

Joseph's Corral No. 5 opens the gate

By Steve Tool

Wallowa County Chieftain

JOSEPH — Corral No. 5, owned by JoJean Hinkley, recently opened its doors at 13 S. Main St. in Joseph. The Corral specializes mainly in affordable, western-style clothing and accoutrements for women. The Corral also carries some urban styles.

Hinkley comes by her western and fashion interests honestly, having grown up in the Wallowa Valley. "My dad, Cliff Hinkley, had a ranch starting in 1948 on the Chesnim and Zumwalt (prairie). I grew up on the ranch and went to school in Lewiston, but I spent all my summers over here, and when I got out of high school I came back. I've been in and out of here ever since," Hinkley said.

This is Hinkley's first venture into the retail world. "I've been in the cattle and horse business all my life," she said. She is not currently in the livestock business.

The store in Joseph was not how Hinkley originally envisioned her retail business. "I was going to do this in a trailer and go to fairs and rodeos. In January, my pickup caught fire. No pickup — no trailer. Now I have a brick-and-mortar store," Hinkley said.

The store came by its unusual name because of an inci-



Steve Tool/Chieftain

Corral No. 5 is now open and ready for business.

dent on her parents' ranch. She was helping her mother weigh a shipment of steers when an overly excited group of steers hit the gate, which in turn hit Hinkley and sent her flying into mud and cow manure.

Hinkley wasn't hurt in the incident, but was covered in muck. "My mom, who is always immaculately dressed, stuck her head out the scale house door and said, 'You've got your corral number five

on, honey.' The reference is a pun on the classic Chanel No. 5 perfume.

"I lobbed a big hunk of mud at her," Hinkley recalled. The incident became an inside family joke.

Unlike many western stores, Hinkley offers her clothing in a variety of sizes. "I've been a size 4 and a 24 and everything in between. I think if you're going to have something like this, you need

to carry every size because real women come in every size. Realistically, most women wear sizes 14 to 24, and those clothes are tough to find," Hinkley said.

Catering to local needs is Hinkley's priority. "This is for the everyday gal who has lived in Wallowa County for most of their life who needs a good pair of jeans or boots or tennis shoes and maybe some fancy clothes for when she gets dressed up if she works in a bank," Hinkley said.

Keeping her prices affordable is a Hinkley priority. "My prices are pretty good. My jeans are \$52 and capris are \$37. My most expensive piece of clothing is only \$80. Most of my boots and purses are offered below the manufacturer's suggested retail price," Hinkley said. She added that rather than periodic sales, she'll eventually have a \$25 table of goods. Hinkley will donate some unsold clothing to "Dress for Success," a non-profit that provides economically disadvantaged women with professional attire and other amenities.

Corral No. 5 store hours are from 10 a.m. to 6 p.m. Monday through Saturday, although Hinkley will open on Sundays by appointment. The store's number is 541-398-8239. "You don't have to leave town to find good clothing," Hinkley said.

Art-loving Phinneys thrive in gallery biz

By Rob Ruth

Wallowa County Chieftain

JOSEPH — Malcolm and Tami Phinney's art gallery may be the newest in the galleries lineup along Joseph's Main Street, but already it appears firmly established in the local arts community.

Heading into its first full high-traffic season, Phinney Gallery represents approximately 20 regional artists, some of them local. The Phinneys say that's a number the gallery can comfortably serve.

"You get too much work (on display) and it gets diluted. You don't give enough representation to everybody," Tami Phinney said. She added, "I wish we could show more, but it just doesn't work."

At this time last year, Phinney Gallery didn't exist. Malcolm Phinney, who worked in the gallery at Valley Bronze for more than 20 years, left that position in mid-June of 2014. In mid-July, he and wife Tami opened Phinney Gallery at 17 S. Main, in the building that had most recently housed The Country Store.

Preparations during the intervening month proceeded at a frenetic pace, with the couple transforming the business space. Among other measures, they switched the existing primary wall colors for more muted tones, added new flooring to the front section, and designed the gallery's external sign painted by Bird Dog Signs above the front entrance.

Artist Malcolm, the sign's designer, also put in time that month building all the pedestals they would need to display their artists' works.

The couple also had help from family members — some of whom live in Wallowa County (including Tami's sister, Bee Charmed owner Wendy Stewart), and others from La Grande (Tami's parents) and Cove (Mal-



Rob Ruth/Chieftain

Gallery owners Malcolm and Tami Phinney beside a sculpture by Tim Norman. On the wall behind them, a painting by Leslie LeViner.

colm's parents).

The Phinneys were still scrambling upon launch. "We sold something the first day we opened and we didn't have bubble wrap at that moment," Tami recalled. So they ran to a couple of other Joseph galleries that provided them some.

Malcolm says Joseph gallery owners tend to be mutually supportive. Relationships among them are "really good," he explains, due at least in part to everyone's awareness of the pitfalls of going it alone in a remote location like Wallowa County. "The consensus is we all need each other to make it a draw

up here," he said. "Nobody wants to come up just for one gallery."

And as art lovers, the Phinneys and other gallery owners derive pleasure simply from exposing the public to art, which means they don't expect all their visitors to be shoppers. First and foremost, Malcolm says, all artists "want their work to be seen."

In an area that attracts so many campers, Tami adds, there's opportunity to reach those among them who haven't previously paid much attention to art. She said it's rather gratifying when they're visited by campers "who've

never been in a gallery in their life and it's a good experience for them."

Phinney Gallery is open seven days per week, year-round, but if that sounds like a grind to most people, the Phinneys don't see it that way. During winter, tourism's off-season, Malcolm finds more time to devote to his own artwork, created in his studio on-site. He's primarily a painter in oils.

Malcolm, who has an art degree from Eastern Oregon University, is the main person running the gallery, continuing in a long career that he enjoys. He said it started in the mid-1980s when he worked with the Phillips Gallery in Salt Lake City, and he and Tami had their own gallery during the early 1990s in Coeur d'Alene. In 1993, the couple moved to Wallowa County, and it's here that they raised their kids.

Some of the artists Phinney Gallery represents were previously served by the Valley Bronze gallery, and several others have come over

from Kelly's Gallery, which closed after tourist season last year. More recently, artist Tim Norman, who is foremost a sculptor, came aboard after closing his own gallery down the street. "He can also come in and demonstrate when he's having shows," Malcolm says.

Before setting up their business in Joseph, Malcolm

and Tami briefly considered establishing it in either Hood River or Cannon Beach, but they say keeping it in Wallowa County was definitely the right call.

"We're really happy with the way it turned out," Malcolm said.

On the Web: phinneygallery.com.

Sharon's Bouquet of the Week
 Many thanks to Dan the Appliance Man who coached me through learning to shut my clothes dryer!
God Bless You!
 Love,
Sharon Sherlock

Upcoming Classes and Workshops at Josephy

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AROUND ENTERPRISE

A big **THANK YOU** goes out to the Wallowa Valley Community Ice Rink committee and all the volunteers involved in last summer's City Park levelling project. The new hydroseeded grass bench looks fantastic and ready for outdoor activities.

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