

# Heppner Gazette-Times

MORROW COUNTY'S NEWSPAPER  
The Heppner Gazette, established March 30, 1883. The Heppner Times established November 18, 1897. Consolidated February 15, 1912.



W. O. WILDMAN  
Editor and Publisher  
FRANCES L. WILDMAN  
Associate Publisher



Subscription Rates: Morrow and Grant Counties, \$4.00 Year; Elsewhere \$4.50 Year. Single Copy 10 Cents. Published Every Thursday and Entered at the Post Office at Heppner, Oregon, as Second Class Matter

## 77 YEARS OF SERVICE

Last week's issue of the Gazette-Times marked the completion of 77 years of service to this community—one of the oldest independent businesses in Morrow county.

Newspapers, whose sideline it is to promote community welfare and commend civic and community action by others, are notoriously weak in their own public relations. Like the mechanic who keeps other folks' cars in perfect condition but whose own family rides in a beaten up old wreck, the newspaper editor is so busy promoting others that he never has time to even mention the service that his own organization performs. It is little wonder that the general public has such a meager understanding of what makes a newspaper tick.

First of all, the Gazette-Times is an independent business. It is not subsidized by the government, by the taxpayers, or by a corporation that can absorb loss or gain. It has a considerable investment in equipment and other physical assets. It has a payroll which directly supports 18 people in this community plus partial support of another dozen. (By "18 people" we mean employees and the families for which they provide. In other words, food, clothing, fuel, shelter, etc., are bought for 18 people from Gazette-Times payroll.) These employees are among the best-paid in the county. They have devoted years to learning their occupations, and their ingenuity is called upon every hour of every day. They are mechanics, artists, salesmen, and masters of the printed word.

Second, it is a community and family institution. At frequent intervals we get letters like the one from Mae Warren, Redmond, Ore., who says: "Dear Sir and Friend: Please send me the Gazette-Times another year. I have taken it for 60 years 'most all the time. Thanks.' The Gazette-Times is as much an institution in Lexington, Lone, Boardman, Hardman, and all outlying areas of the county as it is in Heppner. The Gazette-Times is truly a county paper, devoted to the welfare of all the county.

Third, it is a clearing house for information about activities of people in the county. Look at your last issue, or any issue, and count the names appearing. Count the notices of meetings, of school and club activities, lodge and social events, farm activities, business affairs, important dates, legal notices, pictures of acquaintances, etc. It announces your child's birth, his achievements in school, his honors in 4-H, Boy Scouts, high school, college, honors in the service, his marriage, his business triumphs, his children's births, and when he becomes a grandfather. It will finally print his obituary if he remains in this community. The whole cycle of life is recorded faithfully in your community newspaper.

Fourth, it is a picture gallery. When your daughter is married, when you do something outstanding, a picture often appears—provided you can furnish a good picture from which to have a "cut" made.

Fifth, it is a merchandise showcase. Each week it tells you where the bargains are to be found, what quality can be expected, who the reputable businessmen are. (Nearly every week we tear up a check or two from out-of-state firms whose good intentions we question.) Without a newspaper the county's businesses cannot hope to grow, nor can the area itself. Newspaper advertising keeps business competitive, yet affords every merchant an equal opportunity to display his wares. It is axiomatic among businessmen that the non-advertising business is on its way to oblivion. If each individual business had to print and mail its message to 1400 homes each week the cost would be prohibitive. There is nothing to compare with the printed word in convincing people and getting a message across to them. A doubter often says when told some startling fact, "I'll believe that only after I see it in black and white." Your weekly newspaper provides that black and white. In addition to the large display advertisements which businesses find profitable, a "want ad" section provides a cheap and ready marketplace for wants ranging from huge ranches for sale to finding a home for lost puppies. (At the moment we have a lost doll and a set of keys in the office.)

Sixth, it is a service medium. The average newspaperman has a liberal education, is probably well traveled and well informed in many fields. He is interested in good schools, good government, worthwhile enterprises. He is probably also interested in making a living and a fair return on his investment in education and equipment. A fallacy seems to exist in the minds of many people that it costs a publisher nothing to print all the things requested in the name of public service. Nothing could be farther from the truth. A newspaper has one commodity for sale—white space. If the publisher gives it away, he soon goes broke. A subscription at \$4.00 a year little more than pays the cost of the blank paper on which the edition is printed. Without paid advertising to balance news coverage no paper can exist. Newspaper publishers do not begrudge the space devoted to worthy enterprises—savings bonds, Red Cross, Easter Seals, cancer drives, TB drives, better mental health, Boy Scouts, Girl Scouts, March of Dimes, blood bank, CARE, etc., but it does draw the line at free advertising in its news columns of profit-making activities which should rightfully pay for advertising space. There is no more reason for a publisher to subsidize such activities than for a filling station operator or a farmer to do so.

Seventh, it is a public forum. This particular publisher is interested in seeing the American way of life and the freedoms won and maintained in the past preserved. He believes in progress and knows that change is inevitable, but till something a whole of a lot better comes along he's going to stand for what we have. However, in the "Letters to the Editor" anyone who will sign his name, keep his article short and within the bounds of good taste may have his ideas presented.

Eighth, it is a manufacturing plant, working on a tight schedule which must be maintained. Our other source of revenue is commercial printing, and we are appreciative of the opportunity to do this work for the individuals, businesses and groups of the county. As this department grows, the payroll will grow, thus releasing more money to the economy of the county. Commercial work given to itinerant salesmen and out-of-the-county firms will not have this effect. As volume increases better equipment can be installed thus making better work possible at reasonable costs. (This is also true of trading with your other local businesses. The more you patronize them the better they can serve you through better prices and better products.)

Finally, it is the picture your community presents to the world. If support of the paper is strong, your publisher is able to put out a creditable newspaper. When a stranger wants information about Morrow county, the first place he goes is the newspaper. He buys a paper, scans the general appearance, looks over the activities of the people, goes over the display and classified ads and asks some questions about the general business health of the area. If he gets a satisfactory impression, he is likely to go ahead with his mission. If he sees a newspaper which is devoid of news and advertising, a group of merchants obviously lacking in self-confidence and drive, a population uninterested in community betterment, he says to himself, "This is not for me. I'll go elsewhere." Morrow County has been able to create and maintain a good public image—but it is a never-ending struggle. One shrewd and successful businessman here has said several times, "A community is no better than its newspaper." It might be well to add the corollary, "A newspaper CAN be no better than its community."

Well, folks, we've survived the past 77 years — so here's to the next and more abundant 77!

## TO THE EDITOR

Fendleton, Oregon  
February 24, 1961  
To the Editor  
of the Gazette-Times  
Heppner, Oregon

Dear Mr. Wildman:

When I last visited with you, you asked me to make an investigation in regard to the amount of money spent in Umatilla County and other places by Morrow county people.

I find that Morrow county is spending thousands of dollars in Umatilla county for things that are for sale in Morrow county.

As Heppner is my old home town, I felt some concern about this situation, so I asked some of the merchants of other towns what they were doing to hold the business at home. I have talked to merchants at Enterprise, Elgin, John Day, Hermiston, and Milton-Freewater.

The more successful merchants are summed up in the following:

Hold sales at least twice a year and clean out the old stock. One merchant just held a terrific shoe sale. He cleaned out his winter stock and he told me that he sold \$700 in new summer stock at regular prices along with his winter shoes, in one day. He said that he now will not have to pay taxes on old stock on his shelves. Nearly all the successful merchants I talked to told me that it is good business to clean out the old button shoes and hula hoops at a loss. Nearly every one who comes to these sales buys things not on sale, according to my informants. Most people can't resist going into a store that has some kind of a bargain. Offering bargains is like making love to an old maid—you just can't overdo it.

Most merchants depend on the local newspaper, together with window signs and displays, to let the people know about their bargains. Advertisements should be easy to read, and have some real attention-compelling items played up in big type and pictures.

Most of the successful stores give credit but screen it very carefully to the type of customer who pays every 30 days.

I wish you and the merchants of Morrow county success in convincing Morrow county people that their best bargains are at home. It has to be a terrific bargain to pay to drive 150 miles for. It costs you about 9 cents a mile to drive your car and 9 times 150 is \$13.50.

I sincerely believe that it pays to buy at home and a lot of your very best friends are depending on your business to help support the schools and churches, the lodges, clubs, town, and county governments which make your life in Morrow county pleasant and profitable.

The merchants of Morrow county have an obligation to provide the best goods at the best prices, and the citizens also have an obligation to spend their money where it will be mutually beneficial. A program like that will prove pleasant and profitable to all.

Sincerely yours,  
"BUCK" LIEUALLEN



Sometimes it's better to keep all your eggs in one basket and then let us watch it for you.

C. A. RUGGLES  
INSURANCE AGENCY

Phone 6-9625 Heppner, Oregon Box 611

## New Books In lone Public Library

By THE LIBRARY BOARD

Paul Revere and the Minute Men by Dorothy Canfield Fisher. This book will be of particular interest to boys from eight to twelve years of age. It tells of young Paul Revere who was proud of his French father. It was from his father that Paul learned every trick and detail of silversmithing. In time he became such a fine silversmith that his craftsmanship alone would have made him famous. But as Paul grew older, things happened—great things—that drew his attention from his craft. History was being made in Boston, and in every part of the thirteen colonies. Paul couldn't sit back and watch history march past his door. Not he! He had to get right out and join the parade! So it happened that Paul Revere was selected to warn the Minute Men of Lexington and Concord that the British soldiers were coming. And that wasn't all he did for his country. During the Revolution, and for years after, his great talents were put to use to fill many needs of the new-born United States. Dorothy Canfield Fisher has given us not only an exciting life of Paul Revere but also a fascinating account of what was happening in Boston and elsewhere during those early days.

The Rise and Fall of the Third Reich by William L. Shirer. Here for the first time is the complete story of Hitler's empire, one of the most important stories ever told, written by one of the men best equipped to write it. This record includes the testimony of Nazi leaders and of concentration-camp inmates, the diaries of officials, transcripts of secret conferences, army orders, private letters, all the vast paper work behind a conspiracy to conquer the world. Here is the story of Hitler himself, his love affairs, his imprisonment, his passion for the arts of war, his suicide, and the maniacal fury which led him to destroy the country he claimed to love so much. Here is the record of the German General Staff, the brutal terror of anti-Semitism, the degradation of the German people, and the little-known resistance plots against the Nazis. Here are the reasons for Germany's failure to invade England, a plot to kidnap the Duke and Duchess of Windsor and other inside stories of the war. This is an exciting book, for those who remember and for those who are curious now to learn more about the background of the world's present tensions.

## STAR THEATER

Fri., Sat. March 17-18  
Walt Disney's  
One Hundred And One Dalmations

Adorable black and white puppies in this charming Technicolor cartoon feature, with cute songs, PLUS

Freckles  
Gene Stratton-Porter's classic of the Lumberlost. Tender romance and natural beauty. Backed by civic groups including P.T.A. In Color. PLUS St. Patrick's Day feature.

Sun., Mon., March 19-20  
Elmer Gantry

Burt Lancaster, Jean Simmons. Powerful, hard-hitting and controversial. Sinclair Lewis' novel plus a few touches. ADULT—of no interest to children.  
Sunday at 5 and 7:30

## My Neighbors



"I know they're too large—but how do you like them otherwise?"

## 30 YEARS AGO

Gazette-Times  
March 12, 1931

Mr. and Mrs. Ernest Heliker of Lone, accompanied by Donald and Harriet, visited Mrs. Heliker's father, Al Zink, with Mr. and Mrs. Frank Moyer and Mr. and Mrs. Harry Dinges.

Miss Patricia Mahoney has a part in musical presentation of "The Holy City," at University of Oregon in Eugene on Sunday.

Wash frocks with definite style appeal, \$2.79. J. C. Peaney Co.

Low prices of Ford cars, \$430 to \$630.

Mrs. Clyde Wright, Ray Wright, and Orin Wright were visiting at the home of Mrs. Max Buschke one day last week.

Mrs. Lucy E. Rodgers, county school superintendent, announces there will be a local teachers meeting at Lexington on Friday, March 20.

Claude Cox, manager of the Morrow County Creamery and Earl Gordon, Heppner druggist, spent Tuesday afternoon and evening in Arlington.

## Now...step up to BUICK and cut down your gas bills



Think of it! A BUICK wagon priced lower than

low-price-field wagons...with gas savings that challenge the compacts

Why hitch yourself to a wagon with a low price name when you can have Buick comfort, ride, go and pride—and save while doing it! This sizzler saves on gas, tires, upkeep like the smaller cars, yet it's all Buick, with the live-action "git" you expect from a Buick! Drive the Special and learn why in a March Popular Mechanics survey "No other American car has received an 'excellent' rating this high in recent years."

BUICK SPECIAL  
THE BEST OF BOTH WORLDS

FARLEY MOTOR COMPANY  
MAY & CHASE STS. HEPPNER, OREGON

Big selection! Big values! See your Buick Dealer for Double Check Used Cars!

## SPECIAL INTRODUCTORY OFFER!

THE GENERAL TIRE

VALID WITH USEABLE CASING TOWARD REGULAR PURCHASE PRICE OF ONE JET-AIR TIRE

\$5.00  
CASH OR TIME PAYMENT SALE

PAY TO THE ORDER OF EVERY TIRE BUYER

Take this to your General Tire Dealer for redemption ONLY during advertised period of his Jet-Air introductory offer. Limit: 4 coupons (total value \$20.00) on set of 4 Jet-Air tires.

General Tire Dealer

CLIP THIS COUPON

YOU SAVE \$5.00 with this coupon

when you buy the All-New

GENERAL JET-AIR



FIRST PREMIUM-QUALITY TIRE IN THE LOW-PRICE FIELD \* FEATURING NYGEN CORD AND TWIN TREADS \* SEE IT AND SAVE! BUY IT NOW AND RELAX!

BIG 5 POINT SPRING SPECIAL

ONLY

- TAKE OFF WINTER TIRES
- REPLACE WITH REGULAR TIRES
- BALANCE THE TWO WHEELS
- ROTATE & CHECK ALL TIRES
- INFLATE TO PROPER PRESSURE

\$3.99

FORD'S TIRE SERVICE

"YOUR GENERAL TIRE DEALER"

Phone 6-9481 HEPPNER'S TIRE SUPER MART