

THE GAZETTE-TIMES

MORROW COUNTY'S NEWSPAPER

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"Hidden Markets" in Smaller Communities

Some challenging thoughts on retail trade in small communities in Oregon, together with suggestions for opportunities for the small towns, were presented by Donald L. Thompson, assistant professor of marketing, University of Oregon, at the recent state press conference in Eugene. He had written on the subject in the November, 1964, issue of Oregon Business Review.

Despite the trend of population away from rural areas, Thompson pointed out that, even including Portland, a greater percentage of Oregon's population still lives in communities of under 2500 population than lives in those of more than 2500—53% in the smaller towns and 47% in larger cities.

However, of the \$2.137 billion in retail sales in the state in a recent year, \$1,693 million, or approximately 79% of the total represented expenditures in towns over 2500. Only \$444 million, or about 21%, went into trade in those of less than 2500.

Thus, on the average, approximately 60% of the retail purchasing power of communities under 2500 population "escaped" or "leaked out" to the larger communities of the state. Or, to put it in another way, only 40% of every dollar spent at retail by the residents of smaller communities was spent at home.

Also, while 34% of the retail establishments in the state are located in the small communities, only 21% of the retail purchases were made in these small towns.

A study made of the town of Brownsville (875 population), located near Albany and Eugene, showed that the 36 retail establishments were financed by local capital and virtually all were operated by persons who had been long-time residents or who were related to established residents. However, Brownsville retains only 25% of the purchasing power of its local residents and only 3% of the purchasing power of its expanded rural area.

"Local residents complain bitterly over the lack of some goods and services in the community, yet concerted effort by the Chamber of Commerce to fill some of these gaps which represent potentially lucrative investment opportunities has met with limited success," Thompson states. "One of the problems faced by smaller communities, such as Brownsville, lie in the lack of visibility of their business opportunities to corporations and individuals having capital to invest."

"Applying expenditure pattern data appropriate to Brownsville's income level produces the estimate that the community's one thousand residents spend approximately \$1,156,000 annually for goods and services, while the 6500 persons in the surrounding rural area spend an additional \$6,500,000."

"Studies of consumer behavior tell us that people have, at least from their standpoint, good and valid reasons for not looking to smaller communities as a source of all the goods and services they need, and that definite preferences exist for purchasing shopping and specialty goods in proximate larger suburban trading centers or central cities."

Then Thompson made this important point: "Retention of 100% of its local retail purchasing power is not a feasible objective for Brownsville or any other smaller community. On the other hand, allowing 97% of the area's purchasing power to 'escape' is indicative of under-exploitation of opportunities in the merchandise areas . . . where, all other things being equal, consumers prefer to make their purchases with minimum inconvenience and as close to their homes as possible."

He also posed this question: "Which comes first—supply or demand? If consumers spend little locally for goods and services, there is the dangerous tendency for those with capital to invest to conclude that there is no demand for expanded or improved retail facilities. On the other hand, it may be that lack of merchandise offerings and dissatisfaction with present facilities may be the factor causing consumers to trade elsewhere. Unless it is possible to establish an effective 'trade at home—from local businessmen' program (something becoming increasingly difficult in this highly mobile era), something must happen on the supply side if this vicious circle is to be broken."

The marketing specialist made it clear that some of the typically advertised "trade at home" appeals were of negative nature and consequently ineffectual.

He cited the need for small communities to analyze merchandise offerings in relation to population and purchasing power, seeking out deficit merchandise areas, and to avoid surplus merchandise areas; in other words, to determine what merchandise is lacking in the community and what merchandise is available in oversupply.

Lack of statistics and data for towns under 2500 makes it tough on the smaller communities, Thompson said. He expressed the belief that there is investment capital in the nation willing to come to small communities if there were some way for those with the capital to realize the opportunities that exist, but the small communities have few channels through which to sell themselves.

In this time when small towns often are thought of as

Chaff and Chatter

Wes Sherman

SCHOOL CHILDREN in the county have been getting vaccinations and immunization shots recently and some of them have some pretty sore arms where the vaccinations have "taken," one being the young daughter of the G-T publishers. She was successful enough in her campaign on her sore arm this morning so that her parents reluctantly agreed to allow her to stay home from school, but as so often is the case, these ailments become surprisingly better after 9 a.m.

Techniques of administering immunizations probably have improved considerably since the days of our childhood. Probably youngsters don't dread the experience as much as they once did. Some years ago it was a distinct time of foreboding when it was announced that vaccinations were to be given.

In college days, we recall the time when young men were lined up with shirts off for their pre-admission shots. One big husky fellow witnessed several of his colleagues get jabbed in the arm while awaiting his turn, and then silently collapsed in a dead faint. Apparently such incidents were quite common with servicemen, too, during World War II days. Probably the kids give less trouble this way than grown men.

A speaker we heard the other day told of a doctor who had perfected his technique for gaining children's confidence when he gave them shots.

"Now this will probably hurt," he would tell the child seriously. "I am going to stick this needle into your arm. But if it hurts too badly, you tell me, and I will pull it out."

MISSING from All Saints' Episcopal parish hall: One large size coffee percolator, six urns, five card tables, one collapsible dining table.

"Burglary" you ask. Oh, no, nothing like that. The church has just been good about lending its property, but some good folks have been just a wee bit negligent about bringing some of these things back, says Father C. Bruce Spencer.

It's getting so that the church has trouble finding enough equipment to put on its dinners, suppers and other events. Women of the guild earned the money for this equipment, and it would be appreciated if the borrowers returned it.

Those who borrow items from the church must first obtain permission of Eddie Gunderson, junior warden, the vicar says.

THE CORVALLIS Gazette-Times recently conducted a study on errors made in its paper and found that the average was about 450 errors discovered and corrected in each 18-page edition. Average cost of making corrections was about 7c per error.

Results of the study were presented at a recent meeting of advertising managers and at the state press conference. Before the last presentation, however, the Corvallis G-T had an embarrassing experience. It made a real good one that wasn't caught.

"dying." Thompson's belief in their solidity is refreshing. It is surprising to realize that the majority of the state's population still lives in towns less than 2,500. But his statistics clearly show the need of the small community to analyze itself and to work towards plugging the "leaks" that put it in an economic pinch on the retail level.

Using the statistics from the study of Brownsville, there is a real challenge to small communities. One can, to all intents and purposes, strike out the word, "Brownsville," and insert the name of almost any other small Oregon town with equal validity, including Heppner, allowing for some change in the comparative figures.

Those who believe in small towns, those who enjoy living in small towns, and those who like to do business in small towns don't have to throw up their hands in despair. If they can do a better job of using their own gross income for their own support, instead of allowing it to go to larger towns, they can thrive and forge ahead.

Merchants who believe in small towns can show their faith by their earnest attempts to supply goods and services for which consumers go elsewhere. They can also seek ways of encouraging investment in areas where they are deficient in offering goods and services that residents want and need.

Linotype operators on a paper set "catch lines" or "slug lines" in type to head each galley (or tray) of type so that the galley may be readily identified. When the story is so long that it goes over into another galley, the operator often heads it, "MORE MORE MORE NEWS," or whatever it happens to be. When the page is made up, this catch line is thrown away—or is supposed to be—by the makeup man.

The Corvallis paper in this particular edition had a long story on a speech by Senator Wayne Morse. When it carried over into the second galley, the imaginative linotype operator set the catch line, "MORE MORSE BALONEY," and put it at the top.

Well, of course, the makeup man forgot to throw the catch line away, and in the middle of the article in the G-T appeared the stark black line, "MORE MORSE BALONEY."

You have to watch these whimsical Linotype operators. Sitting and setting at and on a machine all day, they come up with some corkers.

Dallas, Oregon, where we spent 15 years, has a chapter of the G. A. R. which is named, "William T. Sherman Circle, Ladies of the G.A.R." in honor of the Civil War general. On one occasion our operator, whimsically attempting to vary the monotony of his routine, set a story about the G.A.R. and made it "Wesley A. Sherman Circle, Ladies of the G.A.R." knowing that the proofreader would catch his bit of whimsy and change it. The proofreader didn't, and it appeared in print that way.

WITH THIS ISSUE the Heppner Gazette-Times starts its 82nd year, which makes it a pretty venerable institution. The Oregon Blue Book listing indicates that it is about 9th in age among weeklies of the state. John Day's Blue Mountain Eagle claims the title as oldest, having started in 1868. The Dallas Itemizer-Observer got its start in 1875 and the Athena Press in 1879. Coming along in 1880 were the Independence Enterprise, the Lakeview Lake County Examiner and the Silverton Appeal-Tribune. Following in 1881 were the Junction City Times. The Newport News was next in 1882. Like the Gazette-Times, the Coquille Valley Sentinel was started in 1883.

Hillsboro Argus was founded in 1873 and the St. Helens Sentinel in 1881. These are not strictly weeklies now since they publish twice weekly. Many of the dailies are older than the Heppner G-T in newspaper history.

There are some 112 weeklies in the State of Oregon.

AS WE START this year, we want to give a sincere "thank you" to the ones most responsible for keeping the paper going by their support—the advertisers. There may be some in the community who take newspaper advertisers for granted, but the paper never does. Without them there simply wouldn't be a going newspaper in Morrow

Colorful Life of Mrs. Searcy Closes at 93

The active and productive life of Mrs. Lena Shelton Searcy, mother of Mrs. Charles Ruggles, came to a close with her unexpected death early Friday morning, February 26, at her Terwilliger Plaza home near Beaverton. She had passed her 93rd birthday December 25.

Always an inspiration to family and friends, her pioneering spirit, concern for others, and devoted interest in music and painting have been outstanding. The family honored her on her 90th birthday with a special reception at the YWCA in Portland and she was interviewed for a guest appearance on television. Her interest in painting dates back to 1891, and after her family of eight children were grown, she found leisure time to resume her favorite hobby. Her paintings of Oregon scenes and landscapes are now widely scattered among friends and family.

Memorial services were held Monday at 10:00 a.m. at Finley's Morninglight chapel in Portland, with Rev. Robert Hutchinson officiating. Seven of her grandsons served as pallbearers. Graveside services followed at the Moro cemetery. Her husband preceded her in death August 24, 1934.

Lena Rivers Shelton, the 10th of 13 children, was born December 25, 1871, to John William Shelton and Mary Jane Burford Shelton, on the family farm near Carlton. She graduated from McMinnville College June 4, 1890, taught in country schools near McMinnville, then came to Sherman county in 1894 where she taught school at Rutledge. She filed a homestead claim in 1895, and was married to Thomas B. Searcy on November 20, 1895, in McMinnville. Eight children were born and grew up on the family homestead, with six still living.

Surviving are two daughters, Mrs. Nina Pinkerton and Mrs. Helen Ruggles; four sons, Seral W. John L. Owen L., and Morris L. Also one brother, Hollis Shelton, Pomeroy, Wn., 19 grandchildren and 34 great-grandchildren.

To the Editor:

I was rather surprised and very much pleased at the response to my inquiry regarding the origin of the name Butter Creek, and I wish to sincerely thank you for your part in obtaining this information.

Besides the letters you sent me, I had a fine one from Mrs. Bartholomew, giving me news of old friends. In fact, I used to play with her younger brother and sister, and remember their home well.

My sons are planning to visit Oregon and the west sometime when their families are less care, and all this correspondence has renewed their interest to a large degree. I doubt if I ever come again, but the memories I have are wonderful company. Again, thank you.

Yours truly,
Annie Douglass Payne
842 N. Aurora St.
Ithaca, N. Y.

county. We say again that those who like their paper and want to give it the opportunity of truly reflecting the community as it is, by reporting the local news and activities, may best do this by supporting the advertisers.

In a real sense the public, not only the publishers, determine how good a paper will be.

"ONE OF THE most humane acts that ever came to my attention took place here in Lexington," writes Newt O'Harra. "The story goes like this—"

"Earl Papineau, his wife, Darlene, and small son have a large dog. During the winter months they take the dog for his weekly exercise over the Black Horse hill to Dr. Huber's then back home again.

"At the bottom of the Black Horse hill there is a sharp blind curve. As the dog was frisking along, a fast-moving car struck the big dog, tearing the skin and flesh from his shoulders to the end of his tail. By lifting the flesh you could see the bones and the inside of his body.

"The family hurriedly decided that the dog would die before they could take him to a vet—so they decided to sew him up. They took several needles and fish line and went to work.

"The dog is well and healthy today, with a very small scar on his body. The job took over two hours but was well worth the time spent for their faithful pet."

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MRS. LENA SEARCY

TO THE EDITOR...

To Whom It May Concern:

I see in the Oregonian quite often that there is a shortage of small change in transacting business, and blaming it onto the parking meters, slot machines, piggy banks, and coin collectors hoarding it. I think the trouble is the high officials have used Uncle Sam for Santa Claus too long. You know, anyone can run a business, government or private, if he is allowed to overdraw on his account. There should be a law that they couldn't overdraw, the same as an individual. There is only one way to remedy this, don't start it. Now our greenback or paper dollar is only a token of money, the same as your check, and it's got to where a dollar bill is only worth 45 cents; 55 cents of it is bogus and should bounce like any other rubber check.

In this way they would balance the budget, otherwise break even, and would be better off than going in the red. I was a stock man in eastern Oregon, and I found out a long time ago that if a business didn't pay, a fellow should change his method—I had to change mine a time or two. If they don't change their method of madness, Uncle Sam is going to be stuck.

In 1861, during Abraham Lincoln's administration, he was having a little trouble with the government and he put it this way, "You can fool all the people some of the time and some of the people all the time, but you can't fool all the people all the time."

They should stop this giveaway to foreign countries and South America. They are only making a lot of drones out of them. If it was me, I'd put them on a diet. It might help. And this trip to the moon—that's a lot of hooey. Pay this money on the national debt; let Uncle Sam get his feet on the ground. This is something to think about: The last time I reckoned it, the interest on the National debt was \$17,690,000 every 60 seconds. I see they appropriated 6 billion dollars to go to the moon. If a person had a billion dollars and gave away \$1,000,000 an hour, it would take 14 years, one month, 26 days and 6 hours before he would be broke.

Now, if Russia wants to go to the moon, let them go. They have to do something to keep their people contented. You can read history as far back as you like. I never saw a dictator that made good. It's like Napoleon, who once had all Europe at his feet at last was sent to the island of Elbe in the Mediterranean, he came undone again, then in 1814 he was put on the Island

of St. Helena in the Atlantic, 1,000 miles from shore, and was guarded. This island is about 10 miles long and six miles wide.

I see that they are trying to make daylight saving time national. That's like cutting a foot off the bottom of your quilt and sewing it on the top to make it longer. If someone wants to go to work one hour earlier, let him go. Don't try to force the Nation to do it.

Scott Brown
4934 N. E. Pacific
Portland, Oregon

COMMUNITY BILLBOARD

- #### Coming Events
- HEPPNER HIGH BASKETBALL District playoff Heppner vs. Enterprise Milton-Freewater gym Saturday, 8 p.m.
 - EASTERN STAR RECEPTION Ruth Chapter, OES, 70th Anniversary Monday, March 8, 8 p.m. Masonic hall. Reception honoring Inez Huffman.
 - COWBELLE LUNCHEON Monday, March 8, 12:00 noon Hotel Grill dining room. Members and guests.
 - SCHOOL BAND CONCERT Heppner High bands, solos Wednesday, March 10, 8 p.m. High school multipurpose room. No admission. Public welcome.
 - PTA MEETING Wednesday, March 10. Grade school multipurpose room. Blue Mountain College speaker.
 - SPONSORED AS A PUBLIC SERVICE BY C. A. RUGGLES Insurance Agency P. O. Box 247 PH. 676-9625 Heppner

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