

# Heppner Gazette Times

MORROW COUNTY'S NEWSPAPER  
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## Why Trade Goes Elsewhere—

As the ancient ballad tells, for want of a nail a kingdom was lost. A modern paraphrase could be that for want of advertising great amounts of business are lost.

The Windsor, Mo. Review points out that "the chief competitors of the small city retailer are not other local merchants. His most serious competition comes from nearby metropolitan centers where the merchants advertise their wares." Prices on standard brands of merchandise, the Review goes on are virtually the same everywhere. Low overhead some times gives the small-town retailer a competitive advantage over the big-city merchants. So the Missouri paper asks and answers the question: "Why then, do so many shoppers travel 50 or 100 miles to buy the same items they could obtain at home for the same price? Many retailers who ask this question should look to themselves to find the blame. Inadequate advertising is likely to be the answer."

The merchant who just opens his doors each

morning and waits for the customers to enter, without attracting them through advertising is going to do a minimum amount of business. The merchant who thinks his business is too small to warrant advertising is going to find that his business is definitely going to get smaller. The merchant who thinks he does not need to advertise because everyone knows where his store is located will find that those same people know where his competitor's store is located, too. And the merchant who says he has nothing to advertise should lock his door and keep it locked, because he has no right to be in business if he has absolutely nothing to advertise.

The small town merchant who sees to it that people in his trade area know what he has to offer in the line of quality merchandise is the one who is going to do the maximum amount of business and he is the one who will see an increase in his business. He is the progressive merchant who knows the value of advertising. The local weekly newspaper in any community, large or small, is the outstanding advertising medium for any retailer.

## From The County Agent's Office

By N C ANDERSON

At this time of the year we receive many questions relative to creep feeding of young animals. One of the most frequent questions asked is what form of grain should be fed: rolled, ground, crumbled or pelleted. Results from a trial carried out by Joe Johnson, extension livestock specialist at Washington State University on consumption of the various preparations of feeds is interesting. A test was run on 12 litters of baby pigs given various forms of feed. They were given free access to rations which had been rolled, ground, crumbled and pelleted. The baby pigs consumed 1413 pounds of rolled; 535 pounds of ground; 270 pounds of crumbled and 252 pounds of pelleted feeds until weaning time. The marked preference by baby pigs for a rolled creep feed ration began at the beginning of the creep feeding, but decreased as weaning time approached. A trial with lambs who had access to creeps until weaning time was found to eat 1040 pounds of whole grain ration; 831 of the rolled grain ration; and 627 pounds of a pelleted ration. With the present swing toward pelleted feeds by feed manufacturers, it becomes more important to know the texture of feed most liked by our farm livestock. Since the pellet of certain texture is the only grain offered to livestock in many feeding operations, it follows that this feed will be eaten. Possibly greater consumption may be realized with a different textured pellet. Since there is a preference for rolled and whole grain rations by these pigs and lambs we would think that they would give better results than pellets in spite of some waste of feed. Since the young meat animal grows and fattens in proportion to the amount of feed consumed ration texture undoubtedly needs more careful consideration to insure earlier consumption of grain and rapid continuous growth in fattening from birth to market.

A lot of Morrow county cattle are changing hands these days. Several lots of yearlings have sold recently. Buyers say they are bringing too much money; sellers don't get enough. Our observations are that prices are holding good. Visiting with Don Robinson a few days ago about the recent Columbia Polled Here-

ford show and sale held last week in Walla Walla. Polled breeders have no complaints. The average of all animals sold including range and herd bulls and heifers was \$791.00. The champion bull shown by Ireland Hereford Ranch, Ontario, brought \$4500. Herd bull prospects were in great demand the first ten bulls averaging nearly \$2000.00. There were a lot of good quality range bulls that sold at very conservative prices and heifers also brought prices below their value. The champion sale female was shown and sold by Barnett Hereford Ranch, Boardman and Condon while Kirk and Robinson had the reserve champion female.

Tuesday I attended the Harold Wright production sale. Because of the great numbers to be sold I left before commercial cows were sold, however, the registered bulls and heifers sold well. The bred heifers especially were in very good flesh and buyers paid well for the quality. Demand for the high quality yearling steers and heifers, even though average weights were heavy, was high.

A thoroughly applied dormant spray is the basis for an effective pest control program on apples and pears. While March is an unpredictable month the spray job can be done as soon as weather moderates. It should be applied before bud scales drop and before any green tips show. The lime sulphur-oil or polysulfite-oil combination will control such pests as blister mites, scale, leaf roller eggs and aids in the control of aphids, pear psylla, and some species of spider mites. Either of these combinations is beneficial in the control of scab during seasons of early infection. There are several materials which can be mixed in the proportions given here. The amount specified shall be mixed with 100 gallons of water as a spray thoroughly wetting the entire tree. The materials which can be used interchangeably are: Lime sulfur 3 gallons plus 2% dormant oil emulsion (2½ gallons 80% emulsion concentrate) or lime sulfur 3 gallons plus 1½ gallons Voleck Supreme oil spray or polysulfide 4 pounds plus 2% dormant oil emulsion or polysulfide 4 pounds plus 1½ gallons Voleck Supreme oil spray. If you have questions check with this office. We have

a number of bulletins on fruit trees with one good one "Spray Schedule for Home Orchards" which is timely now and can be used as a guide for regular sprayings which must be applied during the year.

This is the last call for enrollees for a sheep shearing school which will be held at The Dalles on April 14 and 15. Those making applications must be at least 15 years of age. The two days will be spent in teaching the techniques of sheep shearing with each person to shear at least ten sheep during the two days. If you are interested, pick up an application blank from this office. They are due no later than March 21.

Workers at the University of California Medical School have found that undulant fever may be a cause of heart disease. Serological tests for undulant fever have been positive in a greater percentage of heart patients than among patients with other illnesses. Guinea pigs, experimentally infected with undulant fever organisms "brucella", and observed at autopsy from one to eight months after inoculation, revealed pathological changes similar to those observed in rheumatic heart disease.

We have just received word from the Sqaw Butte livestock experiment station that their field day will be held on Monday, March 28. Results of work on range and livestock at that station has much application to our county. I have never attended one of the field days, however, reports from the station provide much information valuable to our livestock people. Their program this year again looks very interesting. Some of the highlights will be research work that they have done on cancer eye in cattle, pelleting, second year work for rate of gain and by digestibility comparison, antibiotics supplementation, shelter for wintering calves versus no shelter, winter gains of calves in relation to summer gains on grass, trace elements and feed additives. The station is setting up a cross breeding program using a charolais bull which should be of much interest to many of our livestock people. For those who might be interested in the field day, contact this office for further information.

This week is National 4-H Club Week as no doubt everyone

## THIRTY YEARS AGO

From the files of the Gazette-Times  
March 13, 1930

Four Heppner high school students have submitted the words for songs in a national song-writing contest sponsored by Wick's School-Music bureau of Minneapolis. The songs submitted are "Dear Old Heppner", by Billy Cox; "Heppnerian's Creed", by Fletcher Walker. "A Jump At Conclusions" by John Franzen. "Gratitude" by Gerald Swaggart.

Kenneth Smouse is driving the Mankin school bus during the time that Mrs Mankin is kept at home by the illness of her daughter, Betty Jean.

Edgar Copenhaver and Loyal Parker have charge of the spring plowing at Bisbee and Turner, and began work with the tractor this week.

S P Devin, city fire chief, returned to Heppner Tuesday after attending a fire school sponsored by the Portland fire department.

## 7 Sheep Shearing Schools Planned; Locations Listed

Seven sheep shearing schools for Oregon farm flock operators are scheduled during March and April, John Landers, Oregon State College extension animal husbandry specialist, has announced.

Each participant will have an opportunity to practice shearing about 10 sheep, will learn to care for sheep shearing equipment, and to sharpen cutters and combs.

Dates and places for the two-day schools include: three schools at OSC in Corvallis, March 21 and 22, March 23 and 24, and March 25 and 26; Ontario, March 30 and 31, Roseburg, April 7 and 8; Enterprise, April 28 and 29. Date and place for the school in central Oregon are still indefinite.

No fee is charged; but application blanks, available from county extension offices and vocational agriculture teachers, should be turned in by March 1. Each school is limited to 16 participants. Minimum age is 15.

Shearing equipment and sheep both will be provided, and each participant will be given a chart picturing the best way to hold a sheep while shearing different parts of the body.

Landers and Dean Frischknecht, OSC extension animal husbandry specialists, will conduct the schools.

has realized before this time. Window displays, special programs, advertisements and feature news articles have appeared in many papers and magazines as well as our own local newspaper. Sometimes a person does not realize what is happening until he stops to make some comparisons and to do a little reminiscing. It was, therefore, quite interesting to me when I was asked for a comparison of 4-H club livestock enrollment in 1960 compared to 1946. It was amusing to note that there were 19 livestock projects carried in 1946, all in one club, compared to 163 this year in 10 clubs. In addition there is a sizable enrollment in three saddle horse as well as some miscellaneous agricultural clubs. Again it is interesting to think back to the many factors which resulted in this increased enrollment, in the interest that parents have taken and the many hours 4-H leaders have spent in developing this good program.

CORDURA means COURAGE.  
Star Theater, Sunday-Monday-Tuesday.

## "Hickory Slats Down The Slopes"

Winter Sports Notes  
By KEN TURNER

The Squaw Valley Olympics wouldn't hold a candle to the thrills and spills witnessed every weekend at Cutsforth Park.

Nate McBride, who a couple weeks ago swore he would never put on a pair of skis is now leading the pack down the hill. He executed a perfect somersault at full speed last Sunday. Danny McBride just won't quit. One spill after another, he gets right back up, determined to outski his dad.

Art Warren and Randall Peterson were among newcomers trying the slopes for the first time, along with Jim Miller who thought the hill was great.

Don Peterson and young son Gary, regular ski enthusiasts, were up and down the slopes all day with Gary setting the fast pace.

An unofficial world's record for number of sitz-falls committed on one day was established by Ken Turner, the unidentified "falling" object.

Although, this writer didn't actually see this, it was reported that Dr Pfeiffer took a spill, which proves that even the best of them do fall. This is part of the challenge that makes skiing so much fun.

A skiing class was held midway in the afternoon. Some important skiing techniques were demonstrated by Dr Pfeiffer.

The Kenny Pecks, family four, all accomplished skiers, showed lots of color. With temperature being above freezing, they were all attired in Hawaii shirts and straw hats. The skiing condition of the snow was good in spite of the balmy weather.

Would you believe that you could drive only 20 miles from Heppner and find such a marvelous ski facility? Good rope tow, wonderful slope and snow. However, one thing more is needed. More skiers.

## Bulletin Appraises Possible Solutions For Wheat Surplus

Possible solutions to the national wheat surplus problem are described and appraised in a new bulletin published by the Oregon State College agricultural experiment station.

"Decisions on what is wanted, and how to secure it are fundamental to attaining solutions to the problems of wheat and of national agriculture" the new bulletin says. It was written by Dr Harold F Hollands, OSC professor of agricultural economics.

Hollands points out that U S agriculture will continue to produce too much wheat for available markets for some time unless adjustments are made.

He then lists six promising types of action programs that might solve the wheat surplus problem: commodity control, product disposal both at home and abroad, price control, direct payments, resource control to influence production, and a combination of programs.

Commercial wheat farmers and other interested Oregon residents can obtain a free copy of "Government Programs for Agriculture for Wheat" from their county extension office or the OSC bulletin clerk, Corvallis.



MERRY TAILORS

The Merry Tailors 4-H club met Saturday afternoon at the home of Diane Schaffitz.

Members present were Diane Schaffitz, Brenda Young, Marsha Sowell, Verina French, Rogena Wilson, Joan Stockard, Janis Baker and Carol Rawlins. Our lead-

ers are Mrs Rawlins and Mrs Batty.

We learned a graceful way to sit, walk, stand, enter a room, put on a coat, get in a car, go up and down stairs and sit on the floor. Carol Rawlins gave a demonstration on how to make sharp corners and smooth curves while turning a seam.

Refreshments were served by Diane and her mother, Carl Rawlins, reporter

## Notice of Candidacy

I hereby announce my candidacy to succeed myself for the office of county commissioner subject to the will of the Republican voters of Morrow County at the Primary election May 20, 1960.

Russell Miller  
1-(Pd Adv.)

## Notice of Candidacy

I wish to announce that I will be a candidate to succeed myself for the office of County Treasurer, subject to the will of the Republican voters of Morrow County at the May 20th Primary election.

Sylvia McDaniel  
50-Pd. Adv.

## Notice of Candidacy

I hereby announce my candidacy to succeed myself for the office of Sheriff of Morrow County subject to the will of the Republican voters of Morrow County at the Primary election, May 20, 1960.

C. J. D. Bauman  
(Pd. Adv.)

## Motor Rewinding And Repairs

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Across from Drive-in Theater  
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JOrdan 7-5532

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## STAR THEATER

Thurs., Fri., Sat., March 10, 11, 12.

### Jet Over The Atlantic

Guy Madison, Virginia Mayo, George Raft. PLUS.

### Life Begins At 17

Amusing drama.  
Sun., Mon., Tues., March 13, 14, 15.

### They Came To Cordura

Gary Cooper, Tab Hunter, Rita Hayworth, Van Heflin, Richard Conte. Sunday at 4, 6-20, 8-40.

## UNITED FUNDS

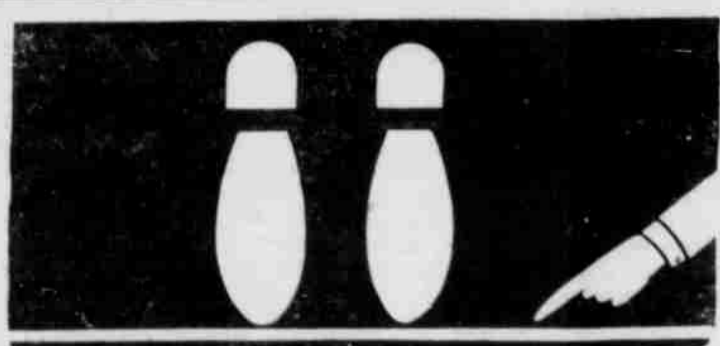
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