

Heppner Gazette-Times

MORROW COUNTY'S NEWSPAPER
PHONE 6-9228

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Christmas Before Thanksgiving

There was a time that Thanksgiving was considered one of the foremost of all holidays, and the entire family looked forward for weeks with great anticipation to the trip "to grandma's house" for the feast of turkey, pumpkin pies, cranberries, and all the trimmings. It had real significance, too, as a day of Thanksgiving, and all gave pause to think in reflective moments of the blessings that they enjoyed.

It would be woefully cynical to say that the meaning of this special day has been totally lost in the uncertain world today which may sometimes seem to be more filled with doubts and fears of the future than with blessings and joys of the past and present. For there are still trips to grandma's house, and families still do express thanks for their bountiful shares of goodness.

But with the pressure of our commercial world, Thanksgiving is becoming an isolated holiday—surrounded and engulfed by Christmas.

On a trip to Portland two weeks ago, we noticed one large store with a banner some 50 feet long hanging across one side of the building heartily proclaiming, "Merry Christmas!"

Somewhat we can't think that the store was really concerned, at this early date, of our happiness at Yuletide, 1961. Nor can we really believe that they were thinking in mid-November of commemorating the birth of Jesus. And certainly it couldn't have been a sign carelessly left hanging from last Christmas—this modern department store wouldn't permit that. The vice presidents would all quiver if some underling had failed to take it down.

We rather strongly suspect that the management, if we may be so crass, hoped to pick up an early "buck," ahead of the competition.

If this trend continues, it won't be too many years before we celebrate Christmas with fireworks in early July.

As this Thanksgiving time approaches, we're thankful that the small towns are still holdouts for keeping Turkey Day unto itself. Local merchants are faced with the big fellows putting on the heat as early as October, but despite this pressure they don't get out Christmas merchandise until after the drumstick and dressing are digested.

In Heppner, merchants have decided to have Christmas opening on Saturday, November 25. A good many are reluctant to start this early, but the economic pressure is there, and to be honest about the matter, it is a case of "sink or swim."

Perhaps it is drawing a fine line to point out that the merchants are not yet trying to force a month long observance of Christmas, but rather are starting preparations for the holiday. They have wonderful items ready to go on display for those who desire to shop early, and they are going to set aside the day of November 25 for the unveiling, at the same time making a festive occasion of it.

A feature of the day will be a window-guessing contest that is in the nature of a game for all to enjoy. We predict that there will be a lot of fun among those who participate at Christmas Opening, and next week's paper will carry all the details.

We'd suggest at this time that everyone plan to attend and take part with relatives, friends, and visitors.

—And we will guarantee that our merchants will be a bit cautious about wishing you a Merry Christmas at this early date.

From our EARLY FILES

5 YEARS AGO
Gazette-Times
Nov. 13, 1956

Enough snow fell in Heppner Tuesday and Tuesday night to whiten the ground, but otherwise residents have enjoyed spring-like weather this fall.

Two Heppner businesses were entered early Sunday morning and robbed of slightly more than \$100 in cash. Suffering greatest was Farley Motor Co., losing \$107, and Tum-A-Lum Lumber Co. lost \$6.24 in small change.

New daylight screens were installed in the new Heppner elementary school for use in visual education.

Mr. and Mrs. Clarence Rosewell visited the week-end at the home of his brother-in-law and sister, Mr. and Mrs. Bert Tucker, Dayton, Wn.

15 YEARS AGO
Nov. 14, 1946

A move in the direction of obtaining plans for the Morrow county general hospital will be taken here tomorrow.

New business to open the doors here November 22 when Case and Nickander will open a Marshall-Wells store in the Case building at the corner of Main and Center.

Heppner High's Mustangs trampled the Hermiston Bulldogs in the annual Armistice Day football classic here on Monday by a 33-0 score.

30 YEARS AGO
Nov. 12, 1931

Roads and bridges took the biggest slash of any single item in the budget prepared by the county budget committee last Thursday.

Morrow county is second largest wool producing county in the state and this week is stressing National Wool Week. Robert D. Lytle, Vale attorney,

and Mrs. Lytle, were Armistice Day guests of Mr. and Mrs. Harry Tamblin.

ADVERTISEMENTS OF 1931:
Get these cash prices: Hamburger, 15c lb., 2 lbs. 25c; round steak, T-bone steak, 20c lb.; pork chops, 20c lb.; sausage 20c lb., 2 lbs. 35c. CENTRAL MARKET.

Chaff and Chatter

Wes Sherman

IT WAS visitation night in the schools. Gene Pierce lifted the lid of his son's desk in the sixth grade room of Mrs. Harold Erwin at Unit-A. The look that flooded his face was one of surprised revelation. Deep from the recesses of the desk he withdrew, between thumb and forefinger, a small screw driver.

"So!" he exclaimed. "That's where my tools have been disappearing!"

WELL, IT was a night of revelations. A good many parents learned a great deal about how their children are doing, and it was interesting to find that your neighbor had a child in the same room as yours, wasn't it?

IN THE first grade room of Miss Diana Wright. Mr. and Mrs. Sherman peeked into the desk of their daughter, Cathy. Among the miscellaneous appurtenances inside were three well-used boxes of crayons.

"Only three boxes?" quoth we to Miss Wright. "I thought the desk would be filled, considering the quantity we have bought for her."

Miss Wright is not one to be caught without a ready answer. Well, they eat most of them, you see!" came her quick rejoinder.

Some enterprising crayon manufacturer might make millions by impregnating his product with cod liver oil and vitamins.

OVER IN a corner in the same room, dutiful Parent Jim Myers had managed to sit himself down on one of those tiny chairs, apparently having had considerable experience getting in and out of a Fiat or Volkswagen. Beside him were two sons, Andy and Jim. He had a first grade reader and was checking son Jimmy's reading ability.

As Andy's attention wandered, we noticed that he had a badly skinned nose.

"Beat 'im up?" we queried father Jim.

"Nope," replied Myers. "He took a nosedive on the concrete. He's taken up sidewalk swimming."

WE FOUND the schools, the staffs and the work that the youngsters are doing to be quite impressive. Our only to be criticism is that we believe there should be more of these open hicc at school.

(If plural for mouse is mice, then more than one house should be hicc). After all, about the only way you can really find out how your child is doing is to go see—and to talk to his teacher.

I suppose ever since the days of the caveman when Johnny Neanderthal brought home a big stone tablet with his grades chiseled in Roman Numerals on it, parents have been trying to figure out just how their offspring really stack up in school.

Sometimes these cards take a combination of a college professor, a philosopher and a mental telepathist to figure out.

In one community where we lived some years ago, the children had a card that had a line on it. "Understands Everyday Experiences." If this were checked, your child was good at understanding everyday experiences. If it had a minus, he ostensibly was alarmingly deficient in comprehending everyday experiences.

I always hoped that the day would come when I could ask each member of that school faculty to write down his version of what was meant by "everyday experiences." It never did. Someday I hope to see an everyday experience.

We have another question, too.

teacher. When these behavior and deportment lines on the card are checked, does it mean that son or daughter needs checking up on the point, or does it mean "Check! O. K." The card doesn't tell us.

ONE YOUNG pupil of the Heppner elementary schools has a rather severe accusation to make. He marched in the office the other day, plunked down a letter written on pencil tablet paper on the counter and soberly asked us to print it, then marched out.

Like all our readers, he has the right to express himself. Here's what it said:

"Nov. 6, 1961

"Heppner Schools

"Heppner Schools are turning into a Soviet Union.

"1. You can't talk in school.

"2. You have to Run to School to Catch the Bus.

"3. Home work is assigned to the kids so they can't go out and play.

"4. And they are planning to put 3 more months of School on so we don't have any summer for Rest.

"5. Now planing so we don't have a vacation.

"BY

"HENRY ELLIS WILHELM, II."

Very grave charges, indeed.

A DIFFERENT kind of a letter comes from Mrs. Sam G. McMillan, secretary to the district manager of the Leslie Salt Co. in Portland. She writes, "The personnel of the Oregon District of the Leslie Salt Company read with great interest your 'Chaff and Chatter' column of November 2nd. We are very appreciative of the 'plug' my home county paper has given us."

She referred to a recent facetious remark we made to the company's reference in a recent news release that pigs being raised on concrete tend to be anemic and need salt in their diets.

In her letter, Mrs. McMillan suggested that we check with our "across the street neighbors" (Helen and Charles Ruggles) for further clarification on the McMillans. This we did at a late hour tonight (Wednesday) and learned that Sam and Annabelle McMillan still have a farm near Lexington and that she taught school here for years. Sam is now attending college at Portland State. Sam is a brother of Mrs. Frieda Slocum, and Ted McMillan of Lexington is Sam's cousin.

We don't know if it is by coincidence, but Leslie Salt is starting an advertising campaign in the paper this week. It is a clever little series (this week's ad on page 8). In deference to the McMillans and to the success of this campaign, we hope this becomes a real salty area.

Mr. and Mrs. Dwight Misner are visiting his daughter and husband, Mr. and Mrs. Fred Mankin, and will leave the end of the week for New York.

TO THE EDITOR

Dear Sir:

In recent editions you have had articles promoting "shopping at home" and advertising the advantages of keeping Heppner money in Heppner. I think it is only fair to print the lowly consumers point of view, too.

Oh, yes; I'm with you 100%—I want my money to stay in town, too and maybe help build up my neighbors business.

You say to shop at home to get things when you need it; but how many times have I gone shopping for a certain article and heard "we're out of stock right now, but we can order it for you." "It should be here next week." Might not I just as well sit down in the comfort of my home and use the telephone or catalog?

And, like some few other Heppner housewives, I like to knit in my spare time. But, if I should decide to knit something tomorrow, do any of the city merchants know how far I would have to drive to buy the necessary yarn? (unless I use my phone or catalog).

And when I shopped for school shoes for my sons, do they know that there was only ONE choice of color and style in their sizes?

A few weeks ago, I tried to buy a dress for my daughter. "The shipment will be here next week." "Sorry, we don't have that size." Those were the answers I received. There wasn't a dress to fit her in Heppner!

If we are to be expected to shop at home, it seems to me the logical way to start is to fulfill the law of supply and demand—you merchants supply our needs because we demand better service of our needs even if we have to go out of town to get those services.

Joan Palmer

STAR THEATER

Fri., Sat., Nov. 17-18

Thief Of Baghdad

Steve Reeves as a dashing Robin Hood of ancient Baghdad... lots of action and fantastic dangers with comic fairy tale quality. CS and Color. PLUS

Trouble in the Sky

Good action drama with a commercial jet aircraft background. Show starts 7:30, feature break 9:10, out at 10:30

Sun., Mon., Nov. 19-20

The Naked Eye

Murder mystery with nail-biting suspense. Gary Cooper, Deborah Kerr, Eric Portman, Michael Wilding, Peter Cushing, Diane Cilento, Hermione Gingold. NO ONE WILL BE ADMITTED DURING THE LAST 13 MINUTES OF THE FILM... a red light will be turned on in the boxoffice. Sunday at 5 and 7, Monday at 7:30

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