

Community Merchants--Stanfield and Umatilla

1943 CROP GOALS IS TOUGHEST JOB FOR FARMERS

Farmers can tackle the job of

meeting the 1943 food production goals with assurance that agriculture will get its full share of the available manpower, machinery, and materials needed to produce essential foods, reports R. B. Taylor, chairman of Oregon's USDA war board, in announcing



HAPPY NEW YEAR TO ALL

WHAT IS HAPPINESS?

Like Pilate's old question, "What is truth?" that question has many answers. But there is one answer that must be better than all the rest—the one answer we hope you find each day in 1943.

Mr. and Mrs. Ursel Hiatt

We Are in the Market
For
Live Poultry
of All Kinds
HIGHEST PRICES ON MARKET
Cash on Delivery
— CALL OR SEE US FOR DRESSING DATES —
Perry Bros. - G. G. Smith
Stanfield Oregon



This year the holiday season finds millions of our fellow-citizens in the armed forces, millions more in the factories and shipyards who serve those gallant men at the front.

There is no finer Christmas gift that can be sent to our fighting forces than the greatest output possible of planes, ships, and supplies, bringing Victory closer.

The Long Distance lines of the Nation are serving this gigantic program by handling a tremendous number of calls, the greatest in telephone history.

Big as it is, the network of Long Distance lines has no margins this year for purely personal calls; nor can more lines be constructed. The copper and other materials that would require are needed still more by our fighting men.

In recent months, your co-operation in keeping Long Distance calls to the essential has helped to keep these lines clear for war calls. We ask now that you continue this assistance, over the holidays especially. To war-busy centers, please make only calls that are necessary.

We appreciate your friendly help and understanding.

"The Victory Loan Drive is on—will you invest in our National security through the new Victory Loan?"

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

UMATILLA

Umatilla, the city of tanks, during the past year has gone a long way to cooperate in the war effort. Railroad, trucking and other business in general have been clipping along at a fast pace with all available facilities taxed to full capacity. The new year, 1943, promises even more hustle and bustle as more oil tanks are under construction and indications generally point to another busy year.

Members of the city's official family the past year included: Mayor, J. A. Stephens; recorder, E. McKenzie; treasurer, C. F. Knudsen; councilmen, Ursel Hiatt, J. W. Connell, George Butterwood, Roscoe Williams, Lew Brownell and Harry Hull. Apparently the voters of Umatilla were quite well satisfied with the work of these gentlemen as they were all returned to office except in two spots, Mrs. Marie Knudsen replaced her husband as treasurer and A. B. Stephens was elected to take the place of Roscoe Williams who is now employed in Portland.

The merchants of Umatilla greet all their friends on this Christmas season and join in their best wishes for a prosperous New Year for everyone.

ing detailed goals for this state.

Even so, farmers face their toughest job in maintaining the output of food called for under the goals which he termed "targets for farmers to shoot at during the coming year." Wartime shortages were taken into account in setting them, but they represent this state's share of the minimum amounts of essential farm products needed to carry on the war in 1943.

At least a billion and a half pounds of milk will be needed from Oregon dairy herds, and "that won't be enough to meet all demands," Taylor said. Next in importance are meat production goals, which include a 15 per cent increase in hogs, or pig crops from 45,000 sows in the spring and 34,000 in the fall.

Beef and veal goals call for slaughter of 422,000 cattle and calves, a 14 per cent increase. The goal for mutton and lamb, 744,000 head, is a 15 per cent decrease from this year, reflecting the need for maintaining wool production and checking the downward trend in sheep numbers.

Fifteen per cent increases in poultry meat production are sought, including 19 million pounds of chickens for meat and 36 million pounds of turkeys. Almost 41 million dozen eggs will be needed to meet the 1943 goal.

Reduction in wheat acreage to 720,000 acres, 8 per cent below the 1943 state AAA allotment, is suggested. Present large wheat supplies, together with the 650,000 acres of corn, oats, barley, and rye called for under the 1943 goal, are looked for the feed needed to meet livestock goals.

Other crop goals include: all tame hay, 1,090,000 acres, up 5 per cent;

potatoes, 43,000 acres, up 16 per cent; sugar beets, 13,000 acres, no change; dry beans, 3,000 acres, no change; dry edible peas, 20,000 acres, a complete shift from wrinkled to smooth varieties; fiber flax, acreage up to full capacity of processing plants; alfalfa seed, 9,000 acres, up 80 per cent.

POPULATION IN COUNTY UP 10 PER CENT

Umatilla county's population has increased 10 per cent since the 1940 census, reports a national population and buying power survey made by Sales Management and analyzed locally by the Oregon Mutual Life Insurance company.

Umatilla county is in the Portland retail trade area which has a per family buying income of \$2,829 for 1942. This is a startling increase over the per family income of \$1,695 four years ago.

Portland area's buying income has gained in the exact proportion as the U. S. as a whole. The 1942 buying income for this area is \$1,045,257.000 which is a gain of 66.84 per cent over 1938.

The Portland area, which according to the 1940 census reports included a population of 1,196,100, represents now almost 1 per cent of the whole country's buying income.

"However, the signs clearly point to a relative degree of stabilization from this point on. Income probably will increase; civilian-goods sales decrease as long as the war lasts. But

from here on the changes are likely to be both less abrupt and more uniform than since lend-lease and especially since Pearl Harbor," points out the research department of Oregon Mutual Life.

"Today most of us are unable to buy many of the things we would like to buy. They are not being made, or they aren't being sold except on severely rationed basis. But with this stifled consumer buying comes vastly increased ability to buy, ability in the

form of an increased spread between total effective buying income and total retail sales.

"Into war bonds, savings banks, payment of mortgage installment contracts, and life insurance policies are going billions of dollars which exert a powerful stabilizing influence on our present day buying, act as a brake on inflation, and will constitute a valuable shock absorber in the economic adjustments which always follow a great war."

HAPPY NEW YEAR



NEW HOPE... BEST WISHES TO ALL 1943

THE year 1942 is now a closed book, and we enter 1943 with new zeal, new hope and new objectives. One of our main objectives is to serve you still better. We thank you cordially for the support you have given us during a year that has tried men's souls, and wish you every blessing that 1943 can possibly bring.

H. B. Hull, Umatilla, Ore.

JOYOUS SEASON TO ALL



Rising above the turmoil and cares of the world is the majestic story of Bethlehem. May the star that shone then still cast its light for you and all of us, revealing new pathways to happiness and achievement. Our entire organization joins with us in thanking you for your good will and patronage during 1942, and in wishing you a very Merry Christmas.

COLUMBIA CAFE

Mr. and Mrs. Walter Harr, Umatilla, Ore.

Spirit of Christmas, 1942



Christmas day, 1942, will see more soldiers than at any time in the history of our country pay homage to Him who died to bring peace on earth. Thousands of American soldiers stationed in the world's outposts of freedom will attend services on Christmas morning. Special services have been arranged in training camps in all parts of the country. This officer, with his wife and young son, kneels before a replica of the manger in the chapel at Fort Myer, Va.

Sunshine Aids

Mistletoe grows only on the highest branches of the tallest trees because it requires a great deal of sunlight. It is confined to these branches in bottom-land forests of the East. In the brilliant sunshine of the Southwest it spreads over the entire tree.

Gifts for Soldiers

If he is about to spend a year in the army or navy here is a gift suggestion. An official kit made of canvas in khaki or blue, with everything necessary for a shave or a quick cleanup. For an officer, an official musette bag in which to keep his personal belongings.



Findings of Joy

Not just a wish for Christmas,
But a wish for each day of the year,
And never were greetings more hearty,
Or wishes more true and sincere.

Tum-A-Lum Lbr. Co.

L. Williams
Mgr.

Phone 3132
Umatilla