

Heppner Gazette-Times

MORROW COUNTY'S NEWSPAPER
PHONE 6-9228

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How the Merchant Supports the Farmer

After last week's editorial in which it was stated that the local merchant, among other things, "is supporting the farmer," the phone rang, and the caller asked us to explain what merchants are doing to support the farmers. His connection was bad, and so he couldn't hear our reply. Thus, we will go into it here.

The merchant probably does more for the farmer than we know, but here are a few things that occur to us:

1. He offers goods and services that the farmer must have in his operation. Up and coming merchants seek continuously to improve services to farmers. Last week, for instance, one implement dealer here announced a complete farm service with a man in the field to help with their problems. Pacific Power and Light, not technically a merchant but certainly in the commercial category, announced the employment of an agronomist to work with farmers.

2. The merchant pays taxes, some small portion of which eventually goes to support the farm program.

3. Merchants work toward legislation of benefit to farmers. We are looking at a letter written in March to the Chamber of Commerce from Rep. Frank Weatherford, which says, "In response to your telegram . . . in which you advise the opposition of the Heppner-Morrow County Chamber of Commerce to House Bill 1391, relating to herbicides, this bill is now in my Agriculture and Livestock Committee. I fully realize the necessity for spraying in our area, and there will be an amendment to the bill so that it will not affect us, or the bill itself will be killed." The Chamber of Commerce carefully watches legislation that may be of interest to Morrow county farmers.

4. Merchants support local programs of benefit to farmers. Attention recently was brought by Orville Cutsforth to the outbreak of Knapp weed in the county. The Chamber of Commerce, recognizing the problem, voted to ask the county court and budget committee to appropriate funds to try to eradicate the weed.

5. Farm organizations are backed by local merchants. Businessmen participate in meetings, support projects of these groups. Mike Whitesmith, C. of C. president, currently is working on a plan for a Farm Organization day in Heppner.

6. Merchants back 4-H programs and farm youth with contributions and help. They have supplied funds to send farm youth to camps, shows and celebrations. "Thank You" letters in the chamber files from a number of them attest to this support.

7. Support of the Morrow county fair and rodeo, in which merchants have a good part, is another evidence of cooperation with farmers.

8. Improvement projects that will benefit farmers receive merchant support. One such that may help farmers with soil conservation, flood control and possibly irrigation is the Willow Creek project.

9. Merchants seek to promote agricultural interests of the county. Recent evidence of this was the Morrow county booth at the Pacific International Livestock exposition. It did not turn out as well as planned, to be sure, but it was largely developed around the agriculture theme—the volume of wheat and livestock in the county, strip cropping and other points. Merchants, through the Chamber of Commerce, invested some \$200 in preparing this booth. Literature of promotional nature developed by the Chamber of Commerce also features agriculture.

There are other ways, too. The merchant is solidly behind such programs as soil conservation. He knows that his property is tied up with the future of the soil.

There are the intangibles—the normal support that the farmer probably does not see every day. We happened to be in a local store when the severe lightning storm struck on August 14. The merchant immediately started to close his store when he realized that fires were running rampant on farmlands. He said he might be able to help.

"Do you have a farm?" we asked.

"No," he replied, "but maybe I can do something to help the farmers."

As we see it, farmers and merchants of Morrow county are almost irrevocably interdependent on each other. Prosperity of the one hinges on prosperity of the other, and they work together for the common good.

We have no doubt that the farmer supports the merchants in as many ways as the businessman backs him. Problems of the merchant and farmer in our county are closely tied together. Indeed, many Morrow merchants have farm backgrounds and farm operations of their own.

You Can Still Buy Better At Home

(From Blue Mountain Eagle, John Day)

A customer walked into Benson Brothers Shoe store in John Day recently and said to Jack Benson, one of the store owners, as he pointed to a pair of shoes marked \$9.95, "I can buy those same shoes from a mail order house for only \$8.99."

"Okay," said Benson, "I will sell you the shoes for \$8.99 plus 54c postage."

The customer paid this amount and reached for the shoes, wanting to try them on his own feet. "No," said Benson, "I'll put them on the shelf and you can call for them in 10 days, as it would take that long for your mail order to return and you do not try on the shoes which you see pictured in a catalogue."

Returning 10 days later, the customer was given his pair of shoes neatly wrapped and with his name on the package. He sat down to try on his new shoes. "No," stated Benson, "you take them home and try them on just as you would do with a mail order."

The next day the customer returned and requested another pair of shoes one-half size larger than the ones he had claimed the previous day.

To his request, Benson replied: "Okay." As he wrapped another pair of shoes, he said, "And that will be another \$1.08 for postage both ways. We'll put this pair on the shelf and you can call for them in 10 days, as it would take that much time to make the exchange with the mail order house."

The customer shook his head and said, "Jack, you win. How about you giving me a good fit in those shoes right now and we'll forget all about the mail order houses?"

The moral of this story is simply this: The customer gets his shoes fitted properly, Benson gets his regular price for his merchandise, and the customer's money stays at home where it is working for all of the people of Grant county.—vmp

Mrs. Allen Case was in Portland Monday through Wednesday last week on business. Accompanying her was Mrs. Ray Ayers who visited her daughter and family. Mr. and Mrs. Gale McClintock.

Surprise week-end guests at the home of Mr. and Mrs. Archie Padberg were Mrs. Padberg's daughter, Mary Evelyn Tucker, who is attending college at OCE in Monmouth, and Louie Bohles of Albany.

Mr. and Mrs. John Welmer from Oregon City were recent visitors at the Ken Smouse home. Mrs. Welmer is an aunt of Mrs. Smouse.

Mrs. J. W. Farra and Mrs. Alice Luttrell attended the Degree of Honor district convention in Portland last Wednesday. While there they were guests of Mr. and Mrs. Nathan Hiatt and returned home by train on Thursday.

Chaff and Chatter

By Wes Sherman

DIS MUST be one of dem days. At least it is a peculiar day for a Wednesday in the newspaper plant. The crew has all gone home with the plant down because of the power outage and it looks like an all-night session tonight.

It is kind of lonesome sitting here in the semi-darkness, as quiet as a Sunday afternoon, when the operation should be in its usual frantic Wednesday afternoon bustle. Makes us appreciate electricity anyway.

Our troubles started earlier today. While out Willow Creek this morning had a flat tire. When we went to change it, we found the jack missing.

By using an old post as a lever over a big rock and piling rocks under the axle, we managed to hoist the car up enough so that we could dig under the flat on the highway shoulder and make the change. This put us well behind schedule, but we thought by really humping, we could catch up. But we didn't reckon with the power outage.

So if this paper isn't printed and you don't read this, you'll know the reason why.

But we couldn't resist going pheasant hunting early this morning with our visiting friends and had a real nice time anyway with the kind help of Dick Wilkinson.

WE LEARNED a little about pheasant hunting in Morrow county—the hard way. The birds are "spooky" by this time of the season, all right. But they look mighty big and fat and pretty as they feed in the creek bottoms.

But when you go to bag them, they get up and sail into the hills and draws. If you feel like a cross between a decathlon champion and a mountain goat, you can go up after them. But just when you get about within shooting distance, they get up and sail as pretty as you please across the valley to the hilltops on the other side.

I've never seen a China rooster laugh, but I am sure they must give a hunter the horse laugh at a time like this.

One cock got a little too cocky this morning. He took off and sailed away, high up, but failed to notice the high power line that was in his path, crashed into the wire and went into a spin. We watched as he bounced on the ground, but he got away somehow. The accident apparently didn't electrify him—just energized the bird.

WE'RE MIGHTY proud, as all Morrow county is, of the performance of Gary Van Blokland, Sandra Eubanks, the Herb Ekstroms and Ralph Beamer at the Pacific International Livestock exposition this year.

They proved that Morrow is the place where grand champions—not merely champions—are made. Gary, with his grand champion steer and Sandra with her grand champion gelding have set marks that will be mighty hard to match for some time to come.

Congratulations to all our winners!

WE HAVE one idea that may help in solving some of the county's weed problems we hear about. Just start a crafts class through an extension unit where they pick these dried weeds for arrangements. The associate editor and her friend were out Sunday afternoon plucking some pretty weeds for fall arrangements while two subdued husbands watched.

Welfare Talks County Programs

Miss Marguerite Thomason, field representative for the State Public Welfare commission, attended the Morrow county commission meeting on Oct. 11. Under consideration is a food surplus and work relief program, according to commission chairman, County Judge Oscar Peterson. Miss Thomason cited comparable costs of other counties who now have such programs. A relatively small population disturbed over a large area has made the feasibility and cost of administering the programs questionable. Judge Peterson said.

Lowell Chally, Morrow county welfare administrator, said there have been no inquiries concerning surplus food. His office does receive confiscated game which is distributed among the needy when available. Presently there are no able-bodied men on the welfare rolls, Chally said. However, during the winter months it is anticipated 6 to 12 men would be available at varying times for a work program if it were to be put in effect.

The idea is that if you get enough women gathering this roadside brush, you will eliminate the weeds in time.

There isn't much danger of spreading the weed seed because it goes directly in the car trunk where it stays until you get home.

Then it goes into a box and is stored "temporarily" in the basement, only to be forgotten. By the time it is "discovered" there years later, on the sesquicentennial cleanup, it should have lost its powers of germination.

WELL, if we don't cut this short, it will never get into type on this hectic week. Linotype operator Arnold Raymond's eyes are going to look like to burnt holes in a blanket by morning anyway.

—And it is getting so dark we can't see the typewriter anymore.

New Voters Manual Published For Public

A new voter's manual, containing an easy-to-follow outline of registration and voting procedures in Oregon, has been published by Secretary of State Howell Appling, Jr. Compiled by the State Elections Division to include important dates and deadlines, basic registration and voting information, and details for absentee voting, the 20 page manual is designed to help voters learn more about election procedures.

In issuing the manual, Appling pointed out that "timely registration and active participation" in elections is an important step for every citizen of voting age. He suggested the voter's manual should be studied by all who are unfamiliar with Oregon's election laws.

Copies of the publication are now available without charge to individuals, political organizations, and service groups. Appling said. Requests should be addressed to the State Elections Division at the Capitol in Salem.

WANTED—Soft cotton rags. Gazette-Times Printing office.

Motor Freight Decision Stands

The Public Utility Commission will not re-open a hearing on Union Pacific railroad's application to operate a motor freight line to Morrow, Sherman, and Gilliam counties. The information was made public in a letter to Heppner-Morrow County Chamber of Commerce from Jonel C. Hill, commissioner.

"Flatt's petition for a stay of the order, for leave to intervene and for a hearing was denied because Flatt consciously failed to exercise his statutory right and because it appeared that nothing new would or could be submitted which would materially affect the record, according to Flatt's own attorney," the letter read in part.

It continued "The granting of a further hearing would simply establish a precedent whereby any carrier could sit on his hands, or just put up token opposition and then if dissatisfied with a decision, obtain a second chance to cure the weak parts of his case."

The letter was in response to a request from the chamber that the PUC re-open the hearing so that "a full explanation could be obtained."

In other business the chamber discussed the reapportionment of the state legislature as outlined by Howell Appling. Concensus was that Eastern Oregon would suffer by such a plan, and would not receive adequate representation. President Mike Whitesmith asked the legislative committee to study alternate plans and to report at the next meeting.

Guests at the home of Mr. and Mrs. Frank S. Parker were his niece, Mrs. Mildred Barger of Cedar Rapids, Iowa, Mr. and Mrs. Ralph Burns of McKenzie Bridge, cousins of Mrs. Parker, and their daughter, Mrs. Frances Mitchell of Portland.

Elwyn L. Hughes, SN, is home on ten-day leave visiting his parents, Mr. and Mrs. Elwyn Hughes. He is stationed at Blunts Reef Lightship near Samoa, California.

Mr. and Mrs. Paul Jones, Sandra and Jon Blake attended the wedding of Wayne Soward and Roberta Strickland in Ontario on Saturday.

Mr. and Mrs. Stan Holm and family of Maupin were recent hunting guests of the Earl Blakes.

From our EARLY FILES

From the Files of the Gazette-Times Oct. 15, 1931

More than 400 people in the pavilion watched the demonstration contest started in the afternoon, the first Morrow county 4-H club fair held in Heppner Saturday.

Heppner delegates, Harry Tamblin, George Peck, G. A. Bleakman, Al Rankin, W. T. Campbell, W. L. McCaleb, and W. P. Mahoney, returned with a "no" to requests of getting the Heppner-Ritter road through.

YONE—Mr. and Mrs. J. A. Troedson and daughter and Mr. and Mrs. Bert Palmateer attended the fair in Hermiston.

B. F. Swaggert, in town yesterday from the Swaggert Buttes farm, reported missing some of his horses, possibly from horse thieves.

Ed Bennett was among local sportsmen landing a buck last week.

15 YEARS AGO Morrow county 4-H clubbers win premiums at P. I. Show in Portland. Ronald Baker, Helmut Hermann, and Fritz Cutsforth caught "scramble" calves which they are to feed out for next year's show.

A new sawmill enterprise for this area was announced with new machines being set up on the Dee Cox place on Willow Creek to cut 2,000,000 feet of timber there.

Three young bandits reached the end of the trail of crime

In Portland
Siesta Motel
SANDY BLVD. AT 119th
● 10 Min. to Airport
● 15 Min. to Downtown
● Free TV and Radio
● \$6 For Couple
BRING THIS AD FOR FREE MORNING COFFEE

late Sunday afternoon when two of them were taken into custody in Heppner and the other surrendered later.

5 YEARS AGO Oct. 11, 1956 The first general rain of the fall fell over Heppner and most of the county Wednesday morning and deposited .34 to .40 of an inch by early morning and still coming down.

William Collins filed for city mayor, Ed Gonty and Erling Storro filed for the council spots.

Ranger Vic Kretmeyer said this week-end, patrols came across a number of unattended camp fires and urged all hunters to use extreme caution, even after the rain.

STAR THEATER
Fri., Sat., October 27-28
Jules Verne's **Master Of The World**
Fantastic, fabulous, actionful science-fiction in the grand manner. Stirring music by Les Baxter, outstanding special effects. Vincent Price, Charles Bronson and a good cast.
PLUS **The Battle Of Bloody Beach**
Audie Murphy, Gary Crosby, Dolores Michaels. Good drama of the fighting furies of the Pacific. Show starts 7:30 break at 9:25, out 10:45
Sun., Mon., October 29-30
Voyage To The Bottom of the Sea
Adventure thrilled in a modern topical setting, a race from outer space to 7 miles below the sea. Walter Pidgeon, Joan Fontaine, Robert Sterling, Barbara Eden, Frankie Avalon, Peter Lorre, Michael Ansara. Lots of plot, lots of excitement for the whole family. **Sunday at 5 and 7, Monday at 7:30**

RON'S FLOWERS Invites You
To GRAND OPENING
SATURDAY, October 28, At Our Shop
323 N. MAIN (Next Door To Heppner TV)

THIS PICTURE SHOWS PART OF OUR FLORAL SHOP AND FINE GIFT SELECTION

We Are Proud of our new stock of gifts. Come in and browse — Feast your eyes on the variety of interesting items. Christmas is near — Now is the time to start selecting.

FREE GIFT TO ALL WHO CALL AT OUR SHOP OCTOBER 28
WITH OUR COMPLIMENTS FOR GRAND OPENING AND TO COMMEMORATE NATIONAL FLOWER WEEK, OCTOBER 22-29

We Have Been open for business for some time, but we are all ready to put our best foot forward and welcome you to our Grand Opening.

—Ron Reid

COFFEE and DOUGHNUTS 'ON US' SATURDAY, OCT. 28