

EDITORIAL

What Have We to Offer?

This is "Oregon Tourist Week"—April 13-19—and a large part of this state is joining with the Oregon Advertising club in telling what this magnificent old state of ours has to offer the tourist. It is a worthwhile enterprise and one in which this newspaper, editorially, at least, heartily joins. To promote Oregon as a scenic land and a vast region of unlimited resources has long been a pleasurable task for this column and it is with great pleasure that we view the first real organized effort on a statewide basis to put our state before the people of the country and the world.

While this particular region hasn't the scenic resources that other sections of the state possess it may be said that this section along with some other parts of Oregon east of the Cascades has much to offer that has not as yet been developed with tourist attraction in mind. To the mind of the writer there is scarcely a section of the state that does not offer something of interest to the tourist. Not all tourists, of course, but to the person who comes to Oregon to see the whole state there is something of interest on every hand. Yes, even this dry mid-Columbia area possesses a wealth of beauty to one who understands a little about geology, who can see the history written in the rugged cliffs bordering the majestic Columbia and the evidences of an inland sea in the low rolling sand-covered hills which fringe northern Morrow county.

And don't overlook the Blue mountains and the John Day region. With good roads leading into these areas, aside from the highways now in use, there will be opportunities to develop resorts that will not only offer inducement to people from without the state but to home folk as well.

The work at hand, as occasioned by the designation of tourist week is to prepare the folks at home to greet the guests from without the state, to make them feel that they want to stay and see as much of Oregon as their time will permit. Through the advertising of the Oregon State Highway Commission, prospective tourists in great numbers have been approached by advertisements in the nation's leading magazines. Inquiries have come in sufficient number to warrant a campaign of preparation throughout the state and those sections not interested can not hope to draw many tourist dollars.

It is true that in this immediate vicinity there is little to offer in the way of tourist accommodations, but that is no reason why an effort should not be made to get some of them to pass this way. Too often good bets are overlooked at home while we look around longingly to some distant point to spend our vacation. That is natural and it is a good thing, but before we leave home on our vacation we should see that arrangements are made to look after the stranger within our gates who may think this one of the finest spots he has seen.

An Historic Occasion

History was made at Umatilla Tuesday when thousands of Pacific Northwest people assembled there to celebrate the beginning of work on the McNary dam, a project that will cost an estimated \$180,000,000 and when finished will open the way for great industrial development in the upper Columbia river basin. The people of this area, many of them at least, have looked forward to this occasion for a long, long time, for they

have recognized the potential strength of the great river and have known full well that once the dam gets underway the territory affected will be on its way to a permanent and substantial growth.

Due to political pressure in Congress, it may require a longer time to complete the dam than its backers have hoped for. However, once started, it is not likely that governmental economy or other measures will halt the work. Too much money is involved in the preliminary work on these great projects to back down after construction once gets under way. Housing for workmen and their families entails considerable investment. Shifting of workmen from one area to another entails expense and idleness of numbers of the workmen creates labor unrest.

A visit to the dam area produces all the evidence needed to convince one what the forthcoming development has done and is daily doing for the communities centering there. While most of the increase in population at present is in western Umatilla county there has been no small amount of property buying in Boardman and Irrigon. County-owned property in these little project towns is rapidly passing to private ownership and not a few new settlers are building homes.

This raises the question as to how much the south half of the county will benefit from construction of the dam. Indirectly, there should be an increase in demand for products. Directly, settlement of the north end likewise will raise the property valuation of the county. In the years to come, and not many of them at that, the voting balance is likely to shift to the north half of the county. At least, enough strength will develop that that section will be more of a force in things political hereabouts. As the years roll by the so-called "no-man's land" lying between the North lone district and the project towns, will be eradicated. An abundant water supply and electric power are capable of turning the desert into a veritable flower garden, the flowers in this instance representing produce.

Again putting the question as to the benefits to this end of the county, it might be pointed out that of the hundreds of homeseekers and those interested in business enterprises, not a few of them can be drawn to this section of the county if we lay plans now to attract them. Until water is forthcoming on the project acreage settlement may be slow in developing. The towns will fill up but most of the acreage involved under the dam requires more water than is available under present conditions. It would be worth while for the Chamber of Commerce—and the Jaycees, too—to go into this matter and see if there is not something to be done to make this section worthy of the attention of some of these newcomers.

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Justifiable Faith

Three years ago, when Mr. and Mrs. W. C. Rosewall bought the building housing their garage, they stated that they had unlimited faith in Heppner and its future, and that when conditions warranted they would enlarge the building to meet the demands of their rapidly growing business. Additional space was sorely needed in January 1944 and it has been needed since that time.

Saturday evening, the Rosewalls will open the doors of their annex to the public. The garage, a beehive of industry throughout six days of the week, will be the center of social life for one brief evening. There will be dancing, refresh-

ments and a general good time for young and old. It will be a gala occasion.

The building in its present form represents faith in Heppner as a business center. It was the foresight and faith of L. E. Dick that put up the original structure. The confidence of the Rosewalls, after operating the garage four years in the building as renters, led them to purchase the property, for they knew they would have to expand. They put off their expansion program until sufficient materials were assembled and then gave the go ahead. The result is one of the most modern plants in this part of the country, or will be when installations of equipment are complete.

It can not be said that success has come to Mr. and Mrs. Rosewall the easy way. They acquired the garage at a time when things were going

topsy-turvy in a world shaken by the greatest war of history. They had everything that wartime conditions create to cope with and to meet the constantly changing conditions—shortages of materials and labor, rationing, and the like, represented many extra shifts for them. They stuck to the job, knowing that if health failed them not they would win. Health was not always the best, either, but they hung on and can now look back at those grim days with the satisfaction of having accepted the challenge and won.

So it is with justifiable pride that the Rosewall Motor Company has extended an invitation to the public to spend the evening with them. It goes without saying that their guest list will be lengthy, for the community is proud of their achievement and will be eager to show its appreciation.

30 YEARS AGO

From Heppner Gazette Times, April 19, 1917

Miss Beatrice Huddleston, accompanied by her niece, Miss Sadie Huddleston, came over from the ranch near Lone Rock after supplies.

Louis Pearson, well known local tailor, returned from Portland Wednesday with a new eight-cylinder Scripps Booth roadster. Bert Bowker drove the car up.

According to W. O. Bayless of Rhea creek, there were six inches of snow—and still snowing—at his place Tuesday.

James Morgan and Nellie Kelley were married in this city Monday evening at the office of Recorder J. P. Williams.

A 10-pound son arrived at the George Thomson home on Court street Tuesday morning.

Gene Penland returned home from Portland Wednesday after spending a few days in the metropolis.

A son arrived at the home of Mr. and Mrs. Jay Cox one day last week.

J. H. Frad of Black Horse was in the city Saturday on business. He is optimistic over the crop outlook and says he will have 600 acres to harvest this year.

Andy Rood returned Wednesday from The Dalles with a new Ford roadster which is now the property of Harry Rood.

Mrs. W. W. Smead and Mrs. Jeff Jones and daughter Ina went to Portland Saturday where Mrs. Smead and Mrs. Jones go as delegates to the grand lodge convention of the Degree of Honor.

Paul Gemmill, son of Mr. and Mrs. J. H. Gemmill, and Jimmie Adkins, son of Mrs. Mattie Adkins, left for Portland this morning to take preliminary examinations toward entering the navy.

Four auto loads of trapshooters from this city went to Pendleton Sunday to compete in a

match there. They report a most disagreeable trip across owing to weather conditions.

The Heppner Farmers' Union has let a contract for a new 100,000 bushel capacity grain elevator to the Pioneer Engineering & Elevator company of Seattle.

Mr. and Mrs. Bernard Doherty are the parents of a son born April 11 at St. Anthony's hospital in Pendleton.

Mr. and Mrs. Neal Knighten of Athena were visitors in Heppner Saturday.

Mr. and Mrs. Frank Ayers of Stanfield were in town Tuesday looking after business matters.



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ATTORNEY AT LAW
Peters Building, Willow Street
Heppner, Oregon

Veterans of Foreign Wars
Meetings 2nd and 4th Mondays at 8:00 p. m. in Legion Hall

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Phelps Funeral Home
Licensed Funeral Directors
Phone 300 Heppner, Ore.

OK Rubber Welders
FRANK ENKRAF, Prop.
First class work guaranteed
Located in the Kane Building
North Main St. Heppner, Ore.

Heppner City Council
Meets First Monday Each Month
Citizens having matters for discussion, please bring before this Council

Dr. L. D. Tibbles
OSTEOPATHIC
Physician & Surgeon
First National Bank Building
Res. Ph. 1162 Office Ph. 402

Morrow County Abstract & Title Co.
INC.
ABSTRACTS OF TITLE
TITLE INSURANCE
Office in Peters Building

A. D. McMurdo, M. D.
PHYSICIAN & SURGEON
Trained Nurse Assistant
Office in Masonic Building
Heppner, Oregon

Merchants Credit Bureau
Accurate Credit Information
F. B. Nickerson
Phone 12 Heppner

Dr. C. C. Dunham
CHIROPRACTIC PHYSICIAN
Office up stairs I. O. O. F. Bldg
House calls made
House Phone 2583 Office 2572

Morrow County Cleaners
Box 82, Heppner, Ore.
Phone 2632
Superior Dry Cleaning & Finishing

Blaine E. Isom
All Kinds of INSURANCE
Phone 723 Heppner, Ore.

N. D. BAILEY
Cabinet Shop
Lawn Mowers Sharpened
Sewing Machines Repaired
Phone 1485 for appointment, or call at shop.
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Heppner Hospital
Beds available by reservation.
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Cyclone engines, 3 1/2" 100% all-fuel and gasoline types... Hydraulic Power-Trol... plus 18 other advanced features are yours in these great new tractors. See us for complete information.

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The NEW JOHN DEERE "A" and "B" TRACTORS

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- Standard Broadcast reception PLUS two short wave bands for overseas programs.
- Trouble-free, AUTOMATIC pull-out record changer gives you almost a solid hour of continuous playing.
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When you hear this new instrument we believe you'll find fresh enjoyment in your favorite radio programs and records. We'll be glad to give you a demonstration of "Radio's Richest Voice." Just drop in.

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