Heppner **Gazette Times**

THE HEPPNER GAZETTE Established March 30, 1883; THE HEPPNER TIMES. Established November 18, 1897; CONSOLIDATED FEBRUARY 15, 1912

Published every Thursday morning by CRAWFORD PUBLISHING COMPANY and entered at the Post Office at Hepp-uer. Oregon, as second-class matter. JASPER V. CRAWFORD, Editor

SUBSCRIPTION RATES One Year Three Years Six Months Three Months Single Copies

Official Paper for Morrow County

TWENTIETH RODEO

TWENTY years ago C. W. McNamer, L. V. Gentry, Charles Latourell, 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 present are the Necanicum and War- tension service has resulted in conand the confidence of its directors renton districts in Clatsop county, siderable progress in this respect. was so well substantiated that a Langell valley in Klamath county, particularly in areas where pasture deo's continuation.

The second year the site was taken from land then operated by Mr. Gentry where an area was fenced co county, Heppner district in Moroff and a barn built. That was the row county; Nehalem district which nucleus for the fine grounds where includes parts of Clatsop, Columbia, the show has since been staged-a Tillamook and Washington counties, natural amphitheater set against the and the Siuslaw district in western rolling hills where cowboys and In- Lane county. dians were wont to rove in olden!

the show, they had definite ideas of acres and maintains headquarters the type of show that could be suc- for the Soil Conservation service at cessfully presented. It was to foster Woods. free and open competition with all To form a soil conservation discomers being given a fair break. trict, at least 25 land owners involv-That tradition has been followed by ed must petition the state commitall succeeding directors. President tee. A hearing is then held to mea-Beckner and his helpers are making sure sentiment after which a referthe same regulations, and this year endum by land owners in the dishave gone so far as to appoint only trict will be called, with 60 per cent two judges, leaving it to the per- favorable majority necessary to auformers to choose the third, to allay thorize the project. any doubt of fair intentions.

presented the prize money has been A. Schoenfeld and Teutsch of Corgiven as advertised, and for the last vallis; Charles E. Stricklin, state enseveral years all entrance fees have gineer, and G. W. Franklin, Enterbeen added to purses, though few prise. years have brought an overplus of income with which to build needed

Withal Rodeo has made possible the fine recreation grounds for presentation of school and community On Oregon Farms athletic events. It has given all Morrow county a common interest for country, and through drawing neigh- certain foods needed in the defense bors from adjacent counties it has program, according to a progress was noted

is marked by a good year, econom- service at the request of Robert B. ically, though the shadow of war Taylor, chairman of the state AAA clouds cast an eerie shadow. Still committee and chairman of the new it is with a spirit of western inde- board, shows increases in producpendence that this year's show is tion of nearly all the defense foods, will conquer problems of the mor- products and certain canning vegrow as it did the obstacles of the etables. early days.

New Ice Cream Store Opens Today

Rodeo visitors come to Heppner just in time to help greet one of the ticularly urged by the government, nicest refreshment centers in east- is up sharply, but partly at the exern Oregon, Scotty's Super Creamed pense of butter and condensed milk Ice Cream store.

Modernisticly designed and equiped throughout, the new store, operated 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 wholesome food as well as refreshing.

Conservation of Soil Furthered By Five Districts

With the completion of a hearing on a proposed soil conservation district in Lake county, the state SCS committee has now held nine such hearings leading to final organization of five districts, reports W. L. Teutsch, assistant director of extension at Oregon State college, who assisted Robert H. Warrens, Forest Grove, chairman of the state committee, 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 district as a means of getting cooperative action on water conservation, creek bank erosion control and range water development. Whether of the needed increase in egg prothe district will be organized will duction. The principal problems depend on the state committee's ac- listed are scarcity and high cost of at the hearing.

conservation districts are Soil formed under the terms of an Cregon law enacted in 1939. The dis- A wheat feeding program sponsored tricts organized and operating at by the experiment station and ex-Keeting in Baker county and South is also available. Tillamook in Tillamook county.

Districts in the process of organization include South Wasco in Was-

The South Tillamook district was When Rodeo's fathers conceived cific northwest. It includes 20,000 the first to be organized in the Pa-

The state committee is composed Every year that Rodeo has been of Chairman Warrens; Director W.

Food-for-Defense Campaign Boosted

Oregon farmers are already reexpression of a cooperative spirit sponding to the call of the governthat has proved helpful to town and ment to increase the production of prolonged and encouraged the type report submitted to the secretary of of hospitality for which the old west agriculture by the newly-created U. S. D. A. defense board. This Rodeo's twentieth anniversary report, compiled by the extension welcomed—the spirit of the pioneer including dairy, poultry and pork

> 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-



Trapshoot, Surfbathe, Ride, Dance, Tasty Food.

HOTEL GEARHART Gearhart, Ore.

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

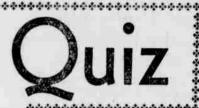
Increased acreage of canning tomatoes and corn are noted in the report and marked progress is reported in the production of green peas and green beans for processing. Oregon's total acreage of commercial truck crops for processing is given at 39,710 acres in 1941, compared with 35,470 acres in 1940.

Oregon will have from 5 to 10 per proposed district for the Crooked cent more laying hens this fall than creek area where 27 land owners last. With emphasis placed on bethad requested the organization of a ter methods of feeding, management and housing, poultrymen of this state are apparently well on their way to supplying their share tion based on sentiment developed certain feed concentrates and the shortage of good farm labor.

Increased pork production is hampered by higher cost of feed grains.



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August 14-17

SEE THE NEW ATTRACTIONS

Sponsored by Heppner Rodeo Association.