

# Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER  
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## Welcome, Neighbors

It's our pleasure to extend a hand of welcome to our new neighbors in the newspaper publishing business. Mr and Mrs Richard Zita, the new owners and publishers of the Condon Globe-Times and the Fossil Journal. We welcome them to the wonderful world of Eastern Oregon and the Columbia Basin.

The Zitass came a long way from their former home in Connecticut to take over the papers, but Mrs Zita is no stranger to the wheat fields and cattle ranges of this country, for she is the daughter of the Orville Cutsforth and grew up in Morrow county.

They are taking over newspapers that have been in the Stewart Hardie family for 20 years and have been published by Mrs Hardie since the death of her husband, Senator Stewart Hardie nearly two years ago.

We know the people of both Gilliam and Wheeler counties will welcome their new publishers and we at the Gazette-Times wish them every success.

## Business to go Boom!

Last week we took a little look into what the next 10 years or so might bring to the county, state and the nation in the line of changes, advancement and growth. It was one of several articles prepared by the Kiplinger Washington letter, well known prognosticators. This week we continue that a little farther to see what Kiplinger sees coming in the business line. He predicts (as do many other economists) a business boom in the 1960's, and he also sees inflation in the offing.

Here is another phase of his look into the future:

Business will boom in the 60's, according to a year-end report from the Kiplinger organization on changes and growth during the next decade.

The business boom will flow from population growth, plus rising productivity which will increase the output per man-hour, plus higher incomes, plus the pull of people who want more and better things for themselves, plus the nimble shifting of business patterns, Kiplinger says.

Companies will expand, despite painful and expensive growth. They must add capacity, products, diversity and new outlets as a hedge against

the rapid changes that would drive them down and possibly out.

More chains, larger stores and many stores taking on additional lines is the revolutionary picture for merchandising in the 60's. The food store will become a general store, with other things than groceries. The end of the trend is not yet for the super-super-market. Pre-packaged and frozen foods, requiring more complex equipment, fancier fixtures will all bring on new kinds of warehousing needs.

Also there's automation . . . this tide is rising fast. It means more mechanical equipment and system to replace muscle power. It's a must for domestic business, and it's a must for our foreign trade. Automation downgrades muscle, but it upgrades brains. Increasingly, college graduates will be lapped up and trained for top executive posts, technical and engineering jobs. And, surprisingly, the lower-echelon jobs such as foreman and supervisor will be filled by college grads.

As business gets to be in bigger units, it will need more trained brains. As it gets more far flung, more responsibility will rest on the individual. Business processes themselves are being upgraded and the men who run them. Automation adds to the need for the trained and the educated in key spots.

Wages and salaries are bound to rise, following the patterns now. Despite higher prices of everything—probably 20 percent higher by the late 60's—most people will be able to afford more things.

This means a continuation of inflation at about the same rate as in past decade. Savings, pensions, etc, will shrink in terms of what they will buy.

Unions will be affected by the growth of white-collar workers, specialists or experts in various fields. Unions will find it harder to unionize effectively. Union leaders are already foreseeing the trend.

More women will join ranks of workers in the 60's. They've got to work, for the growing economy requires that they do work.

Now 60 percent of women working outside the home are married and run households. The proportion will rise, especially women in the 45- to 54 age group who have raised their children. 45 percent of the women of middle age will be working by the late 60's.

vice chairman; marketing and transportation—Don Peterson, lone, chairman; Paul Tews, Echo, vice chairman; production and land use—Kenneth Turner, Heppner, chairman; Melvin Moyer, Heppner, vice chairman; taxation and legislation—Fredrick Martin, lone, chairman; Henry Baker, lone, vice chairman and youth activities—Bernard Doherty, Heppner, chairman; Alfred Nelson, Lexington, vice chairman. President is Max Barclay, Heppner; vice chairman is Walter Jacobs, lone; others who will participate in the Monday meeting are past president, Milton Morgan, lone and Oregon Wheat Growers League standing committee chairman, Mr and Mrs Vernon Munkers, Lexington; Alvin Bunch and Frank Anderson, Heppner.

Again we would like to remind everyone of the important educational program which will be presented on the Union Pacific's S O S (save our soil) train which will be spotted at the depot in Heppner on January 23. This year's program is centered around soil conservation. A slate of authorities on soil conservation will appear during the two programs presented during the day; one to begin at 9:30 A.M.; the other at 1:30 P.M. The specialists will present practical suggestions on tillage methods, water controls, strip cropping, and crop rotation.

We will see all of you at the annual meeting of the Morrow County Livestock Growers Association on Friday and Saturday of this week. You will enjoy the program which has been prepared as well as the special features and entertainment at the Saturday evening banquet.

One of the interesting professions at the stockman's course held at WSC last month was Dr Charles S Hobbs, head of the animal husbandry dept for the University of Tennessee. Raised on a cattle ranch and having first hand experience as an operator in the early '30's when times were not so good the assets from this practical experience have been applied with very good results on a 1100 head cow herd at the University of Tennessee. This large cow herd is run under range and pasture conditions, very much the same way that the ordinary rancher would operate. In listening to his experiences and the research program at that college, I could see where a big percentage of the results could be applied directly to our range operations in the county. Dr Hobbs pointed out the two best tools for your ranch was 1. on eye that sees and 2. a brain that works. The program at the University of Tennessee for their beef cattle herd was set up to reach four objectives. 1. High percent calf crop raised. 2. Ability to gain rapidly and efficiently, both before and after weaning (heavy weaning and yearly weights) 3. Desirable type or confirmation and 4. Ability to produce a desirable product. To do this a selection program with emphasis on picking individuals with traits which are economically important and which are heritable was used. Research at Tennessee and other states has shown the average steer calves gain about 7% faster than heifer calves but bull calves gain about 4% faster than steer calves. Cows six to ten years of age produce faster gaining calves than cows at other ages. Research at Tennessee and other states also show that at the present time that average beef calves at weaning time have gained 170 pounds per day. They have found that this suckling gain can easily be raised to 1.80 pounds per day through a program aimed at the 4 objectives. Along with this they have found that a one grade advance in quality of calves (good to choice) is as good as a hundred pounds of beef. Also that the percent of calf crop is as important as weight gains. Since there is no other use for a beef cow than to raise beef they have made the cows suckle a calf for at least 260 days. They also adjusted their calving period keeping in mind that a cow will produce well for the first 60 days after calving then level off unless feed conditions change this. Calving to take advantage of this has meant much to the average weights of calves at weaning time.

To take advantage of the top results the program at Tennessee for a basic plan of calf production is 1. cows are bred beginning about April 5th. 2. Calves are weighed at birth, about July 1, October 1 and at weaning time, November 1st. 3. Cows are wintered on hay and silage and improved pasture. 4. Cows are pregnancy checked in October or November and all but the very best open cows are sold. 5. When calves are weighed and graded about July 1 poor producing cows with calves and dry cows are considered for culling. 6. Calves are not crept fed because the objective is to measure the performance of the cow. In selecting heifer calves the following are taken into consideration: 1. At weaning about November 1st replacement heifers are selected on the basis of index, previous records of sire and dam, freedom from faults, breed characteristics, bone, etc. About ten to twenty percent more heifers are selected than will be needed to replace cows. This provides an opportunity to do some culling of yearlings and eliminate heifers that do not breed. 2. Heifer calves are wintered on good roughage and about 5 pounds of concentrates. 3. Yearling heifers that reach 15 months of age and weigh 600 pounds are bred during April, May, June and July. With the increased performance of the herd some heifers are bred younger than 15 months. 4. Bred yearling heifers are wintered on good roughage and calved out as a separate group. 5. Heifer calves that are not selected as replacements are wintered same as replacement heifers. 6. Heifers are put on good pastures about April 1 or sooner and 7. Usually these heifers are sold as grass fat heifers in July or August weighing 750 to 850 pounds.

For bull and steer calves the program is: 1. In Purebred herds at weaning about November 1 bull calves are selected on the basis of index, previous records of dam and sire, freedom of faults, breed characteristics, bone, etc. 2. Bull calves are wintered on silage, hay and winter pasture plus 5 pounds of concentrate. 3. They are pastured from April to mid-summer, July or August. 4. They are full fed for 100 days when herd replacements are selected and other bulls are sold. 5. Steer calves are wintered on good hay and silage plus 5 pounds of concentrates. 6. Steers are given good improved pasture from April 1 to September 1. 7. They are full fed for 60 to 100 days depending upon condition of cattle and market outlook. In 1957 steers from one herd developed under this system weighed 965 pounds at approximately 17 to 18 months of age after 62 days on feed and graded good to low choice in early September. As an example one herd of below average Hereford cattle has been improved approximately as follows from 1953 to 1958. 1. Calf crop percent increased 75 to 90. 2. adjusted daily gains of calves, no creep feeding, 1.53 to 1.90 for entire herd of over 200 cows. 3. Number of yearling heifers

## 4-H Club News

A 4-H horse club recently organized in the Heppner community with 30 members. Officers are Bobby Fetsch, president; John Cleveland, vice president; Marlene Griffin, secretary and Fern Albert, treasurer.

At a recent meeting at the Jim Valentine ranch reports were given by Mark Murray and Jimmy Lindsay on the parts of a hackamore and bridle. Shannon Mahoney and Jackie Brindle used Kim Valentine's shetland when naming and showing the parts of a horse. On a test naming the parts of a horse bridle and hackamore, Mark Murray had the highest score.

A tentative program of work was presented by the president and adopted by the members. The regular meeting date will be the third Sunday of each month with the meetings to start at 2 o'clock. Refreshments were served by Linda Valentine, Shannon Mahoney, Jackie Brindle, Judy Hamilton and Marlene Fetsch. The club members, leaders and 18 parents attended the meeting.

The next meeting is set for Sunday, Jan 18 at the P W Mahoney home at 2 o'clock. Films will be shown on the judging and showing of horses. Parents are urged to attend the meetings.

Leaders are Rod Murray and Mr and Mrs Homer Hager.  
Linda Valentine, reporter

weighing over 600 pounds at breeding time from 6 to all of the 42 replacements heifers in 1958. 4. Change from calving as 2 year olds to calving as yearlings with over 90% of calves saved from 2 year old heifers in 1958.

It appears that many of our Morrow county beef operators might consider some experiences to put into effect on their own ranches. While this has been done in Tennessee the same thing would apply to Morrow county.

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## Monument

Mrs Stella McCarty and son, Virgil drove to Heppner Monday morning on business.

Mr and Mrs Henry Martin left Friday for Prineville, taking their grandson home. They were going on to Portland and into Washington to visit for awhile.

Mr and Mrs Elmer Matteson drove to Heppner Friday on business and visited their son Dale.

The M M M Club met last Thursday at the home of Helen Brown. They held their regular meeting, then tied out a quilt for the defense work. Next meeting will be January 22 at the Doris Capon home.

## "Youth Must Store Up, Age Must Use"

By Phil Blakney

The future rests in the hands of our children. We must prepare them for the time when they will reach the age of action and decision.

Proper schooling, right thinking and belief in the golden rule are basic essentials. But—equally important is to give them a healthy body that will help them to face tomorrow's problems. In our pharmacy are the medicines, vitamins and other health-aids that your children need to develop a more disease-resisting body. We will always be glad to co-operate with your physician for your children's better health.

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## From The County Agent's Office

By NELS ANDERSON

While visiting at the Kenneth Peck ranch Monday morning we found them proud of the old family Jersey milk cow who had presented them with a fine set of twin calves. The two little black calves sired by the Peck Angus bull were doing fine taking their share of the milk but leaving some for the family use. The calf population had swelled considerably over the weekend for Steven and Martha Peck had each received a Tillamook Dairy heifer from the load of herd tested heifers brought up from Tillamook on Friday by Bernard Doherty. In addition to the Guernsey and Jersey calves going to the Peck's 4-H club, members Danny Wardwell, Dale Adlard, Alfred Drake, Barbara Bloodsworth, Tony and Maureen Doherty and Frank McFadden received Guernseys. Three other Guernseys went to the Douglas Drake, Marcel Jones and N C Anderson's. These twelve heifers are potential high producing milk cows to be added to the many brought from Tillamook during the past few years.

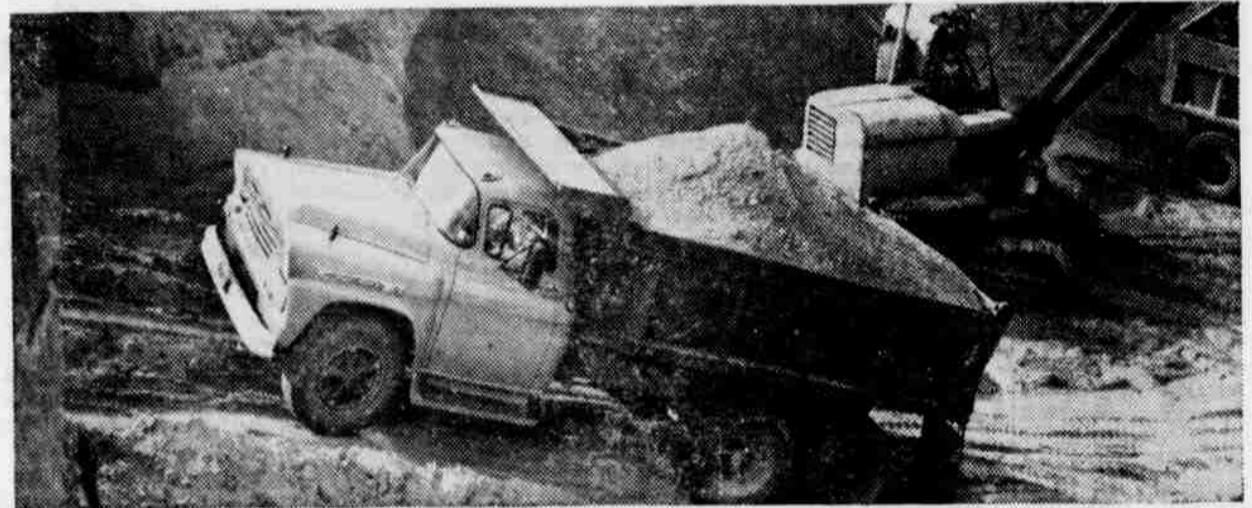
The Oregon Farm Bureau Federation has announced a number of meetings on meat promotion for all livestock producers with one of the series scheduled to be held at Vert Memorial in Pendleton on Wednesday, January 28th. The purpose of the meeting is to inform livestock producers of the nationwide program for meat conducted by the National Livestock and Meat Board.

to discuss means of expanding local meat promotion and to discuss means of making promotion programs more effective. A representative of the National Livestock and Meat Board will be present to explain the research, promotion and educational program being conducted by the Meat Board.

Beef, The and Cow Belle representatives will explain these Oregon Cattlemen's Association programs.

Looking over the program it would appear that the meetings would be of interest and value to everyone producing meat. The meeting is scheduled for 1:00 P.M.

The executive committee of the Morrow County Wheat Growers Association will meet Monday afternoon, January 19 to consider recommendations made by Morrow county wheat growers at their annual meeting held in November. Recommendations pertaining to Morrow county only will be studied for action. Recommendations passed on to the Oregon Wheat League for state and national attention will be reviewed with a report on the action planned at the Oregon Wheat Growers League executive committee held on January 14 and 15. Those heading up the committees for 1959 are: Domestic wheat utilization—Mrs Max Barclay, Heppner, chairman; Mrs Louis Carlson, lone, vice chairman; Federal agricultural programs—Louis Carlson, lone, chairman; Earl McCabe, lone,



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**SHOOT**  
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10:30 A. M.  
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