

THE HEPPNER GAZETTE-TIMES

MORROW COUNTY'S NEWSPAPER

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NATIONAL NEWSPAPER WEEK OCT. 13-19, 1963

Newspaper 'A Bridge to the World'

By JIM BISHOP

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What is a newspaper? A newspaper is lumber made malleable. It is ink made into words and pictures. It is conceived, born, grows up and dies of old age in a day. Yesterday's newspaper is used to wrap today's fish. Or to start a log fire, which brings it back to its origin.

Most of all, a newspaper is current information. It is the bridge between a home and the rest of the world. It tells of people and events swiftly and in detail. It listens to the threats of a dictator, the crack of a bat against a baseball, the anguish of a lost child, and the recipe for making cookies.

Newspapers, like people, come in many sizes and many personalities. Some are fat and sedentary; others are lean and hysterical. And, like people, some are reliable and some are not. There are newspapers which scream for attention and there are others, on the same newstand, which whisper the news. All newspapers reflect the character of their owners.

Must Show Profit

A good newspaper must show a profit. All newspaper owners know this. That is why they establish good character in their papers, and maintain it.

The average newspaper contains 150,000 words or more of information. This is the daily equivalent of two novels. It is never perfect, never completely accurate. It is as near perfect as a chain of human minds—leading from editor, to composing room—can make it.

A good newspaper maintains a balance of 40 percent news to 60 percent advertising. When wages go up, and the price of newsprint is hiked, the ratios can slip further apart, particularly on larger newspapers. No one is short changed, however, because increased advertising has simply meant more space for news.

Responsible Enterprise

A newspaper is private enterprise for the public good. It relies on many minds to fill it every day.

In some countries, the newspapers are the instruments of the government. In this one, the government is sometimes the instrument of newspapers. Perhaps the best thing which can be said about newspapers in the United States is that they are in chronic disagreement with each other.

This is what is meant by a free press. A newspaper is always a little more than the sum total of its parts. It is also a friend who can be dropped, or picked up at will.

Monument

By MARTHA MATTESON

MONUMENT—Mrs. Ed Round underwent surgery Monday, October 7, in the University of Oregon Medical School hospital in Portland. Mr. Round reports that she is progressing satisfactorily.

Kenneth and Earl Shank of Bend have been visiting and hunting with Mr. and Mrs. Fred Shank. Also hunting with them is Mr. Rambo of Bend.

Mrs. Mamie Ferguson is spending several days at John Day visiting her son and daughter-in-law, Mr. and Mrs. Floyd Ferguson.

L. Palmer, one of the high school teachers, spent the week-end in Prineville where his wife is teaching.

Ansil and Richard Martin and their families of Prineville spent the week-end here with their relatives.

Mr. and Mrs. DeWayne Brown of Eugene and their son and daughter spent the week-end here visiting his mother, Mrs. Helen Brown.

K. M. Davies and son Monte of Hood River and Andy Gruber and friend from Portland visited at the Frank Howell home while here hunting.

Mrs. Edna Moore is taking her son Emery to John Day three days each week for treatments on his leg which was badly hurt while playing football.

Mrs. Tom Erhardt drove to Canyon City October 7 to visit friends and relatives for a week. Her mother, Mrs. Nestle Davis is caring for the children.

Mr. and Mrs. Roger Howell of Portland have been visiting relatives here and doing some hunting.

Mrs. Libburn Hunt went to Heppner Tuesday on business. Janice Hutchison was taken to John Day on Friday for medical aid.

Fred Wheeler was in town Friday from her home in Pendleton.

Mrs. Boyd Hinton was admitted Monday, October 7, to Pioneer Memorial hospital in Heppner for surgery. She is re-

Auxiliary Sale Set

American Legion auxiliary of Heppner will hold a bake sale Friday, starting at noon, in the Red and White Store, Mrs. Frank (Hazel) Hamlin, president, announces. Proceeds of the sale will be used for the benefit of the Christmas gift shop of the Veterans hospital in Portland.

Relatives from far and near were recent week-end guests at the Ralph Scott home. Included were Mrs. Carla Tyre, Marionetta, Ga.; Mrs. Pauline Crowley, Los Angeles, Calif.; Mr. and Mrs. L. D. Hardin and daughter, Rogue River; Mr. and Mrs. Cecil Hardin, and four children, and Rollie Hardin, Tygh Valley; Mrs. Thelma Green and daughter, Kennewick, Wn.; Mrs. Irma Boyd, Portland, and Mrs. Clayton Davis and children, Pendleton.

ported to be progressing satisfactorily.

A hunter's trailer house at Rudeo Lookout Mt. burned up Sunday morning. The lady was burned some and in shock when they rushed her into town for medical treatment.

Roberta Croker took June Hutchison to Pendleton Friday for a check up on her back. She is able to walk fairly well on level ground, after surgery 3 1/2 months ago.

Mrs. Jim Croker and son Ronny drove to John Day Tuesday for dental work.

Mr. and Mrs. Clifford Howell spent the week-end visiting here from their camp at Meacham.

A birthday party was held Saturday evening at the H. W. Scott home honoring Mrs. Lois Dullane. A potluck dinner was served. Those present were Mr. and Mrs. Darrell Dulaney, Mr. and Mrs. Willard Jennings, Mr. and Mrs. Libburn Hunt, Mrs. Stella McCarty, Mr. and Mrs. H. W. Scott, Mr. and Mrs. Jim Croker, Mr. and Mrs. Owen Smith and Mrs. Barbara Gienger.

Maynard Hamilton returned home last Wednesday morning from Parma, Idaho, where he had visited his sister and family.

Mr. and Mrs. J. F. Banta and his niece, Miss Dorothy Merrell of Boise.

Chaff and Chatter

Wes Sherman

MAYOR AL LAMB came close to rolling a strike when he officially opened Fiesta Bowl here Wednesday night. Some of the old pros might have criticized his form a bit, but when he stepped up and rolled the ball, it looked as if it might go right into the pocket. He only left two pins standing, and one would think that he was an experienced hand at the game, but we don't think he has had a bowling ball in his hands for at least many years.

OPENING of the lanes is a dream come true for many Morrow county people, and the new establishment is everything that supporters had hoped it would be. When enthusiasm was high for a city-built lanes, it was decided that the goal should be set for something that would be a credit to the city. When this was nipped in the bud because it was found to be illegal for the city to build a structure for operation by a private party, the balloon burst temporarily.

Then Higgins, Henderson and Joy of Spokane stepped into the picture and, realizing the enthusiasm in Morrow county for a lanes, figured they could go ahead with a good 8-lane alley. With the help of solid workers here the project has moved right along to be culminated with the opening of the lanes Wednesday. Art Dyck of Cheney, Wn., came to take over as owner-operator. For equipment and convenience it leaves little to be desired, and Heppner has a fine new asset of which it can be very proud.

While the city project didn't pan out, the new lanes probably would not be here now if it weren't for the enthusiasm generated on that idea. It was the very best evidence that our people were in real earnest to do something to fill the recreation need here.

OWNER ART DYCK has had some frantic times in the past couple of weeks, trying to get everything pieced together and all work done for the once-

Lyle Cox Elected Grange Master For Coming Year

By DELPHA JONES

LEXINGTON — Lexington Grange met on Saturday for their regular meeting with Overseer Cecil Jones serving as Master.

Election of officers was held with the following being elected: Lyle Cox, master; Cecil Jones, overseer; Elwood Hunt, steward; Kenneth Smouse, gatekeeper. Others are Barbara Cutsforth, lecturer; Bernice Wihlon, secretary; Jean Nelson, treasurer; Nora Turner, Flora; Frances Smouse, Ceres; Ardith Hunt, Pamela; Ralph Richards, assistant steward; Laura Richards, lady assistant steward, and Ola Ruggles, chaplain.

It was announced that the charter will be draped at the next meeting for Mrs. Pearl Devine. Refreshments were served later in the social rooms.

Mr. and Mrs. Elmer Pomeroy and Mrs. Lou Broadley from Kelso, Wn., are visiting at the Earl Warner and Florence McMillan homes.

Mrs. E. E. Peck left on Monday for Springfield, Mo., where she was called by the illness of her mother.

Mrs. Cora Allyn returned home last week from Ukiah where she has been visiting.

Allyn Has Eye Surgery

Lyle Allyn returned home Saturday from Walla Walla, where he underwent eye surgery at Walla Walla General hospital. Laddie Henderson went to Walla Walla after him.

Emma Breshers is visiting friends and relatives in Vancouver, Wn.

Mrs. Greg Leyva and children of Hood River were Lexington visitors a couple of days last week. They were overnight guests of Mrs. Leyva's sister and family, Mr. and Mrs. Jerry Dougherty.

Mr. and Mrs. Paul Morey of Portland visited her mother, Mrs. Myra Peck several days last week.

Lexington Bridge club met at the home of Mrs. Elsie Cole last Thursday. Winning prizes were Mrs. Dean Hunt, high; Mrs. Eldon Padberg, second high; and Mrs. Gene Cutsforth, low. Present besides those winning prizes were Mrs. Johnnie Ledbetter, Mrs. Bob Davidson, Mrs. Don Bellenbrock and Mrs. Cole. Refreshments were served by the hostess.

Mr. and Mrs. Earl Case and children of Portland visited a few days last week at the Bertha Hunt home.

Mrs. Wilbur Steagall was a patient in St. Anthony hospital a couple of days last week.

Coffee Hour Honors Birthday

Mrs. Bob Davidson was honored with a coffee hour Monday to help celebrate her birthday. Those present were Mrs. Eldon Padberg, Mrs. E. J. Doherty, Mrs. Leonard Munkers, Mrs. Mervin Leonard, Mrs. Dean Hunt, Mrs. Johnnie Ledbetter and Judy, the hostess, Mrs. William J. Van Winkle, and the honoree, Mrs. Davidson. The cake was made by Mrs. Doherty and served at the coffee hour, at the William J. Van Winkle home.

postponed opening, but he and Contractor Wally Green stuck with it and got the job done. Some who looked in as late as Tuesday said they would never make it, but they did.

In so doing they rolled a strike for Heppner.

From now on out, if a person wants to get in touch with someone else, he'll probably be able to find him at the bowling alley. Owner Dyck deserves congratulations, and so do a lot of other people who provided the local momentum that sustained the enthusiasm and made it material enough to result in fulfillment of the project.

THOSE WHO moaned because it was back-to-school time before summer had scarcely seemed to get started can now take consolation in the fact that school is more than one-sixth over and summer is still here.

THE FELLOW who writes "The Lost Forty" in "The Forest Log," published by the State Department of Forestry, comes up with some nifty philosophical bits.

"Let's quit complaining about the price of hair cuts, us fellows with the sparse overstories and meager undergrowth," says he. "As the 'super' used to say, 'It costs more to log a scattered stand.'"

Another: "You can't go wrong if you use Lee Port's Law: 'Measure twice and saw once.'"

Still another: "What's a metaphor? It's for a cow to graze in, that's what for."

TOOT! TOOT! This is National Newspaper week, and our associations tell us that papers should blow their own horns during the week. But we'll have to confess that it is a little hard to be too excited about it at 10 p.m. on a Wednesday night.

Then, too, it is sort of dissipated by the fact that it is also National School Lunch Week, National Hat Week, American Youth Foot Care Week, National Macaroni Week, and winds up in a binge on the 19th with National Wine Week starting.

ABOUT THE best compliment anyone can pay his weekly newspaper editor is to thank the advertisers.

Mr. and Mrs. Paul Doolittle and two sons, Dennis and Ronald of Portland were week-end visitors at the home of Mr. Doolittle's mother, Mrs. Millie Doolittle. They returned to their home Sunday afternoon after Mr. Doolittle and the boys enjoyed a little bird hunting.

Mrs. Raymond Fennie took her mother, Mrs. Nettie Denton, to Portland Monday to fly by jet to New York, where she will spend the winter with her daughter, Mrs. Lea Tillson, in Stratford, Conn. Mrs. Denton will be accompanied by another daughter, Mrs. Loneda McBride.

North Morrow 4-H Achievements To Be Honored

Four-H members from Boardman and Irrigon will be honored Saturday evening, October 26, at the annual North Morrow 4-H Achievement Party announced by Joe Hay, county extension agent. The event will be held in the new Irrigon school cafeteria starting at 6:30 p.m. with a potluck supper.

Special awards will be presented to 4-H members who have done outstanding work over the past two or three years. Four-H pins and certificates will be awarded to all club members who have met project completion requirements, Hay said.

County Agent Esther Kirmis will explain the "4-H Community Club" program. This is a new concept in 4-H club organization which has not been used in Morrow county. The extension agents are planning to use the Irrigon community club program this year.

Special musical entertainment is planned for the evening and the 4-H film "Man Enough For the Job" will be shown if time permits. All parents and 4-H leaders are invited to take part in the potluck supper and the program that follows at 7:30 p.m. Those attending the potluck should bring a main dish and a dessert or salad enough for their family. The North Morrow 4-H Council will furnish coffee and punch, bread, paper plates and silverware.

The planning committee for this year's achievement party are Mrs. Harold Van Horn, chairman; Mrs. Chester Wilson, Mrs. Ival Sullivan, Mrs. Helen Franke, and Mrs. George Sawyer all of Irrigon.

Needlettes Elect Officers for Year

First meeting of the Needlettes was held at lone High school on October 9 at 8:30 p.m. Purpose of the meeting was to elect officers for the coming year and to plan the program.

Our new officers are the following: Cheryl Smouse, president; Arleta McCabe, vice-president; Shirley Hicks, secretary; Karen Hams and Elaine Gaarsland, recreation leaders, and Shirley Hicks, news reporter.

We plan on having our meetings the first Tuesday and fourth Saturday of each month. Our next meeting will be on Saturday, October 26.

Shirley Hicks, reporter

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Oregon Farmer Incomes Show Gains

For the first time since 1959, Oregon farmers in 1962 closed the year with higher incomes, reports Mrs. Elvera Horrell, Oregon State University extension agricultural economist. However, production expenses, on an average, took nearly \$8 out of every \$10 farmers received in cash.

Cash receipts from farm marketings in 1962 increased six per cent over 1961 to reach nearly \$436 million, the most Oregon farm operators have received since 1951, Mrs. Horrell said after reviewing U. S. Department of Agriculture reports and other information.

The farmer's cash intake was increased by 1962's higher government payments of \$15.1 million, nearly \$5 million higher than 1961. Oregon farmers were also credited with \$42.4 million in non-money income for a total of \$493.3 million.

Production expenses for 1962 came to \$363.3 billion. They climbed five percent over 1961, Mrs. Horrell pointed out. Production expenses are now at the highest point on record, having increased 17 percent since 1951. Current operating expenses increased with higher outlays on almost all items except fertilizer and lime.

A considerable part of Oregon's increase in cash farm receipts came from cattle and wheat, the state's two leading products. Cattle and calf receipts are at a record high, being up more than a tenth over 1961. Malheur county, Oregon's leading beef producer, showed an 11 percent increase with only Tillamook county failing to show a gain.

Wheat receipts zoomed 36 percent last year, Mrs. Horrell said. Umatilla, number one wheat county in the state and eighth in the nation, upped its 1962 crop wheat receipts a good 50 percent. Fruit and vegetables also showed an increase, but feed crops, dairy and poultry products and miscellaneous livestock showed lesser amounts taken in from sales.

On a per farm basis, net income rose 10 per cent last year to \$2,866. This average net income per farm still lags behind the peaks of 1951 and 1952 by around 20 percent, she said. Nationally, income for each farm person last year averaged \$1,436, with more than a third coming from off-farm sources. This compares with a per capita income of \$2,445 for the non-farm person.

On the basis of cash farm sales, Oregon ranked 30th and rated 29th among the 48 states in net income per farm. California was first in cash receipts from marketings, while Arizona held top spot on the basis of net income per farm.

Last year's increases in production costs stemmed mostly from higher prices, Mrs. Horrell reported, as total amounts of goods purchased stayed about the same as 1961. Since the early 1950's, the rise has been about evenly divided between higher

amounts used and higher prices. Farm wages increased some as did prices on farm machinery and equipment. Fertilizer use continued to expand, but the average cost per unit of plant nutrients in fertilizer is on the downturn. Farmers have attempted to battle increasing production costs by adopting newer and more efficient farming practices.

At the same time, the farmer is receiving less of the consumer's food dollar as marketing costs continue to rise, Mrs. Horrell pointed out. In mid-1963, the farmer was receiving only 36 cents out of the retail dollar spent by the consumer for U. S. produced farm foods.

In the past ten years, the nation's food marketing bill has risen nearly 50 percent, Mrs. Horrell said. Reasons for this include more products being marketed, higher cost per unit of marketing services and increases in wages, transportation rates, packaging materials, machinery and other goods and services which marketing firms buy.



Coming Events

BAKED FOOD SALE
American Legion Auxiliary
Red and White Grocery
Friday, October 18

MYF CAR WASH
Saturday, October 19
Methodist church, corner of
Church and Gale.
\$1 outside; \$1.50 inside and
outside.

HEPPNER HIGH FOOTBALL
Heppner vs. Pilot Rock at
Heppner Rodeo grounds.
Friday, Oct. 18, 8 p.m.
Support the Mustangs!

CATHOLIC SMORGASBORD
Sunday, Oct. 20, 3 to 7 p.m.
St. Patrick's parish hall
Tickets, \$2, \$1, 75c. Pre-school
free.
Free nursery provided.

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