

"HEPPNER MERCHANTS FEEL LIKE SANTA CLAUS!"

88 Wonderful FREE Gifts-- 22 GIVEN AWAY EACH WEEK FROM NOW UNTIL CHRISTMAS. IT'S EASY!

Heppner Gazette Times

Copies 10c

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74th Year, Number 38

YOUR HEPPNER
LUCKY NUMBER

No 1230

November 29 To December 4

SAVE THIS NUMBER
FOR FREE PRIZES!

Interdependency Of Farmers and Business Stressed

Oregon farmers and city business men are now almost completely dependent on each other for their mutual well-being. Ralph Beck, assistant director of the extension service at Oregon State college, told guests at the annual Farm-City Week banquet Monday night at the Heppner Legion hall.

Beck showed how 40 percent of all persons employed in Oregon are in some way connected with the food and fiber business and he pointed out that agriculture is the second most important industry in the state. He listed timber products as first in importance, followed by agriculture, tourism, hydroelectric power, minerals and fisheries.

He pointed to the continued development of hydroelectric power as a necessity for greater development of industry in the region. He said Bonneville power Administration figures show that at present we are about one third completed in the development of the hydroelectric potential of the Columbia river system. Six million KW of power are now being produced, another 6 million KW are under construction and a like amount is still projected. Further development with its additional population gain is needed to give producers a better market for local products—a market that will cut freight costs.

He predicted that maybe in the next generation we will see great irrigation developments, because of dams, that will convert much present wheat land into irrigated areas.

Awards Given
Master of ceremonies at the banquet, which was sponsored by the chamber of commerce, the Heppner Soil Conservation district and the Farm Bureau, was Oscar Peterson, Ione, who told some of the history of the soil district. Conservation man of the year, Burton Peck, Lexington, was presented a gift from Raymond French, chairman of the Heppner soil district, and the Empire award, by Jack Whitman, Pendleton, of Empire Machinery Co., donors of the very unusual plaque.

Past supervisors of the Heppner soil district were also given plaques in acknowledgment of the effort they had given the district, one of the first organized in Oregon. They were John Wightman, an original member and still a director; Henry Peterson, Newt O'Hara, O. W. Cutsforth, Orian Wright, Charles Carlson and W. F. Hughes.

The 1957 Grassmen of the year plaque was presented to the Wilkinson Ranches by Harold Beach, president of the Morrow county Farm Bureau who told of the accomplishments in that line which have been made on the ranches. The award was accepted by Mrs. Frank Wilkinson for her

WHEATGROWERS ASK BETTER WEED CONTROL, TAX STUDY

Morrow county wheat farmers turned out in larger numbers than for many years at their annual fall meeting which was held at the Lexington grange hall last Thursday. Over 70 wheat farmers, including the ladies, attended the all day meeting and helped with drafting recommendations which will be carried out through the coming year. New officers were elected with Milton Morgan elected as chairman and Max Barclay, vice chairman.

Recommendations from the production and land use committee headed by Tad Miller included a request for the continuance of a county seed source to locate and distribute clean seed to our farmers. The committee commended plant breeders for excellent varieties released in the last few years and asked for continued research in the development and release of new varieties as needed. They ask that an effort be continued to establish a USDA soils and water laboratory at the Pendleton branch experiment station. They asked the Oregon Wheatgrowers League to budget necessary funds to encourage chemical companies and the experiment stations and colleges to put an all out effort into the development of methods to eradicate the number 1 weed problem, morning glory. They also recommended that the Morrow county weed control district law be enforced with special emphasis on morning glory. They also asked that a study be made on Canadian screenings and that an analysis be made to obtain the percentage of weed seeds and feed value to determine the comparison with local feed grains and the danger of gaining noxious weeds through this feed.

The taxation and legislation committee, chaired by Harold Beach, Lexington, asks that research be made on the present equalization formula in determining a more equal base than assessed valuation for distribution of state basic school funds. They favored a continuation of the ten mill levy for maintenance and improvement of roads and asked for a five man committee to advise the county court on road needs by communities. They recommended that a study be made of taxation on income producing property owned by charitable organizations to determine if they are paying their fair income tax. They felt it very important that the Oregon Wheatgrowers League hire a capable man to represent wheat growers at the 1959 state legislature and went on record opposing any increase of REA loans that would make them higher than average interest rates paid by the government on any other loans.

The youth activities committee made a number of recommendations pertaining to the Oregon Wheatgrowers League sponsored fat stock show and sale. They asked that the show be held on June 8, 9, 10 and 11 and that the auction sale be continued in place of a marketing day which has been considered. In the live-

stock judging contest held as a part of the show they asked that 4-H and FFA members be required to give oral reasons on their classes but that the method of judging these reasons be improved. They did not favor the fattening of heifers for the show and asked that no restrictive weights be set up for lambs. They were very much in favor of returning to the ration requirement of using 50% wheat necessary until the last year. They asked that the determination of sale weights be made through a weighing with a 12 hour shrink rather than using the off-truck weights which have been used the last two years. They felt that using off-truck weight penalized the boys and girls who must haul their livestock a long distance, and they favored restricting the show to Oregon exhibitors only and were opposed to combining 4-H and FFA competition in the show. Bernard Doherty, Heppner, is chairman of this committee.

The Federal agricultural programs committee presided over by Max Barclay asked that consideration be given in developing some kind of program or device to prevent a buildup of barley surpluses such as has happened in the case of wheat. They asked that Public Law 480 be extended and that it include white wheat. The committee spent a

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Heppner Area Gives Good Response To Christmas Seal Sale

One-fourth of the Heppner area residents have sent in their donations for the Christmas seals mailed by the Morrow County TB and Health Association on November 15, reports Mrs. L. E. Dick, Jr., seal sale chairman.

This response is particularly gratifying because tuberculosis is on the upswing in Oregon.

In Portland 228 new cases of tuberculosis reported as of October 25, 1957, are noticeably in excess of the 206 new cases in 1956.

There were 539 new cases of TB reported in Oregon last year. Seventy persons died of tuberculosis last year.

Christmas seals support the work of the tuberculosis association for prevention and control of TB. The annual Christmas Seal sale is the only fund-raising campaign put on by the association.

Savings Bond Sales Climb in County

October sales of E and H savings bonds for the state of Oregon were greater than any other month in 1957, totaling, \$4,860,451. They were up 29% over October 1956.

Morrow county, according to county chairman Jack Bedford, showed an increase over October 1956. Sales for this county were \$59,102, compared to \$57,710 in October of last year. County sales through Oct. 31 this year are \$247,886 compared to \$228,333 for the same period last year.

October 1956 sales were exceeded in 27 of Oregon's 36 counties.

WEATHER

The Heppner weather station reports:

	Hi	Low	Pr.
Thurs.	40	29	—
Fri.	56	29	—
Sat.	66	40	—
Sunday	70	34	—
Mon.	69	38	—
Tues.	57	33	—

Rainfall for week, none; for November .95; for the year, 15.45 inches.

SUFFERS HEART ATTACK

Jack Plug, county school superintendent, suffered a heart attack Monday at Hood River where he had gone to attend a district school meeting. He is in a Hood River hospital and Tuesday morning was reported resting fairly easily.

FRANK BAKER SERIOUSLY ILL

Word has been received here that Frank Baker, former resident of Heppner, is critically ill at his home at 23 S. Underwood St., Kennewick, Wash. His wife, Josephine Mahoney Baker was correspondent for the East Oregonian for many years when they made their home here.

Floyd Sayers and Tommy Driscoll were in Eugene for the ballgame Saturday. Tommy visited at the home of Brent Bengtson.

Stepped Up Traffic Safety Program Now Under Way

Heppner mayor W. C. Collins this week joined with other city and state-officials in urging all residents to take part in the stepped-up attack on traffic accidents program which will begin Dec. 1.

The mayor's proclamation, which is printed below, came at the same time as did a notice to all state police officers that they are to concentrate on stringent enforcement of all traffic laws from now until the first of the year. The state police order came at the close of a month which has seen a steadily rising traffic death toll in the state, one which has pushed Oregon's deaths by traffic far above the same period last year.

State patrolmen have been ordered to desist from warning verbally or in writing, for the remainder of the calendar year, any person detected in violation of the basic rule and to take appropriate court action against such persons instead.

Mayor Collins urged the cooperation of all motorists and pedestrians and instructed chief of police Dean Gilman to enforce traffic laws to the limit during the holiday season. The following proclamation was issued at the request of state safety officials:

"Whereas, Oregon's accident toll usually reaches a record high during December, and

"Whereas, positive action must be taken to make every Oregonian conscious of the necessity of safe driving on highways and city streets during the holidays, and

"Whereas, the cooperation of all motorists and pedestrians with traffic activities of public officials is needed to provide efficient and safe traffic movement,

"Now, therefore, I, W. C. Collins, mayor of the city of Heppner, do hereby proclaim the month of December, 1957 as a month to re-dedicate ourselves to stepping up the attack on traffic accidents and call upon citizens to support officials and take part in organized traffic safety efforts in order to curb the shocking traffic toll."

Attendance Small At Chorus Concert

The Pendleton men's chorus sang to a small audience Friday evening at the high school gym and was enthusiastically received by those who attended the concert.

The group presented a varied program of choral selections interspersed with solos by chorus members. The program was under the direction of Robert Henson, and was presented by the Heppner-Morrow county chamber of commerce as a benefit for its field lighting fund.

Heppner Stores are Offering Many Gifts to Shoppers

FIRST OF FOUR WEEKLY GIFT
"GIVE-AWAYS" STARTS FRIDAY

Heppner stores this week open the Christmas shopping season with one of the most ambitious promotion projects to be undertaken here in many years—a series of special events expected to draw the interest of every resident of this area.

Starting this week, and continuing for four weeks, 22 Heppner stores will each offer a worthwhile free gift to lucky winners who visit the stores. Every resident can participate and each has an equal chance to win one or more of the prizes being offered to those who make Heppner their Christmas shopping headquarters.

The complete rules of the contest will be found elsewhere on this page but the idea, briefly is this: In the upper right hand corner of this page of the Gazette Times is a number. Every participating store, whose ads readers will find elsewhere in today's paper telling of this week's free gift, and other interesting and timely merchandising news, will display a placard in their store with a number drawn at random from the circulation list of this week's Gazette Times. If the paper number you have, coincides with the number in any store, the prize is yours. There will be a new contest each week for four weeks, with new prizes each week, and a new number on each copy of the paper so every resident will have four chances to win the many excellent gifts.

In fact, every reader will have 22 chances to win each week! The unusual contest is being sponsored by the merchants committee of the chamber of commerce in conjunction with the Heppner merchants and the Gazette Times, as a means of proving to the residents of Morrow county that local stores are now displaying one of the finest selections of Christmas gift merchandise ever shown in this area.

As an added feature, this week only, the Gazette Times is sponsoring a special "Name the Santas" contest which can prove interesting and amusing as well as profitable for the lucky winners. Complete details to this contest will be found with the page of

pictures of all the many Heppner "Santa Clauses" on page 2 of today's paper.

The chamber of commerce urges every reader of this paper to read the rules (below) and start out today to see if his or her lucky number is one of the 22 lucky numbers this week. Prizes in this week's contest must be claimed between Friday and next Wednesday. Starting next Thursday there will be new prizes with a whole new set of numbers. Don't miss an ad in today's paper either, for they all tell of the prizes being given this week. It's a good way to get acquainted with all the Santas pictured in the many ads, too.

County to Receive Forest Monies

State Treasurer Sig Unander has received from the Forest Service division of the United States Department of Agriculture the sum of \$9,450,662.51 as the annual 25 percent distributive share of the state of the amounts collected by the United States government from forest reserve rentals, sales of timber, and other sources from forest reserves for the fiscal year ending June 30, 1957. The amount received by the state from the same source for the year ending June 30, 1956, was \$9,422,817.04, according to state treasurer Unander.

The money will be apportioned and distributed to the various counties based upon the amount that was received during the fiscal year from forest reserves.

The amounts apportioned are divided in the proportions of 75 percent to the road funds and 25 percent to the school funds of the counties.

The tabulation by the treasurer shows that Morrow county will receive a distribution of \$16,677.35.

Orin Bisbee of San Francisco returned to his home Wednesday having visited his father, L. E. Bisbee for 10 days.

HERE'S HOW THIS EXCITING CHRISTMAS GAME WORKS!

1.—Check the front page of your Heppner Gazette Times for the special number which appears in the upper right hand corner of the page. Each copy of the Gazette Times will bear a special number like this each week from now to December 19.

2.—Compare the number on your copy of the Gazette Times with the number on the poster in the stores of each of the 22 participating Heppner merchants. The numbers on these posters are the lucky numbers which will be different each week. Only 22 winning numbers will be picked at random each week and each of the participating stores will display one number on the poster in the store.

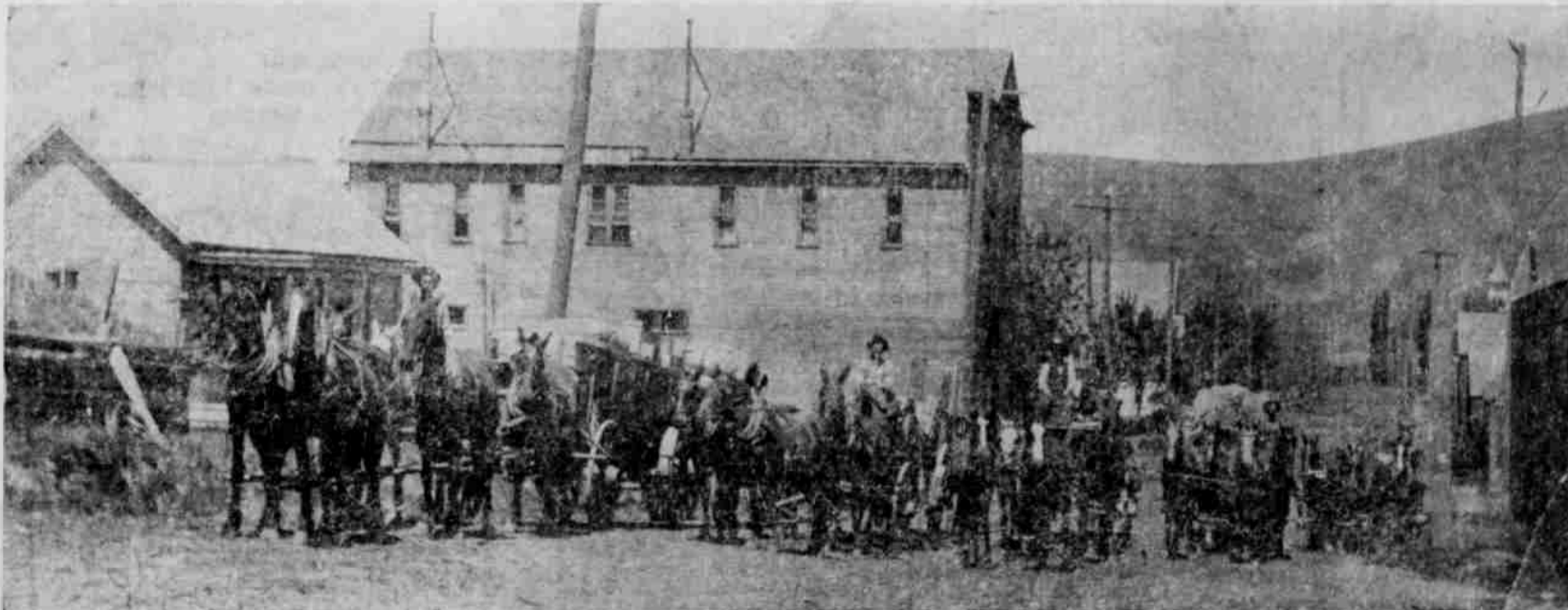
3.—If the number on your copy of the Gazette Times corresponds with any 1 of the numbers which appear on the posters in the stores you are the winner of the FREE GIFT which will be presented to you by the store which has

your number—just show your number to someone in the store.

4.—Remember—absolutely no purchase is necessary to win the FREE GIFTS and anyone is eligible to win regardless of age or residence. One person may win more than one time, of course.

5.—The lucky winning numbers will be displayed in the stores each Thursday afternoon and winners will have until store closing time Wednesday of the following week to claim their gifts, at which time new numbers will appear in your Heppner Gazette Times and will be effective for the next week's gifts.

6.—Extra numbered copies of the Gazette Times will be available at the Gazette Times office at no charge. Gifts will be given for 4 weeks so be sure to check your copy of the Gazette Times each week for the numbers and check each store each week to see if you are a winner.



BACK IN THE OLD DAYS OF HEPPNER—Pictured is a group of five freight wagons getting ready to leave Heppner on the long trip over the mountains to John Day. This photo was kept by Rush Crabtree, one of the two surviving men pictured, who now lives in Monument. The other driver still living is Jack Hughes, Heppner, who brought the picture to the Gazette Times. Pictured on their wagons, when this photo was taken in June, 1912, were left to right, Roy Boggs, Harrison

Flowers, Dick Johnson, Hughes and Crabtree. The photo was taken on the corner of Gale and Willow streets, looking north on Gale street. In the distance on the far left can be seen the steeple of the Methodist church. The trip from Heppner to Monument normally took from four to eight days but sometimes required as long as 21 days. The old 4, 6 and 8 horse teams succumbed to more modern means of transportation in 1917.

Added--Prizes In "Name The Santas" Contest--See Pg. 2