

Heppner Gazette Times

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The Metropolitan Aspect.

THE other day our esteemed contemporary, the Pendleton East Oregonian, editorialized at length on Pendleton's municipal band. In the course of the editorial an opinion was expressed something like this, "To the extent of organized effort does a community reflect the metropolitan aspect."

Pendleton is to be congratulated on assuming the aspect of a metropolis to the added extent of obtaining a municipal band. We in Heppner appreciate the favorable spirit which has been created by our own school band. It has been a worthwhile achievement.

But from Pendleton's obtaining a municipal band, and from the opinions voiced by her newspaper, there is a direct moral pointed for Heppner, viz: Pendleton is assuming the attributes of a metropolis, offering an ever larger appeal for the business of tributary districts; it is becoming a more and more serious competitor of adjacent small towns, including Heppner.

Taking as axiomatic the East Oregonian editor's statement about the amount of organization indicating those attributes toward metropoliticism—for from the beginnings of history anyone can see that man's progress has been directly measured by his capacity for organized effort—then it behooves Heppner to take a leaf from Pendleton's book and be up and doing.

Heppner has no dearth of organizations, and one often hears the remark that it is organized to death. However, organizations can only be useful to the extent of the interest and activity of those who should support them. A few individuals cannot carry the burden of organized effort, nor would the results be satisfactory if they could. Everyone earning a livelihood within the community has a moral obligation to give something to the community in return. The sum total of such contributions is the measure of civic pride and loyalty which the community reflects. It is the measure, also, of the ability of the community to hold its own in an era of ever-increasing competition.

There probably is no malicious attempt on the part of Pendleton to destroy Heppner as a community, as there has been no such thought in the minds of other larger communities which have absorbed towns thrown into closer proximity by better transportation facilities. Nonetheless, the handwriting is on the wall, and it lies only within the power of the people in this community to divert the trend.

Nip it in the Bud.

AN FLU-PNEUMONIA epidemic is sweeping Oregon. Already eight deaths have been reported in Portland where a ban on social functions is being enforced. Here, also, cases are developing at an alarming rate.

Taking a lesson from the 1918 epi-

demie, Heppner should adopt early the measures which proved effective in breaking that wave of sickness. Public assemblages should be kept down to a minimum, public places fumigated, stuffy rooms avoided, a frowning campaign conducted against coughs and sneezes, and individuals developing symptoms put to bed immediately.

Influenza is not to be regarded lightly. In the form now prevalent it is malignant in its effects. Victims are especially subject to pneumonia. No one may be too careful in observing ordinary precautions against taking cold, or in any way lowering his vitality. Cooperation by everyone now may prevent a terrible siege of sickness and possibly unnecessary toll of life.

Four More Years.

FRANKLIN DELANO ROOSEVELT took the helm of the ship of state for another four years in inaugural ceremonies at Washington, yesterday. Loved by his friends and respected by his enemies, he continues as chief executive with the largest following of any president since Washington.

He is the man of the hour, in whose hands largely lies the destiny of the nation. He has been, and will continue to be the "chief" with winning personality, reflecting a great humanitarian heart, whose orders in the public welfare will find ready response from minds and hands of all true Americans.

Many who opposed Mr. Roosevelt in the last election did so not for lack of confidence in their leader but because of fear that too much power would be placed in the hands of one individual. This paper joins the nation in imploring deity to grant the President the strength, courage and physical well-being which the arduous duties of the office will require for another four years.

A Practical Test.

INTEREST in the Townsend revolving old age pension was revived this week when Chelan, Wash., started an actual test of the procedure. Two hundred dollars was drawn by lot at a Townsend dance. The sum was in marked one dollar bills which the recipient agreed to spend within a month with Chelan merchants, each of whom agreed in turn to pay two percent of the marked money transactions into a revolving fund as tax. The Chelan Townsend club manager predicted enough tax would be collected to start another \$200 or more rolling the second month.

This practical demonstration of feasibility of the Townsend plan will be watched by the entire nation. If successful, it will be the biggest argument yet offered to force the plan on a national scale.

Thank You, Ben.

ANNIVERSARY of the birth of Benjamin Franklin occurred last Sunday. The occasion reminds us to thank this great patriot for his contribution to newspapering. Though he lived before a newspaper code of ethics was known, Ben pioneered the way to establishment of the principles upon which most newspapers are published today.

In his autobiography, Franklin said:

In the conduct of my newspaper, I carefully excluded all libelling and personal abuse, which has of late years become so disgraceful to our country. Whenever I was solicited to insert anything of that kind, and the writers pleaded, as they generally did, the liberty of the press, and that a newspaper was like a stage-coach, in which anyone who would pay had a right to a place, my answer was that I would print the piece separately if desired, and the author might have as many copies as he pleased to distribute himself, but that I would not take upon me to spread his detraction; and that, having contracted with my subscribers to furnish them with what might be either useful or entertaining, I could not fill their papers with private altercation, in which they had no concern, without doing them manifest injustice.

Now, many of our printers make no scruple of gratifying the malice of individuals by false accusa-

tions of the fairest characters among ourselves, augmenting animosity even to the producing of duels; and are, moreover, so indiscreet as to print scurrilous reflections on the government of neighboring states, and even on the conduct of our best national allies, which may be attended with the most pernicious consequences. These things I mention as a caution to young printers, and that they may be encouraged not to pollute their presses and disgrace their profession by such infamous practices, but refuse steadily, as they may see by my example that such a course of conduct will not, on the whole, be injurious to their interests.

When Ben wrote, "I carefully excluded all libelling and personal abuse," and "having contracted with my subscribers to furnish them with what might be either useful or entertaining," he laid down two abiding tenets of the newspaper profession. If he had not brought lightning down from the sky with his kite, or negotiated the loan from France which tided the nation over in an early day, this contribution alone would have entitled him to immortality.

Mose Hibernator says that instead of taking the "taters to bed nights, the missus has started knitting sweaters for them.

Preservation of The Columbia Gorge

(Editor's Note:—This is one of a series of articles released by the State Planning Board from its recommendations to Governor Charles H. Martin on "Recommended Policies for Sale of Bonneville Power." Others in the series will follow until completed.)

It is important that key industries be offered low cost power at or near Bonneville when this great power project is in operation. Nevertheless provision should be made to preserve the great scenic values of the Columbia River Gorge in which Bonneville is located, a report of the Oregon State Planning Board entitled "Recommended Policies for Sale of Bonneville Power," points out.

The Columbia river in its passage through the Cascade Range has created a setting of extraordinary beauty, known as the Columbia River Gorge, extending approximately sixty miles from The Dalles west to Troutdale. Bonneville lies near the center and steepest declivity of the Gorge, which, with the beautiful Columbia River highway, is known all over the world. Tourists come from every state in the Union and from foreign countries to view these scenic attractions. The Columbia Gorge is a natural asset of national importance.

The recreational and scenic values of the Gorge are very great, whether measured in human enjoyment or in dollars from tourist travel. There is no way of comparing quantitatively the relative values to the Pacific Northwest of industrial development, which might be established in the Gorge, with those of scenery and recreation. Both are of major economic importance.

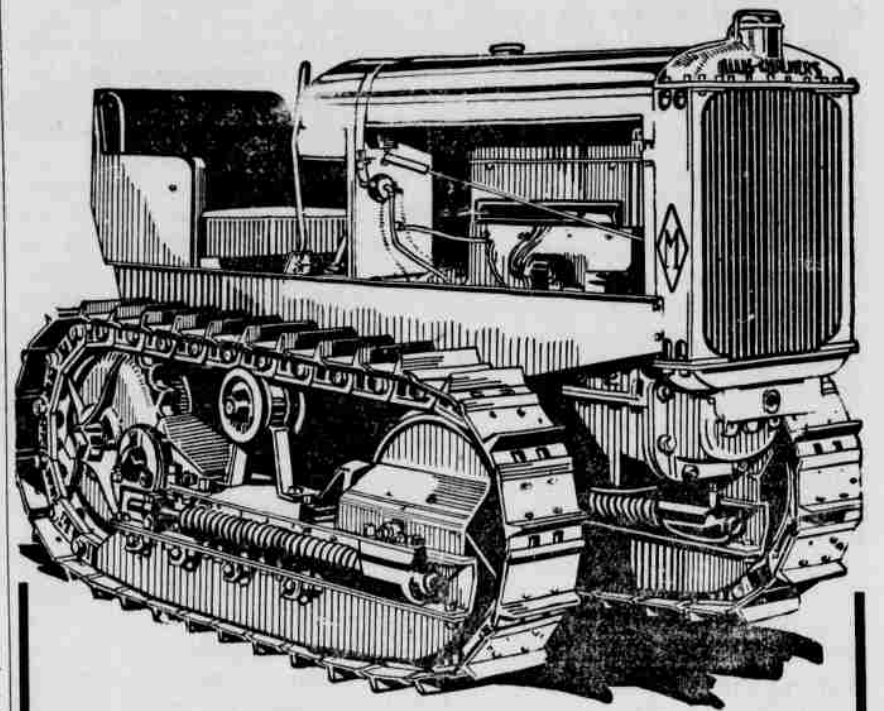
It is therefore essential that the Gorge be not irreparably damaged by industries and manufacturing plants. The most satisfactory solution would be to make power available to large industrial users at points nearby but outside the Gorge at the same low rate at which energy could be sold at the Bonneville power house. This would require that costs of transformation and transmission from Bonneville to these nearby points be not included in the rate structure. While this policy might require a slightly longer period for amortization of the project, the federal government would be justified in adopting these measures in order to preserve for the nation the recreational and scenic values of this magnificent water gap.

If, however, it is found impossible to follow the above recommendation, provision should be made to insure that industrial plants which might be built in the Gorge be planned and operated so as not to injure seriously the scenic and recreational features. Proper planning and regulation in plant layout, in arrangement and design of structures and in

preventing smoke, chemical fumes, river pollution and other nuisances, should be enforced. This necessary regulation can be accomplished through control by public authority

in the public interest, and members of congress who will soon set the rates and policies of Bonneville should most certainly keep this in mind.

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- Leghorn World - 1 Yr.
- Mother's Home Life - 1 Yr.
- Needlecraft - 1 Yr.
- Plymouth Rock Monthly 1 Yr.
- Rhode Island Red Journal 1 Yr.
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