which is being held on July 2 this year. In the past, the staff has been extremely disappointed in the attendance at their field days. They are making a special effort this year to get a good turnout so that they might show the people of the area research work and progress there. They have planned an interesting program for everyone, including the ladies. It will be held at the main station only, and will begin at 9 a.m. Briefly, the field day includes a flower garden inspection and individual conferences with staff

members, winter hardiness testing procedures, a crop spraying demonstration by helicopter, a demonstration of the operation of a new four-bottom, two-way plow and a new experimental grain drill. These activities will take place during the morning and a lunch will be provided on the grounds. During the noon hour, Milan Smith, executive assistant to the secretary of agriculture will speak. During the afternoon, stubble mulch and drill trials will be observed and herbicidal summer fallow screening trials visited. Rate and date seeding trials of imar and burr wheat; experiments with canary grass; straw utilization experiments; selective herbicidal cheatgrass control trials and fence sterilization; spring wheat and spring barley fertilizer trials; pea herbicidal trials, experimental work with safflower, carrots, sweet corn, lima beans, etc. on dry land and a special tour to observe small grain variety trials will make up the afternoon program. For the ladies, flower culture, including a demonstration of making flower cuttings; food preparation using an electronic oven and a demonstration of Bishop sewing techniques will be held throughout the day. Why don't you mark this date on your calendar and plan to attend?

Progress is being made by the Morrow County Livestock Growers association in their project of

CALL FOR BIDS  
NOTICE IS HEREBY GIVEN that the Heppner Cemetery Maintenance District will receive bids for road paving as follows:

Approximately 42,000 sq. ft. to be surfaced, using type 0-9 oil matt surface. Contractor will be required to prepare base for surface, which includes rolling and sprinkling hauling and placing of aggregate. Rock to be furnished by the District. Contractor shall furnish oil for paving, using RC-3 asphalt; oil to be applied to State Specifications, on 0-9 surface. Contractor to roll completed job, leaving a smooth wearing surface, free from swales and humps, and shall dust surface, using 1/4-10 oil rock. When excessive bleeding occurs, contractor agrees to replace any part of surface for a period of one year, should it not hold.

All bids shall be sealed and directed to Elaine S. George, Secretary of the said District, at the office of J. O. Turner in Heppner, Oregon, not later than 8:00 P. M. July 3, 1957.

The Cemetery District reserve the right to reject any and all bids.

Elaine S. George, Secretary, Heppner Cemetery Maintenance District. 14-1c

## STAR THEATER

HEPPNER  
Thurs., Fri., Sat., June 20, 21, 22

GIANT  
From the novel by Edna Ferber. Show is 3 1/2 hours long. Thurs. and Friday show starts at 7 p.m., Saturday at 4 p.m.

Sun., Mon., June 23, 24

FULL OF LIFE  
Judy Holliday, Richard Conte. Sunday at 4, 6:05, 8:10

Tues., Wed., June 25-26

THE TATTERED DRESS  
Jeff Chandler, Jeanne Craine, Jack Carson  
FAMILY NIGHTS

USE GAZETTE TIMES  
CLASSIFIED ADS

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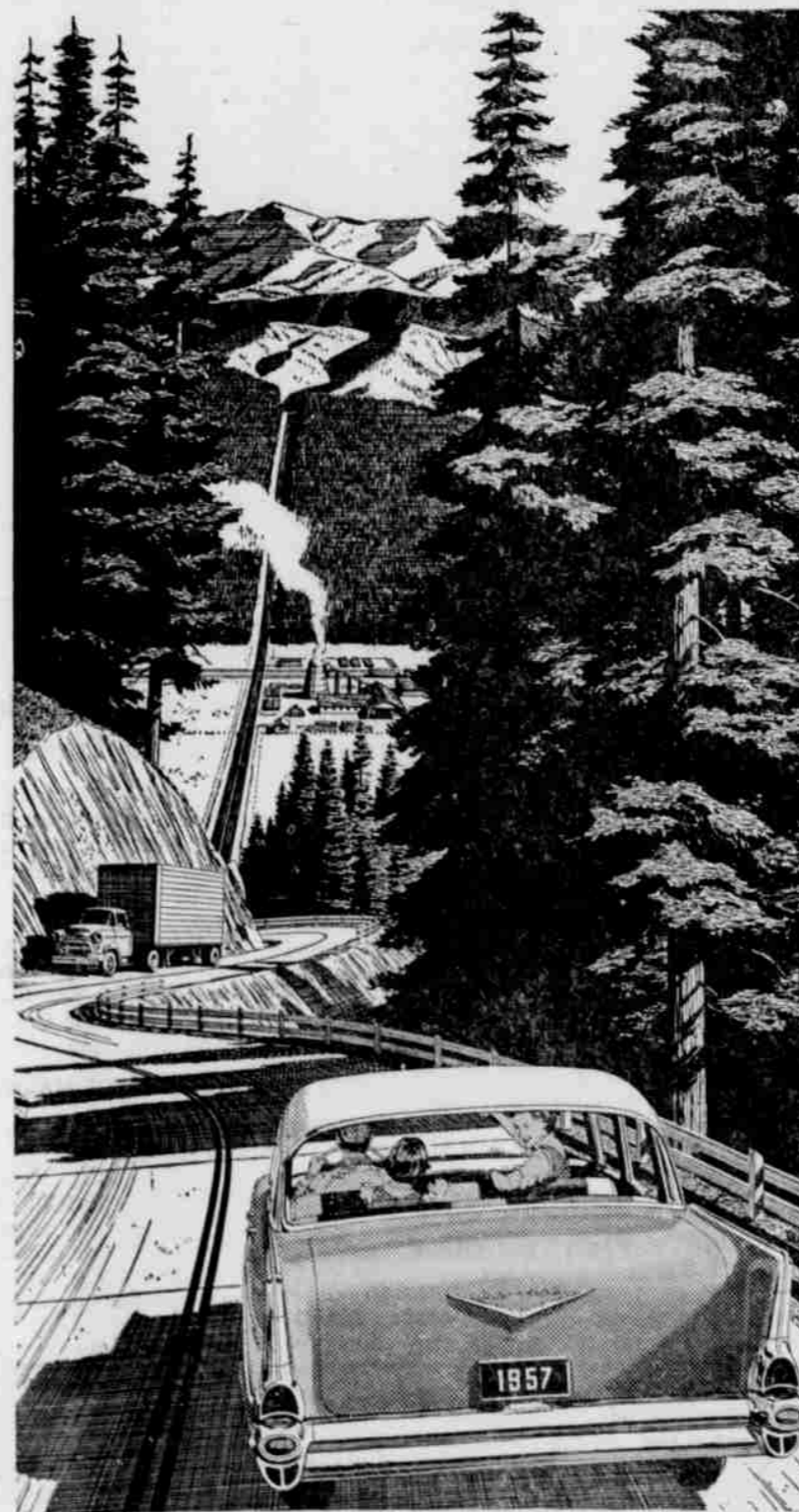
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HEPPNER

AIR CONDITIONING—TEMPERATURES MADE TO ORDER—AT NEW LOW COST. GET A DEMONSTRATION!



New Chevrolet Bel Air 4-Door Sedan with Body by Fisher

It's got the heart of a lion

(but it's a lamb to handle)

To know a Chevy in all its glory, head one into the open—the more mountains the better. You'll soon see why so many people dote on that smooth sure Chevrolet response and stout-hearted power. Chevy's performance makes their dollars look big!

You don't have to urge this car along. A Chevrolet comes alive with the flip of an ignition key. The power is charged with gumption. The wheel responds in a twinkling to tight corners or turns. And on a back road a Chevrolet steps with ease over ruts that would look like barricades to lesser suspension systems. In short, a Chevy shows "savvy." You can, too. See your Chevrolet dealer!



MORE PEOPLE DRIVE CHEVROLETS THAN ANY OTHER CAR

Only franchised Chevrolet dealers display this famous trademark

See Your Local Authorized Chevrolet Dealer

## From The County Agent's Office

By N. C. Anderson

The annual grazing alfalfa tour held Thursday, Friday and Saturday of last week, while attended only by a very few ranchers, gave an opportunity to see what seedings of grass and alfalfa on dry land range can do from the standpoint of increased forage out-put per acre. Evidently this spring has been an excellent one for the growth of alfalfa and grass and the majority of the plantings visited were looking the best since seeded. A number of 1957 seedings visited were off to a good start and it appeared that there would be excellent stands established.

Seedings we visited were made under various seeding conditions, in all parts of the county, on various soils and under a variety of moisture conditions. One planting, for instance, was that made on the Alex Lindsay ranch in lower Sand hollow, in a approximately 9-inch rainfall area. This seeding, established in 1953, had not

shown much promise in past inspections, however, this year the seeding showed up as one of the better ones visited. Ladak, sevelra, nomad and ranger alfalfas are all doing well and a surprisingly good stand is evident this year.

An example of one of these seedings in the higher rainfall area is that on the Paul Webb ranch in the foothills of the Blue Mountains where rainfall averages approximately 16 inches. Seedings of nomad, rizoma, sevelra, ladak and ranger alfalfa, seeded with alta fescue and intermediate wheatgrass, was providing an abundance of feed for a band of sheep and a herd of yearling steers. Those on the tour agreed that there is definitely a place for alfalfa in grass seedings for pasture on dry land as well as irrigated lands. Two older seedings of nomad alfalfa visited, that on the Bob Kilkenny ranch north of Lexington and at Harold Wright ranch near Hard-