

## Heppner Gazette Times

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Official Paper for Morrow County

### TWENTIETH RODEO

TWENTY years ago C. W. McNam-  
er, L. V. Gentry, Charles Latour-  
ell, Jack French, et als, conceived  
and successfully staged the first  
Heppner Rodeo.

The first Rodeo had its setting on  
the corner of Chase and May streets  
where the Ferguson cabins now  
stand. There were few facilities for  
show or spectators, but the lists  
were well filled with local talent  
and the confidence of its directors  
was so well substantiated that a  
strong demand was made for Rodeo's  
continuation.

The second year the site was taken  
from land then operated by Mr.  
Gentry where an area was fenced  
off and a barn built. That was the  
nucleus for the fine grounds where  
the show has since been staged—a  
natural amphitheater set against the  
rolling hills where cowboys and In-  
dians were wont to rove in olden  
days.

When Rodeo's fathers conceived  
the show, they had definite ideas of  
the type of show that could be suc-  
cessfully presented. It was to foster  
free and open competition with all  
comers being given a fair break.  
That tradition has been followed by  
all succeeding directors. President  
Beckner and his helpers are making  
the same regulations, and this year  
have gone so far as to appoint only  
two judges, leaving it to the per-  
formers to choose the third, to allay  
any doubt of fair intentions.

Every year that Rodeo has been  
presented the prize money has been  
given as advertised, and for the last  
several years all entrance fees have  
been added to purses, though few  
years have brought an overplus of  
income with which to build needed  
facilities.

Withal Rodeo has made possible  
the fine recreation grounds for pre-  
sentation of school and community  
athletic events. It has given all Mor-  
row county a common interest for  
expression of a cooperative spirit  
that has proved helpful to town and  
country, and through drawing neigh-  
bors from adjacent counties it has  
prolonged and encouraged the type  
of hospitality for which the old west  
was noted.

Rodeo's twentieth anniversary  
is marked by a good year, economi-  
cally, though the shadow of war  
clouds cast an eerie shadow. Still  
it is with a spirit of western inde-  
pendence that this year's show is  
welcomed—the spirit of the pioneer  
will conquer problems of the mor-  
row as it did the obstacles of the  
early days.

### New Ice Cream Store Opens Today

Rodeo visitors come to Heppner  
just in time to help greet one of the  
nicest refreshment centers in east-  
ern Oregon, Scotty's Super Creamed  
Ice Cream store.

Modernistically designed and equip-  
ped throughout, the new store, oper-  
ated by Mr. and Mrs. J. L. Hall,  
recently of Vancouver, Wash., itself  
is refreshing in appearance, and its  
proprietors guarantee an increased  
demand for ice cream locally once  
patrons have tasted their "freezer  
fresh" product.

It has been the history of these  
stores that they do not hurt other  
businesses dispensing ice cream,  
say Mr. and Mrs. Hall, and it is not  
their desire to do so. Rather, the  
increased advertising for ice cream  
resulting from the store's operation  
has really boosted the business of  
other refreshment places. Ice cream,  
they believe, can stand more use in  
the diet every place, for it is whole-  
some food as well as refreshing.

### Conservation of Soil Furthered By Five Districts

With the completion of a hearing  
on a proposed soil conservation dis-  
trict in Lake county, the state SCS  
committee has now held nine such  
hearings leading to final organiza-  
tion of five districts, reports W. L.  
Teutsch, assistant director of ex-  
tension at Oregon State college, who  
assisted Robert H. Warrens, Forest  
Grove, chairman of the state com-  
mittee, in holding the hearing. At  
least 10 districts are expected to be  
completed in the state by the end  
of this year.

The hearing just held was on a  
proposed district for the Crooked  
creek area where 27 land owners  
had requested the organization of a  
district as a means of getting coop-  
erative action on water conserva-  
tion, creek bank erosion control and  
range water development. Whether  
the district will be organized will  
depend on the state committee's ac-  
tion based on sentiment developed  
at the hearing.

Soil conservation districts are  
formed under the terms of an Ore-  
gon law enacted in 1939. The dis-  
tricts organized and operating at  
present are the Necanicum and War-  
renton districts in Clatsop county,  
Langell valley in Klamath county,  
Keeting in Baker county and South  
Tillamook in Tillamook county.

Districts in the process of orga-  
nization include South Wasco in Was-  
co county, Heppner district in Mor-  
row county; Nehalem district which  
includes parts of Clatsop, Columbia,  
Tillamook and Washington counties,  
and the Siuslaw district in western  
Lane county.

The South Tillamook district was  
the first to be organized in the Pa-  
cific northwest. It includes 20,000  
acres and maintains headquarters  
for the Soil Conservation service at  
Woods.

To form a soil conservation dis-  
trict, at least 25 land owners involv-  
ed must petition the state commit-  
tee. A hearing is then held to mea-  
sure sentiment after which a refer-  
endum by land owners in the dis-  
trict will be called, with 60 per cent  
favorable majority necessary to au-  
thorize the project.

The state committee is composed  
of Chairman Warrens; Director W.  
A. Schoenfeld and Teutsch of Cor-  
vallis; Charles E. Stricklin, state en-  
gineer, and G. W. Franklin, Enter-  
prise.

### Food-for-Defense Campaign Boosted On Oregon Farms

Oregon farmers are already re-  
sponding to the call of the govern-  
ment to increase the production of  
certain foods needed in the defense  
program, according to a progress  
report submitted to the secretary of  
agriculture by the newly-created  
U. S. D. A. defense board. This  
report, compiled by the extension  
service at the request of Robert B.  
Taylor, chairman of the state AAA  
committee and chairman of the new  
board, shows increases in produc-  
tion of nearly all the defense foods,  
including dairy, poultry and pork  
products and certain canning veg-  
etables.

Total milk production in Oregon  
is up 8 per cent so far this year,  
though increased consumption of  
fluid milk has kept the output of  
manufactured dairy products down  
somewhat. Cheese production, par-  
ticularly urged by the government,  
is up sharply, but partly at the ex-  
pense of butter and condensed milk

output.

The present price ratio between  
dairy feeds and butterfat is favor-  
able to liberal grain feeding in most  
areas of the state, the report shows.  
A new extension bulletin will be  
available soon on feeding and man-  
agement by the dairy industry in  
relation to the food for defense pro-  
gram.

Increased acreage of canning to-  
matoes and corn are noted in the  
report and marked progress is re-  
ported in the production of green  
peas and green beans for process-  
ing. Oregon's total acreage of com-  
mercial truck crops for processing is  
given at 39,710 acres in 1941, com-  
pared with 35,470 acres in 1940.

Oregon will have from 5 to 10 per  
cent more laying hens this fall than  
last. With emphasis placed on bet-  
ter methods of feeding, manage-  
ment and housing, poultrymen of  
this state are apparently well on  
their way to supplying their share  
of the needed increase in egg pro-  
duction. The principal problems  
listed are scarcity and high cost of  
certain feed concentrates and the  
shortage of good farm labor.

Increased pork production is ham-  
pered by higher cost of feed grains.  
A wheat feeding program sponsored  
by the experiment station and ex-  
tension service has resulted in con-  
siderable progress in this respect,  
particularly in areas where pasture  
is also available.

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### DEFENSE BOND

# Quiz

Q. Where should I keep my Defense Savings Bonds?

A. In a safe place, because they have value which constantly increases. If you wish, the Treasury Department or any Federal Reserve Bank will hold them in safe-keeping for you without charge, giving you a receipt.

Q. Does an album filled with Stamps automatically become a Bond that will pay interest and mature in 10 years?

A. No. The completed album must be exchanged for a Bond. Regardless of the amount of money you have invested in Stamps, they will not bear interest until they are in the form of a Bond or Bonds.

NOTE:—To purchase Defense Bonds and Stamps, go to the nearest post office or bank, or write for information to the Treasurer of the United States, Washington, D. C.

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