

Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER
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ROBERT PENLAND
Editor and Publisher
GRETCHEN PENLAND
Associate Publisher



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Advertising's Service

When Hal Stebbins, Los Angeles advertising man who is chairman of the Creative Committee for National Advertising Week (Feb 9-15), adopted the theme for the observance "America is a Better America—Thanks to Advertising!", he almost made an understatement.

In fact, if we all sat down and started to list the importance of advertising to our daily life, we'd quickly realize that we could hardly get by without it if we wanted to enjoy the comforts of our present high standard of living.

You are going to buy a new automobile, so you start looking at ads. The same for television sets, radios, washing machines, phonographs, furniture and a host of other things.

Your wife wonders about what you'll have for dinner. She looks at the food ads, gets her ideas. Or maybe you're going out to dinner, but where? Look what it says in this ad, just what we'd like.

You want to buy a new home, or sell your old one. Ads. The children need new clothing and so do you. Ads.

Of course, you're going to the dealers, the stores, etc., to purchase your merchandise. But what

you've read in advertisements already has given you a good idea without having to comb miles and miles for the same information.

Of course, this is just one of the many facets of the importance of advertising to the consumer—as well as the advertiser.

In an advertisement you see something new that you never thought of before, but you know right now that you want it.

That's the big suggestive power of advertising that has so built up this "better life" Mr Stebbins has been talking about. It has made for the richer life as compared to the onetime austerity when advertising had little to do with the life of the people.

Paul Mazur, banker-author, says: "The power of advertising is one of the great persuasive forces not only in educating men and women to a higher standard of living, but also in providing industry with its necessary sales volume, and workers with their high wages and purchasing power."

And so, as we hail National Advertising Week, we pay tribute not only to a great industry from the standpoint of physical power and assets, but also to a great industry of service to both business and the public.

From The County Agent's Office

By N. C. Anderson

The first seeding of grass that we have heard of was made this week at the D O Nelson ranch in the North Lexington Community. Visiting there Monday morning to check on the rate and depth of seeding, we found one of the most promising seedings being made for some time. Delwin is seeding approximately 300 acres of grass as part of the Conservation Reserve of the Soil Bank program. The seeding was being made with his deep furrow drills in summer fallow which was an excellent seed bed with moisture galore. He was seeding 6 pounds of grass per acre making quick work of the job with 12 acres being seeded per hour. For those who are interested in grass seeding in the Conservation Reserve, this seeding should be something to watch for results.

Those who attended the field day at the Bernard Doherty ranch last Thursday afternoon were interested in results obtained from the systematic treatment of cattle for grub control. The demonstration trial set up on November 15, 1957 included 16 cattle of various ages treated with the new systematic grub control treatment, ET-57. The remainder of the herd of about 25 cows were left untreated for checks. The treatment resulted in a 94% control of grubs in comparison to untreated animals. With this high degree of control, the treatment looks promising enough so that livestock operators should be interested in this simple method of grub control with the new material which will be available on the market this fall. Thirty four persons attended the field day.

A number of farmers have called at the office during the past week to discuss weed control in winter grain. Tar weed and other annual weeds seem to have grown during the entire winter with many of the weeds so large farmer are anxious to spray now before they get out of hand. In determining when to spray the major considerations depend upon several items: 1. the stage of growth of the grain to be sprayed. 2. the size of weeds, 3. temperature at time of spraying.

Dean Swan, weed research man at the Pendleton station has found over the years that the size of the wheat being sprayed is probably the most important

item. Wheat for safe spraying should be tillered three to four tillers is advised. The fields that I have looked at and have talked to our farmers about seemed to be well enough advanced so that size is not a problem in the majority of cases. The smaller the weeds at the time of spraying, the better the weed control. Concerning temperature, work done earlier indicates higher wheat yields when the minimum temperature at spraying time is above 25 degrees. Higher degrees also insure better weed control in that the 2,4-D will be taken in readily by the plant if it is actively growing. While it is a bit difficult to prophecy the weather and how cold it will get the night after your field has been sprayed, it appears that the following statement can be made, "If early planted wheat has made good growth and weeds have also made good growth, then it looks advisable to spray and gamble on the temperature. I don't think that growers in all sections will want to spray, but with good wheat growth, and big weeds, it looks advisable to at least spray certain fields." Last week we advised farmers to hold off on spraying, however, by the time this is read, two weeks have elapsed which makes us closer to spring.

Some questions have been asked about the best formulation of 2,4-D. Various types and rates of 2,4-D have been studied at the Pendleton station. For the hard to kill weeds such as tarweed and blue mustard, three quarters pound acid of Propylene glycol butyl ether and one pound of iso-propyl-ester 2,4-D gave best control. Either will do a good job. For those who are still undecided we have results of several years experiments on time and temperature of application, two types and rates of 2,4-D used and yield. Some of this data shows that wheat yields were lowered considerably when spraying is done below or drops below 25 degrees temperature shortly after spraying. However, at these temperatures good weed control was obtained which might be due partly to the small size of the weed when sprayed. Weed spraying is another farm practice which depends on a number of situations and results are not the same year after year even though the same pattern

THIRTY YEARS AGO

From the files of the Gazette Times
February 16, 1923

A Leap Year party was the order of the evening at the M L Case residence Friday night when Mrs Case entertained for ten guests.

E B Aldrich and a party of friends were visitors in the city for a short time Sunday from Pendleton. Mr Aldrich is editor of the East Oregonian of that city.

Mr and Mrs J A Troedson and Francis Jones spent Tuesday night in this city, coming up from Morgan to take in the wonderful picture Ben Hur at the Star theater.

Earl Hallock and Earl Gordon visited Walla Walla Sunday in Hallock's car, going over and back the same day just for a recreation jaunt.

The fourth grade of Heppner school gave a play entitled "Betsey Ross and the First Flag" at the Parent Teacher meeting Tuesday. The cast included the following: Marshall Fell, William McRoberts, Howard Cleveland, Loyd Burkenbine, Marie Barlow, Olivia Baldwin, Louise Anderson, and Viola Kirk.

is followed.

A lot of our hay farmers are wondering about what to do about the hay situation in 1958. Since many of our farms have carried over a lot of hay it might be time now to do a little figuring on whether to cut or pasture some of the normal hay area. For those who can, pasturing has these advantages if you see you do not need all the hay you can produce. 1. It's lots cheaper than haying. 2. The owner's livestock furnish a market right on the place. 3. Pasture of this kind can be used as a tool to help the range. Use the pasture early and let the range grasses get up high enough so that the livestock will have plenty of feed later in the summer. 4. Machinery isn't wearing out if the grass is cut by the cows.

For those who are interested in herd bulls we would like to remind you of the Oregon Cattle-men's Association sponsored range bull show and sale at the fairgrounds on Ontario on February 14 and 15 with the sale Saturday afternoon and the Blue Tag sale at the Round up

WASHINGTON AND "SMALL BUSINESS" BY C. WILSON HARDER

From all reports, from all over the nation, this past holiday season postal service was the slowest, most inefficient in history.

Actually, it was not the fault of the postal employees, as they still aching backs will bear witness.



Called "junk mail," illegitimate mail, or any other name, it is becoming increasingly apparent that the amendment to the postal rate increase bill by Rep. Rhodes of Pennsylvania is a very sound one. His amendment provides that no one user of the second or third class mails shall be subsidized more than \$100,000 in a year.

Writing in the Denver Post, that great newspaper's outstanding columnist, Roscoe Fleming, recently reported some weird happenings in post office of Mile High city while holiday mailing rush was getting underway.

One big food company decided to send through the mail free samples of mashed potatoes to Denver householders. The samples weighed 5.5 ounces, or three to a pound. Thus on basis of 200,000 home delivery, Mr. Fleming estimates weary postman toed around 66,000 pounds, or 33 tons of mashed potatoes.

The huge company that perpetrated this load for the mailmen paid at the rate of 4.5 cents per package, or a total of around \$9,000, which figured out less than 14 cents per pound.

"By contrast," wrote Mr. Fleming, "We, the ever lovin' people pay about \$1.20 per pound to send first class and air mail."

Pointing out that the Post Office Dept. claims that junk mail in 1956 cost a half billion more to handle than was paid for this service, Mr. Fleming reported that right while the mashed potato storm was in progress, an agent for the junk mail industries came to Denver and insisted the junk mailers are not subsidized. It's really the people who are subsidized because of all the junk they get for nothing.

Thus, his contention was that people should be grateful for this free junk, forgetting that out of their tax money this year will come at least \$600 million to pay for this service.

Of course, pending before Congress is a bill to raise first class postage to four cents. First class makes money for the post office, hence the aim to increase profit making end of the business is asked. On several occasions nation's independent businessmen, voting through the National Federation of Independent Business, have opposed such a move.

Thus, the amendment to the bill put on it by Rep. Rhodes looms as most important. Thus, for example, some of the big national magazines now subsidized up to as much as \$10 million per year would have to pay for this service after the first \$100,000 worth of subsidy. Obviously, they are going to battle this.

Likewise, so will concerns such as the huge soap company which spent \$900,000 plastering the nation with sample boxes of a new detergent, which cost the taxpayers \$1,900,000 over what the soap company paid. Also of interest will be editorial stand of big magazines on this issue. It's kind of difficult to urge economy one week, a subsidy for self the next week.



"MIGHT HAVE BEEN YOU"

"The training a child gets from his parents in his early years is his later conscience." Amos Reed, Oregon's new superintendent of MacLaren School for Boys, Woodburn, said in an interview Monday.

grounds in Pendleton on February 19 and 20. The sale will be held beginning at 11 a m on Thursday the 20th.

Reed said present plans call for making the Woodburn school as much like a real home or school as possible.

Reed enumerated three "general areas of causation": The child himself, the family and the community. At one year the child begins to know there are certain things that are not done. By six his pattern is beginning to be formed. By 12, according to Reed, his standard is pretty much formed and beyond that age he is difficult to change.

If you are honest in your self analysis, you'll find you are not so good yourself. You have been saved because you had understanding relatives or friends.

The speaker urged parents and friends to make every child feel wanted and needed, to have a responsibility in his home and community and to feel there are

NEW STATE UNIT

A new state department has been added to Oregon's numerous divisions, boards, councils, etc. A migrant farm labor division started at its functions this week as a division of the Oregon State Department of Labor.

Mark Martinez Infante of Portland heads the new division. He holds a law degree from the University of Mexico, and was labor disputes referee in Mexico before coming to Portland. The department set up and appointment was made by Labor Commissioner Nilsen.

Farmers who hire Mexican workers will have to pay higher fees this year. Fees for contracting have been raised from \$7 to \$10 per worker. Mexicans can be brought in only when the local labor supply is inadequate.

Migratory labor problems are now being studied by a special interim committee of the Oregon Legislature.

KNOW YOUR GOVERNMENT

A statewide "Youth 4 H Know Your Government" session in Salem March 7-8 will feature speeches by three high elective officials of Oregon.

On the opening day Secretary of State Mark Hatfield will deliver the welcoming address. Gov Robert D Holmes will speak at a banquet in the evening. State Treasurer Sig Unander will address the delegates March 8.

Each county will send two 4-H members.

WHAT PRICE PORK CHOPS?

A total of 38 bred gilts brought

\$4835 this week at the 13th annual Oregon Swine Growers sale held at the Oregon State Fairgrounds in Salem.

The crowd became a cheering crowd when W H Tipton, Roseburg, ran Earl E Simontel's Oakdale Royal Turk, a Yorkshire, up to \$175.

These boys are not bothered with missile fever. It's pork chop fervor for them.

STATE FAIR A'READYING

The same rodeo company that put on last year's show at the Oregon State Fair will be seen at this year's 10-day fair. The rodeo contract calls for the first \$5,000 to the State Fair, the next \$15,000 to the rodeo, and a 50-50 split for the rest.

The Oregon State Fair board and Manager Howard Maple have settled most of the amusement problems for the enlarged 1958 show.

Max Manchester who staged the 1957 horse show has been retained, at \$1,150 and ordered to select more "diversified" judges at less expense. The board also asked that a bid be made for the appearance of the Canadian Mounties. Larry Allen, who produced the 1957 night review stage show will produce the 1958 show.

DIGEST OF OREGON LAWS

Attorney General Robert Y Thornton recently released the following legal opinions on Oregon laws:

The State Industrial Accident Commission has the power and authority under amended law

Continued on page 7

OUR NEW PHONE 6-5817
WE HAVE INSTALLED -
New wall-to-wall carpeting, tile showers and steam heat in all rooms.
NORTHWESTERN MOTEL
Mr. & Mrs. Rufus Piper

ALL SAINTS' EPISCOPAL CHURCH
ANNUAL
Pancake Luncheon
SHROVE TUESDAY
FEBRUARY 18
Parish House 11:30 a. m. to 2 p. m.

Air Conditioning—temperatures made to order—for all-weather comfort. Get a demonstration!

Newer and finer in every way. Yet—
CHEVROLET IS LOWEST PRICED OF THE LOW-PRICED THREE IN THE MODELS MOST PEOPLE BUY!

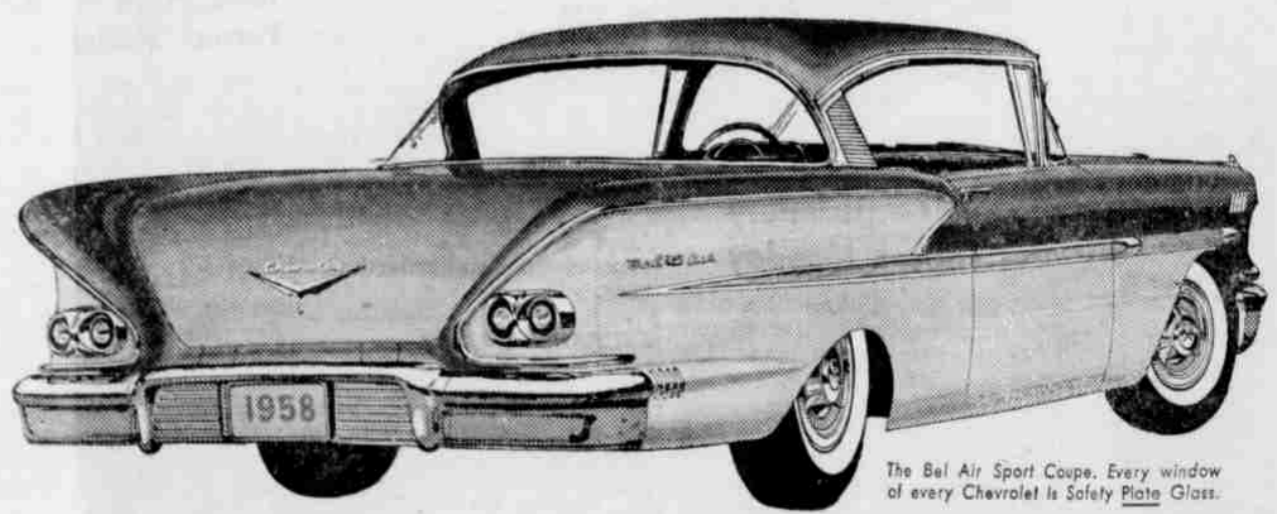
Chevrolet is by far the newest, nicest car in its field—the only one that's new from ride to roof. And in the models most people prefer, Chevy costs you less than the other two low-priced cars.*

Chevrolet does more for your dollars than any other car in the low-price field. Even the lowest priced models share in Chevy's unique new beauty and costly car feel.

Every Chevrolet's a full nine inches longer—lower and wider, too. When you hitch these new dimensions to any of Chevy's new engines, you've got a big serving of spirited action.

See your dealer to find out how little Chevy's brand of fun will cost you. You get more for your money in every model—and Chevrolet is the lowest priced of the low-priced three in the models most people buy!

Only franchised Chevrolet dealers display this famous trademark



The Bel Air Sport Coupe. Every window of every Chevrolet is Safety Plate Glass.

See your local authorized Chevrolet dealer for quick appraisal—prompt delivery!
*BASED ON FACTORY LIST PRICES FOR COMPARABLE SEDAN AND HARDTOP MODELS.

STAR THEATER
Thurs., Fri., Sat., Feb. 13, 14, 15
Zero Hour
Dana Andrews, Linda Darnell, Sterling Hayden
PLUS
The Restless Breed
Scott Brady, Anne Bancroft, Jay C. Flippen
Sun., Mon., Feb. 16, 17
The Tin Star
Anthony Perkins, Henry Fonda, Betsy Palmer. Sunday at 4, 6 and 8
Tues., Wed., Feb. 18, 19
The Broken Lance
Spencer Tracy, Richard Widmark. FAMILY NIGHTS.

From where I sit... by Joe Marsh
Windy's "Sleep Machine"

"Call me lazy," says Windy Taylor, "but it's folks like me who are responsible for progress. Come see my latest invention."

Windy's latest consists of an old alarm clock, some door springs, a car battery—all wired up to the hopper of his cattle-feeder.

When the alarm goes off it closes a circuit—opening the chute and sending feed into the manger automatically. The clock's set at 12, so the cattle get fed midnight and noon while Windy sleeps (he takes a mid-day nap). They look fat and contented... and so does he.

From where I sit, I wouldn't call Windy "lazy." Far from it. It's just that he looks at things from every possible angle—and it seems to do him good. Windy keeps an open mind on all subjects. If you prefer buttermilk to, say, a glass of beer, he's not the type to "invent" ways of forcing his choice on you.

Joe Marsh

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