

# Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER  
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## "Your Newspaper—Freedom's Textbook"

By Robert E. Trea  
Pennsylvania Newspaper Publishers' Association  
Harrisburg, Pennsylvania

Exactly when or where the first written newspaper appeared nobody can say with certainty. Some scholars attribute its birthplace to Venice. Others maintain it was Rome. Still others say it was China. We only know for sure that newspapers—letters reporting the news—were sold and circulated a long time before the printing press was invented. As early as 449 B C hand-written news-letters containing local gossip and political memorandums were regularly circulated in the Republic of Rome. In fact, the forerunner of today's daily newspaper — by name, "The Daily Acts" — came into being as the result of Julius Caesar's decree in 60 B C that the Senate's transactions be written and publicized daily.

Man's ardent desire to know—to learn more about what has happened and is happening in his world—dates back to the first day he drew a breath. Moreover, his instinct to communicate and to be communicated to in writing is attested by the earliest crude figures that were cut in stone or marked on the walls of caves. Man wants to know. He has always wanted to know. And this want has grown with him. His demand and need for information—the latest information, the news—has increased right along with the complexities of his world.

The answer to this need has never been more fully realized than it is today in the most complex, fast-paced and technically progressive world in which man has lived.

There is no better example of responsible, efficient striving to meet the people's informational needs than that of today's American press. The daily and weekly newspapers of this country are pace-setters in satisfying the public's desire to know all the facts. Since the Boston News-Letter—our first American newspaper—appeared in 1704, the American press has not been diverted from this purpose of keeping the people informed, despite every obstacle thrown in its way.

Proof of its uncomprising success is the high standard of journalism you and I have come to expect without excuses.

As public education and the uncensored book have long been recognized in this country as essentials of an informed and therefore free people, the newspaper is both public educator and the daily chapters of history's ideas and events written down and dispatched to you as fast as they occur.

No educational system, no bound book can keep pace with your demand to know what is new every day. And yet you cannot afford not to get the answer. The space of freedom you occupy in this world is surrounded by hostile factions more than ready to encroach on your freedoms as much as your lack of the facts will allow. In this regard your uncensored newspaper is your daily manual of arms. It is your daily exercise in the use of your freedom's greatest weapon: information—prompt, full and free.

Your newspaper—more literally—is freedom's textbook. It is the virile, up-to-the-minute textbook rewritten for every day and every week of your life. It is your continuing education in local, state and national government in private and public finance, in human and international relations, in applied science, technological progress—everything that is history-in-the-making and trends for tomorrow.

You can read about it all in today's newspapers. The proposed legislature that may curtail or enhance one or several of your freedoms. The latest stock market action and the appropriation of your tax dollars. The real-life lesson of some individual's act for or against his neighbor and society. The political and economic maneuverings of nations and alliances. Medicine's gain on crippling and murderous diseases. Man's fantastic exploration of space. Your newspaper is your living textbook on every conceivable subject pertinent to your democratic way of life.

Neither condescending nor discriminatory toward any segment of its many-sided audience, the American newspaper serves the poor as well as the rich, the exceptional as well as the common man. It is written for and read by every literate man, woman and, yes, child, and over-rides every social and educational level in its informational value.

Its democratic service to all of the people is an indispensable part of the history of American journalism. In the Nineteenth Century a subscriber who considered himself a newspaper reader "of the more intelligent classes" berated the penny press as "degraded", suited only to the taste and capacities of the lower classes of people."

The answer of William Legget, of the New York Evening Post, reflects the credo of the American newspaper.

"If it were true," he replied, "that the readers of the penny press are chiefly confined to what our correspondent chooses to term the 'lower classes,' it would be no argument against them, but in their favour. Those who come within the embrace of that exotic phrase are in immense majority of the American people. It includes all the honest and labouring poor. It includes those whose suffrages decide the principles of our government; on whose conduct rests the reputation of our country; and whose mere breath is the tenure by which we hold all our dearest political, religious, and social rights. How ineffably important it is, then, that the intelligence of these 'lower classes' should be cultivated; that their moral sense should be quickened; and that they should have the means within their reach of learning the current history of the times, of observing the measures of their public servants, and of becoming prepared to exercise with wisdom the most momentous privilege of free-men. This great desideratum the penny press supplies, not as well and thoroughly, perhaps, as the philanthropist could wish, but to such a degree as to be necessarily productive of immense benefit to society. It communicates knowledge to those who had no means of acquiring it. It calls into exercise minds that before rusted unused. It elevates vast numbers of men from the abjectness of mere animal condition, to the nobler station of intelligent beings. . . . He who addresses himself to the mass of the people, has readers whose opinions are yet to be formed; whose minds are ductile and open to new impressions, and whose intellectual character he, in some measure, moulds. He becomes the thinker, in fact, for a vast number of his fellow-beings. His mind transmits itself through many bodies. His station renders him, not an individual, but a host; not one, but legion. Is this not a vocation of inherent dignity?—to address, daily, myriads of men, not in words that fall on cold and unattentive ears, and are scarce heard, to be immediately forgotten; but in language clothed with all that undefinable influence which typographic possession over oral communication. . . .

"For ourselves," newspaperman Legget concludes, "professing that our main object is to promote the cause of truth in politics and morals, we should consider ourselves acting with palpable inconsistency, if we were governed, in any degree, by so narrow a principle of exclusion as that which our correspondent commends. That newspaper best consults its real dignity which never loses sight of the dignity of truth, nor avoids any opportunity of extending its influence."

William Legget, in his eloquent defense of the then popular penny press, also speaks for every newspaper today which in sincerity and freedom "communicates knowledge" to the "mass of the people."

This, then, is truly freedom's textbook for every man. The newspaper provides us with the means within our reach of "learning the current history of the times, of observing the measures of our public servants, and of becoming prepared to exercise with wisdom the most momentous privilege of free-men."

The communication of news has come a long way since the stone-chiseled figures and the hand-written news-letters and the penny press. It has had to. Freedom is a very tender thing when it comes up against mass misinformation and ignorance. Its strength depends upon an informed people—not just a select few, but all of the people.

It is in serving all of the people that our newspaper is an open book to everyone who wants to know today's answer to the age-old question, "What's new?" It is in that way that it continues to serve as freedom's great textbook.

## From The County Agent's Office

By N C ANDERSON

Recently arrangements have been made through cooperative effort of Washington and Oregon State colleges, Pendleton branch station, Eastern Oregon and Washington county agents and some chemical companies for a number of chemical summer fallow field trials. Field trials consist of ten acres on each farm will demonstrate the value of combinations of Amitrol and 2,4-D in controlling winter volunteer grain and cheat grass. Amitrol is the standardized technical name for Amino triazol, ATA or ATZ. Research during the past two or three years has indicated that the use of the one pound active ingredient of Amitrol with two pound 2,4-D Ester will effectively eliminate cheat grass, volunteer wheat, and broad leaf weeds until trashy fallow is started in the spring. In order to be effective it must be applied fairly early in the fall. It does not present a soil sterilizing effect to the treated area. Winter trials conducted at the Pendleton branch experiment station have given over 90% control of volunteer wheat, 100% for cheat grass.

Several hundred acres of the Amitrol-2,4-D chemical summer fallow application will be made in eastern Oregon and Washington. In Morrow county we are hoping for up to five farmer co-operators who will agree to a 10 acre trail. Ten acre fields with heavy stands of cheat grass and volunteer grain are desirable preferably one easily accessible to a road. Any farmer who is so inclined to cooperate on this trial should contact this office for further information and or arrangements for establishing the plot. Since timing of the application is very important arrangements will need to be made very soon.

## THIRTY YEARS AGO

From the files of the Gazette-Times  
October 17, 1929

In line with his policy of keeping his theater up to date in every respect, B G Sigsbee, manager of the Star theater, is this week having installed the Resco Reproducing system, one of the popular devices producing talking motion pictures.

J T Peters and John Harbke, realtors and capitalists of Portland, were in Heppner the first of the week attending to business affairs.

Miss Louise Torre, Delsie Chapel and Dolly Farrens of Hardman spent Saturday afternoon in Heppner.

Mr and Mrs Nat Webb of Walla Walla, Mr and Mrs Percy Hughes of Umapine and Mrs James Lassator of LaCenter, Wash were visitors at Heppner over Thursday and Friday.

Mrs Harry Yarnell and children have moved into the W S Smith home on Second street in Jone.

The piano pupils of Mrs M W Bower who were presented in recital were Anabel and Jeanette Turner, Kathryn Parker, Virginia Swindig, Adella Bower, Harriet Hager, Jenny Swindig, Mary Beamer and Alma Nellie.

On September 9 this office mailed to all farmers a letter inviting them to request various farm and market outlook circulars and weekly market information reviews published by Oregon State College. Weekly market information reviews covered all commodities including farm forest products, fruit and nuts, potatoes and truck crops, poultry and eggs, meat animals and wool, grain and hay, dairy products, and a production price and cost review. Fifty five farmers responded to the offer with requests varying depending on commodities raised by each individual. Heaviest request was for the Oregon Farm and Market Outlook circular issued at timely intervals throughout the year. Next most popular was the meat animals and wool review followed by the grain and hay review with production price and cost following. Those who might have mislaid their request form can still get on the mailing list by sending it to this office.

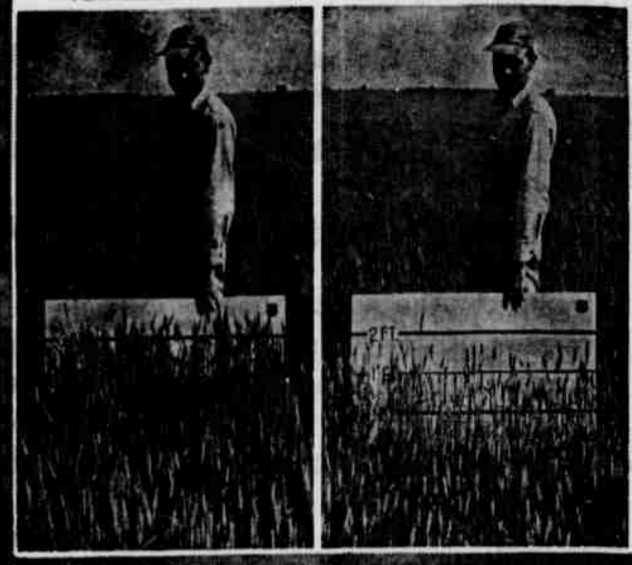
Recently this office received a copy of the 1959 Year Book of Agriculture which carries the title "Food". Like all copies of year books, this one appears to be full of interesting and worthwhile information. It covers all phases of foods starting with backgrounds, nutrients, health, allowances, our needs, quality, preparation, costs, trends, learning and programs. For those who

(Continued on Page 5)

## WHEAT NEEDS NITROGEN!

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UNFERTILIZED WHEAT



Other than moisture, nitrogen is the most important factor influencing yields of wheat and other small grains. Phillips 66 Agricultural Ammonia is 82% nitrogen . . . more nitrogen per dollar than you can buy in any other form of commercial fertilizer.

This concentrated nitrogen fertilizer helps increase yields of heavier grain with more kernels per head and with higher protein content. Phillips 66 Agricultural Ammonia saves time because it's easy to handle and can be applied at the same time you prepare or cultivate your land. Get higher yields and bigger profits using Phillips 66 Agricultural Ammonia, the 82% nitrogen fertilizer.



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## HERE'S WHAT MAKES the CORVAIR REVOLUTIONARY



Short and sweet! Engine's in the rear—where it belongs in a compact car. With more weight on rear wheels, you get extra road-gripping traction for cornering and driving on ice, mud or snow. Also, by avoiding nose-heaviness of front-engine compact cars, Corvair handles easier, brakes better, rides smoother. Styling of both 4-door models is clean and uncluttered . . . as fresh and functional as modern architecture.

### Unpack Power Team

Engine, transmission and drive gears are neatly wrapped in one lightweight package. Takes less space, leaves you more.

### UNISTRUT BODY BY FISHER

Body and frame are combined into a single rigidly constructed unit that reduces Corvair's weight, enlarges its passenger space.

### Practically FLAT FLOOR

Corvair is America's only compact car with a virtually flat floor that gives you full 6-passenger comfort. For extra space, folding rear seat converts easily to make room for 17.6 cu. ft. of cargo. \*Optional at extra cost.

### TRUNK'S UP FRONT

Lots of luggage space under the hood, where it's convenient for groceries, packages.

### NEARLY 3 FEET SHORTER

Corvair's almost 5 inches lower, 1,300 pounds lighter, too. Its compact size makes it a joy to jockey through traffic, a pleasure to park. No need for power assists.

### AIR COOLED

You never have to fuss with antifreeze. Turbo-Air 6 warms up quicker, with less wear on parts. Air-plane-type heater\* goes to work almost instantly. \*Optional at extra cost.

### Revolutionary Rear Engine

works small miracles with mileage. It's the world's first production 6 with the ultra-smooth power of horizontally opposed pistons.

### 4-Wheel Independent Suspension

Springs at each wheel cushion bumps independently of each other for a ride that rivals much costlier cars.

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HEPPNER, OREGON

## STAR THEATER

Thurs., Fri., Sat., Oct 15, 16, 17

### Bend Of The River

Filmed in Oregon with James Stewart, Arthur Kennedy, Rock Hudson, Julie Adams and others. PLUS

### Stranger In My Arms

June Allyson, Jeff Chandler, Sandra Dee, Charles Coburn.

Sun., Mon., Tues., Oct 18, 19, 20

### The Earth Is Mine

Rock Hudson, Jean Simmons, Dorothy McGuire, Claude Rains. Sunday at 4, 6:20, 8:40.

## NOTICE

A Public Service Announcement

During recent weeks Representatives of some Insurance firms have been suggesting to prospects in this area that they should cancel present policies in force and take out new policies with the companies represented by these salesmen.

Such "sales talk" is in violation of all sales standards set up by Insurance companies and is contrary to regulations of the State Insurance Commissioner. ALSO, such action on the part of a policy holder would definitely be to his detriment and cause him additional expense.

If you are approached in this manner, please attempt to get the representative to put such a statement in writing and sign it for your protection and the protection of others. Forward any such signed statement, along with details, to the State Insurance Commissioner, Salem, Oregon.

Bruce Louderback