

# Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER  
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## Advertising . . . They Do It For You!

Every once in a while it is wise to pause and examine the forces we have set in motion to conduct our business affairs, to see what they are doing for us, and perhaps, to us. February 14-20 is Advertising Week, a good time to look briefly at the advertising business and how it is helping us to achieve the "good life."

Few will deny that we have achieved a "good life" in this county, at least in a material sense, far exceeding that enjoyed by any other society since the beginning of history. It is, of course, due to many things—natural resources, hard work, and an economic system that provides a maximum of incentives. Not the least, however, is a national desire for self-betterment.

This is not only a desire, but an expectation. In contrast to many other parts of the world, each new American generation seems to expect

to live a more comfortable, fuller, and more enjoyable life than the preceding one. It's the American dream.

To maintain this vision, to flag these expectations, to open continually widening vistas of activity, enjoyment, and experience . . . this is the job of the advertising business. Out of these greater expectations will come still newer products and services . . . newer opportunities for American business. We salute the advertising business for its important role in helping to make our good life possible.

The most important advertising you can see is the advertising that you read every week in this newspaper. It proves to you that your own local Heppner merchants have just as much to offer as do the merchants of any other town or city. They advertise to help you buy wisely and easily, and when you patronize them it makes it possible for them to serve you even better in the days to come.

## From The County Agent's Office

By N C ANDERSON

A few warm sunny days this time of year results in a lot of farming activity. With the advent of spring comes a lot of calls to this office for recommended seeding rates, sources of seeds, help in planting windbreaks and what have you. During the past few days farmers putting land into the conservation reserve have started seeding grass and alfalfa with most using five pounds of crested wheat grass with one pound of alfalfa per acre. A few that were making preparations recently checking for recommendations were Tad Miller, Harold Beach, Lexington; Don Heliker, Ione; Harold Peck and Darrell Hams, Heppner.

The Heppner Soil Conservation District grass-legume drill being scheduled now with considerable advance reservations made for it. Kenneth Palmer, Lexington seeded 23 acres of alfalfa early this week with Harold Beach scheduled to use it seeding approximately 250 acres of crested wheat grass and alfalfa in Soil Bank. A big acreage of barley is being reseeded at this time with the greatest percentage of Flynn barley seeded. Those who seeded Flynn late so that it did not sprout before the cold weather passed saved their stand. Some scattered spraying was done this week on lower Buttercreek, however, weeds have not begun to grow and most farmers are waiting for warmer weather before selective spraying of weeds. A lot of fertilizer is being applied mostly on fields not fertilized last fall because of the lack of good soil moisture with some side dressing being done too. Several land leveling jobs have been completed, the latest two being at the W A Ruggles and Harold Huber farms on Willow Creek. This land is being prepared now to be seeded to hay and pasture.

Touring about the county it looks like spring is here. Three years ago, Rex Warren, farm crops specialist, Oregon State College mailed to all county agents information on Prickley or Quaker Comfrey. Comfrey is a perennial herbaceous plant grown as a forage. The information was mailed out to provide answers to questions which were being asked by farmers who found a rash of door to door salesmen selling seed of this plant. It appears that these salesmen have now reach-

ed Eastern Oregon as we heard only last week of seed being offered to some of our farmers. For those who might be interested in the crop here is some characteristics and yield data provided from an old USDA bulletin. The plant reaches a height of 2 to 4 feet and has numerous long, heavy, rough leaves of dark green color. Pictures show the plant with leaves somewhat like those of tobacco. The roots are large and fleshy and in a loose soil will reach a depth of 8 to 10 feet. The plant is hardy, will endure considerable cold, making a rapid growth when conditions are favorable. The plants are reproduced by vegetative methods, either by root division or root cuttings. The plant does bear seeds but the seed is very poor for a germinating ability. The roots are usually planted in rows three feet apart with a spacing of 1 1/2 to 2 feet in rows. The tops are harvested three to six times a year. The plants are reported lasting 15 to 20 years. A number of feeding and yield trials have been carried out over the years. Several experiment stations running feeding trials claim that they have had difficulty getting cattle to consume the plant. Some have added salt to get the animals to start to eat them. Silage trials between Comfrey and corn has found that corn under most conditions is a much better crop than Comfrey for silage. Morrisons 20th edition of Feeds and Feeding makes a brief statement about Prickley Comfrey. "Prickley Comfrey, which is occasionally exploited by advertisers is inferior to standard forage plants. When carefully cultivated it gives fair yields of forage which is, at first not relished by cattle." The Oregon State College conclusion is that Comfrey at present could be listed as a speculation crop. Old yield trials indicate that other adapted grasses legumes and corn are better forage crops for Oregon.

With an average attendance of 39 farmers at each of the four classes, the soil short course which ended last Friday was termed a "great success". Attendance varied but very little with the majority attending all four classes. The soils short course steering committee consisting of Louis Caruson, Raymond Lundell, Robert Jepsen and Gerald Peterson, Ione and Kenneth Turner, Heppner was taught by Howard Cushman, extension soil specialist, Oregon State College. Lessons dealt with soil profile, nitrogen fertilizers, soil testing, and tillage and management. Visual material consisting of a number of a series of "Know Your Soil" films prepared by the college soils dept and colored slides on tillage practices at the Pendleton branch experiment station were used in each of the classes. Those attending indicated a desire to hold short courses next fall and winter. Preparations are now being made for scheduling a farm management or livestock management short course for late 1960 and early 1961. Indications from ranchers will determine which will be offered.

As a result of recommendations of 1960 vegetable varieties in the column inquiries have come to the office as to where these vegetable seeds can be bought. While we have not been able to check all vegetable seed sources in the county those contacted have indicated an interest to order the new varieties in case they do not have them in stock. If you cannot get these varieties at your vegetable seed dealers you might check with this office.

Listed below is a continuation of the vegetable varieties. Lettuce: Heading Pennlake, No 456; leaf, Salad Bowl, Oak Leaf, Grand Rapids; Butterhead, Bibb (for field & greenhouse), Boston Cos, Parris Island. Mustard: Fordhook fancy. Onions: Western Oregon; Oregon yellow globe danvers (for storing) Surprise; Eastern & Southern Oregon; sweet Spanish; in elevations 2700 feet and over: Flesta. Parsley: Triple moss curled, Paramount. Parsnips: Harris model, All America. Peas: Thomas Laxton, dark green perfection, Laxton 7, Alaska frozen commercially for making into soup). Also for home garden: Alderman (tall growing), Miragreen, mid freezer, Hazalite. Pepper (in order of maturity)

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(No Show Sat., Feb. 20)

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Sun., Mon., Tues., Feb. 21, 22, 23

**Hound Dog Man**

Fabian, Carol Lynley, Stuart Whitman, Dottie Stevens and many more. Sunday at 4, 6 and 8.

## THIRTY YEARS AGO

From the files of the Gazette-Times February 20, 1935

Miss Edith J Stallard, Portland arrived in Heppner Monday from Wyoming, where she had been state tuberculosis nurse, to accept the position of Morrow county health nurse.

E E Lovgren of Eight Mile spent a short time in the city Monday while looking after business matters.

Ten Odd Fellow brothers from Ione journeyed to Heppner on Wednesday evening. Those making the trip were E J Bristow, Lee Howell, George Ely, W W Head, Frank Lundell, Richard Lundell, Lowell Clark, Henry Clark, Bill Clark and Ture Peterson.

A C Houghton, Chas Benefiel and O Coryell of Irigon made a business trip to Heppner Thursday.

Showing at the Star Theater on Tuesday, Wednesday, Thursday, Nancy Carroll and Buddy Rogers in "Illusion."

Vinedale (small fruit), Early Calwonder, Penwonder, Yolo wonder (mosaic resistant), Long red cayenne (hot), Keystone resistant giant.

Pumpkin: small sugar, Connecticut field, Jack O'Lantern, N E Pie.

Radish: Cherry belle, White icicle.

Rhubarb: Valentine, Canada red, MacDonald, Riverside giant.

Rutabagas: American purple top.

A summary of the grain management study carried out by eight cooperating farmers in the county last year was received in this office a few days ago. The study made as a result of a demand for such costs information was the request of the farm crops committee of the agricultural planning conference. Frank Conklin, farm management specialist, OSC will present the cost production figures made in the study to the eight farmers on

Monday evening, February 22. Cost figures were made on both the wheat production and summer fallow operation. Those cooperating in the study were Paul Tows, Louis Carlson, Bob and Herbert Peterson, Harold Snider, David Baker, all of Ione; Harry Poundfoot, Echo and Kenneth Turner and Melvin Moyer, Heppner.

Beef cattle feeders are invited to attend the Milton-Freewater beef feeding trial field day which will be held on Monday, February 29. An interesting program has been developed which we will publicize next week. Those who might like to get together on transportation should call this office if they would like to ride over with me.

Regardless of all of the talk about restrictions on the use of hormones, weed killers, pesticides, antibiotics and what have you—progress must continue. As we keep up with the times, it is even more important than ever to read and follow instructions on the label when applying insecticides or herbicides, administering hormones or using antibiotics. "Concerning the recent cranberry episode" it has been said that there is little doubt many growers who had been particularly careful, suffered misfortune because of the careless actions of a few. In the overall agricultural picture, we hope this will offer a strong reminder to users that a label direction must be followed carefully.

During the past week two of our ranchers, E M Baker, Ione and Andy Van Scholack, Heppner have called the office for newest insecticides and rates used for cattle spraying. Many ranchers have found that old stand-by insecticides have lost their effectiveness due to, we think resistance built up by external parasites. As we recommend such sprays as Lindane, Toxaphene, and Malathion, or combinations of more than one of these, many preparations of which are on the market, we need to pay particularly attention not to exceed concentration recommended, not to overdose young calves and not to apply these sprays within 3 days of slaughter. All of the prepar-

## BLACKHORSE LIVESTOCK CLUB

The Blackhorse Livestock 4-H club met at the Bernard Doherty ranch on Sunday, February 7. The meeting was called to order by the president, Roger Doherty.

The pledge to the flag was led by Nancy Doherty and the 4-H pledge was led by Barbara Bloodsworth.

The minutes were read and approved.

ations carry these directions—pay attention to them. Those who have not yet used them—Lindane at the rate of 1 pound of 20% wettable powder or 1 1/2 pints of 20% emulsifiable concentrate; Toxaphene used at the rate of 10 pounds 40% wettable powder or 1/2 gallon emulsifiable concentrate containing 8 pounds Toxaphene per gallon or 16 pounds 25% wettable powder or 1 gallon 57% emulsifiable concentrate per 100 gallons of water can give you excellent control of lice on beef animals. Wet the animals thoroughly and again read the directions.

Dan Wardwell, Roger Doherty and Martha Doherty were appointed to see about a model meeting to be held on March 7 at the Lexington P-TA meeting. A committee of Martha Doherty, Marianne Huber and Barbara Bloodsworth were appointed to nominate a father for Father of the Year. Mr and Mrs Bloodsworth are to see about getting a window for an exhibit during 4-H Club Week in March.

We had a movie, Modern Beef Cattle. At our next meeting we are going to have a film on parliamentary procedure. We also are going to learn how to make halters.

The next meeting will be at the Jim Bloodsworth ranch Sunday, March 7.

Barbara Bloodsworth, reporter

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