

THE HEPPNER GAZETTE-TIMES

MORROW COUNTY'S NEWSPAPER

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Small Towns Don't Need To Die

(From the Oregon Farmer)

Cities are growing and small towns are dying all over the country. We have seen this trend in operation for a good many years in many parts of the Northwest, just as it has been underway in other states. But there have been enough exceptions to the creeping death which has visited so many small towns that there are clear indications that many communities can escape this fate if a few determined individuals get together and do some sensible planning. Local pride when generated by the proper spark of imagination can do wonders.

A local community in an agricultural district can be an important asset to farm and ranch people if it provides the kind of up-to-date service establishments that are so essential to modern agriculture. But in too many small towns the businessmen have adopted a defeatist attitude. They are afraid they can't compete with the larger city 25 or 30 miles away. So they don't feel they can venture the capital required to modernize their establishments and put out the kind of service the farm and ranch people require.

But in other communities similarly situated, where determination rather than defeatism prevails, towns come to life, reverse the trend and move ahead for a greater rather than smaller volume of business.

We know of one town with a population of about 600 entirely dependent on agriculture which seemed headed for such a death. Businesses started to fold, one after the other. Those that remained were asking for trouble. Retail stores were letting their stocks of merchandise run down. Service establishments were neglecting to keep their equipment up to date. Buildings were going unpainted and there was no new construction of any kind.

THEN SOMETHING happened. A new banker moved to town and took charge of the bank which had been losing business steadily. The first thing the banker found when he sized up the local situation was that the town's only grain elevator was about to close. He decided that the town just couldn't let that happen so he organized a group of local businessmen and farmers. They raised enough money, with the bank contributing a part, to buy the elevator and build a new feed mill.

With that accomplished, the bank and one or two stores were remodeled and restocked. Then the town supermarket, encouraged by what was going on, expanded and improved its facilities. A coin-operated laundry took over one of the vacant buildings. Another businessman established a paint supply store and a general chain store merchandise branch.

When they saw that these revitalized businesses were pulling in more customers, other businessmen came alive and improved their places and their services.

NOW, AFTER two short years, more farm and ranch families from greater distances are doing business in the town. The sales of the supermarket are up substantially. The drug store with its new, well stocked veterinary supply department, is starting to prosper. Bank deposits are up more than \$300,000.

How about your town? It is dying, or has it too come to life? If it is going downhill perhaps you can help generate the spark that will bring it back to life—and to service for your neighbors and yourself.

Crowd Enjoys Carnival Gayety At Annual Event

Fun and excitement were the order of the evening Saturday night when the spring Band Carnival was held at the fair pavilion. Parents of Heppner band students are in charge of the annual event that is unique in the community with its true carnival gayety.

The large crowd saw Russell Kilkenny, son of Mr. and Mrs. Bob Kilkenny, and Judy Nyman, daughter of Mr. and Mrs. Glen Nyman, crowned King and Queen of the festivities. The identities of the royal pair were made known when count of donations obtained by students of the fifth, sixth, seventh and eighth grades and high school revealed the seventh and eighth grades as winners, bringing in the highest total with \$70.00.

Proceeds from the dinner and the many games totaled \$1,162.65, down a little from the two preceding years.

Three door prizes were won during the course of the evening. Mrs. Jim Devine was the winner of a can opener, Jim Van Winkle won a large stuffed bear and Irvin Rauch was the winner of a pole lamp.

Lucky recipients of the two special drawings were Bert Rourk, winner of the Hoover electric floor polisher and rug scrubber, and Wilbur Worden, who won the Stevens 12 gauge shotgun.

The combined efforts of many provided the successful and entertaining evening. Kitchen committee chairmen were Mrs. Barney Malcom and Mrs. Jim Valentine. Gordon Hutchens was in charge of the prizes. Hutchens Howard Pettyjohn, Mrs. Helen Schaffitz, Paul Warren and Bud Peck were in charge of the booth preparations and decorations for the pavilion.

See us for envelopes of all kinds. The Gazette-Times.

Rills Honored By Rhea Grange

By CHARLOTTE WALKER

HARDMAN, RHEA CREEK—The Rhea Creek Grange had a wedding shower Sunday evening for Mr. and Mrs. William Rill (the former Sandra Harshman) who were married Easter Sunday in Heppner. Miss Gail Batty entertained with some musical selections on the piano.

Mr. and Mrs. Rill were assisted by Mrs. Myron Rill in opening their many lovely gifts. Refreshments were served with Mrs. Everett Harshman and Mrs. Leonard Rill pouring. About 60 persons were present to enjoy the evening.

Mr. and Mrs. Blaine Chapel were in Condon and Pendleton on business last week.

Bill Kessell and Mike Zenor of Pendleton were visitors in Hardman on Thursday of last week.

John Stevens was honored on his 89th birthday Sunday when family members gathered for a dinner at his home. Those attending were Mr. and Mrs. Kinard McDaniel, Mr. and Mrs. Les Robinson, Mr. and Mrs. Harold Stevens and Jeanie, Melvin McDaniel and Alta Stevens.

Mrs. Marie Lesley is at home recuperating from the illness that confined her to the hospital last week. Her brother-in-law and sister, Mr. and Mrs. Ike Shank, have returned to their home at Mt. Vernon.

Week-end guests at the home of Mr. and Mrs. Sam McDaniel were their daughter, Maxine and family of Elgin.

Critical illness of an uncle in Harlowton, Mont., called Pete Glennie and family Wednesday who left to be with him there. They expected to pick up Glennie's brother in Kennewick, Wn., to accompany them. Both Mr. and Mrs. Glennie are teachers in Heppner. Length of their stay in Montana depends on the uncle's condition, but they thought they would be back by Sunday.

Chaff and Chatter

Wes Sherman

MODERN DAY electioneering ain't what it used to be. This was evident when Tom McCall, Republican candidate for secretary of state, came zooming in at the Lexington airport Friday morning on a whirlwind junket around eastern Oregon. He was in a Beechcraft two-motored plane with a pilot and a public relations representative.

It was pretty early in the morning when he arrived—just about 9 a.m., but already the trio had made three stops—at Condon, Hood River and The Dalles. The day before they had covered the coastal area, ranging from Astoria to Klamath Falls and covering most everything in between. The day along the coast was a bad one, Tom said, being stormy and rough. Another one in the party had to give up because of air sickness, but the state office aspirant looked hale and hearty. He said that he had not been forced to take any dramamine as yet.

It was windy and cold at Lexington when they arrived although the sun was shining brightly. After a few minutes chatting with the small assembly of supporters who came on impromptu notice, Tom joined his assistants in the plane, waved goodbye and took off into the blue for Pendleton. He said they planned to cover 2000 miles on that trip.

Apparently McCall believes that the best way to campaign is to really get out and meet the people on the theory that there is no substitute for "ringing doorbells." He is pretty well versed in communication with his long television and newspaper background. In Eastern Oregon, particularly, where votes are far between, an airplane is the modern method of "ringing doorbells."

Without much competition in the primary, McCall will have a good contest in the fall against Alfred Corbett, assuming that Corbett defeats his two primary rivals. He expects to pay a visit to Heppner before that time.

McCall is a real go-getter and has an impressive record of service and experience. He is a man who shows real interest in people, and it is good to see this caliber of individual seeking public office.

FIGURE the odds on this one, if you can. In selecting his number for his jackpot drawing for last week-end, Del Piper of Del's Market, Lexington, had a range between 9,000 and 10,500. He selected the number 9 as the first number for the winner. Billy Padberg came along and Del asked him to choose a number between 1 and 10. Padberg took number 5. Then Del asked his wife to choose a number, and she chose 7. Then, Del went to Roy Quackenbush, and Roy selected 7 also.

So Del had his winning number—9577—chosen strictly by chance.

He had no sooner written the number on a card and was starting to post it, when Mrs. Dean (Lois) Hunt came up with her Gazette-Times, containing a number in Del's ad.

"That's my number!" she exclaimed. And so it was! She had won the \$15 in free groceries.

Those who have seen the pile of papers leave the G-T office on a Thursday, each with a different number in the weeks that Del runs his ad, would realize what odds there would be on such a circumstance.

Some 600 or 700 papers leave the area entirely, and they all contain different numbers, any one of which might be selected. These papers go all over the county and some to foreign countries.

On the some 1000 papers that go around in the possible trading area, many recipients probably haven't ever gone to check their numbers, but surprisingly enough Del has had three winners already in the short time he has had the contest. Expectations had been that it would grow to quite a sum with the bi-weekly addition of \$5 to the pot, but it has never exceeded \$25 to date.

SAY, DOWNTOWN Heppner doesn't seem quite the same with Ed Gonty in the hospital. He has been in business in the same old stand on Main street so long that everyone expects to find him there any time. But an ailment has been coming on for the past few weeks that finally required him to go to the hospital and have an operation. This is Ed's first experience at such confinement, and he is a little nonplussed by it.

After having an operation Tuesday night, he seemed to be coming back fine Wednesday but was sore and uncomfortable. Without doubt Ed is one of the friendliest businessmen in town, and a good many people miss his smile and cheery greetings. Everyone hopes that it won't be long until he is out again and doing business as usual.

HILLARD BROWN brought in a copy of the Anchorage Daily News, dated Monday, March 30, just three days after the Good Friday earthquake. Apparently daughter Ginger Brown sent it to her mother and dad. It is amazing how the paper was able to "get to bed" with a semblance of normalcy, particularly in view of the terrific damage it took.

A columnist wrote, "A few moments after the quake struck last week, we didn't think we'd ever stumble back to our old Monday corner. With the entire rear wall of our building gone, and two other walls damaged, and the interior a mess, we felt as though we'd been hit by an earthquake. But thanks to the tremendous cleanup work going on all over town, we're back in business today after missing only one regular edition."

Did you ever stop to think how important it is to the people's morale in such a disaster to have the lines of communication going on? This is aside from the vital informational purpose they serve. When newspapers, radio and television bounce back and reach the public with a semblance of normalcy, it gives the citizenry something to cling to, something that makes a person think, "If they are able to go on, surely it isn't as bad as it seems."

There was a little tendency to panic at the time President Kennedy was shot, for instance. Some of the TV commentators obviously came close to breaking down. When this happens, John Q. Public starts to get frightened for he is accustomed to hearing that calm and objective news voice, no matter how bad the disaster. Thus, when the commentators were so visibly moved, it tended to influence the public towards confusion.

But the Anchorage Daily News got out 12 pages in its post-earthquake edition of March 30. In it is a double page spread of bargains from Spendar merchants, just as if it were Spring Opening and all was right with the world. Another three column ad plugs a natural gas contest, "Win, win, win!" There is a full page of comics, a full page of classified ads, and a couple of pages of pictures.

Of course, most of the paper is devoted to news of the quake. One little story, told by a Spendar man, was interesting. He was in a cafe when the quake hit:

"There was just me and the owners and this guy at the counter," he said. "We stayed there for a while, but when it kept going, the owners and I ran out. "This other guy sat right there at the counter and continued reading his paper and drinking his tea throughout the whole thing."

"He didn't say a word. He didn't even look up."

A PORTION of another Anchorage paper, the Daily Times, comes via Mr. and Mrs. Ralph Thompson from their niece, the former Jean Hayes, who graduated from Heppner High, now Mrs. Gale Gronewald. He is a government engineer.

The paper carries a full page article on the "enormity of the earthquake." It shows a picture of a wracked apartment house. Handwritten by Mrs. Gronewald adjacent to the picture are these words, "Here's where the family lived we took in. This apartment is only 1/3 of a block from us."

Another picture shows the devastated Turnagain area. Handwritten below are these words, "All of our friends from here escaped, but some of their houses didn't. This was the area I wanted to buy in. Glad we didn't now."

Only damage to them was some broken dishes.

Van Marter Named As Lodge Chairman

George Stadelman, chairman of the Oregon Draft Lodge for President committee, today announced the appointment of LaVerne Van Marter, Jr., of Heppner, as chairman of the Morrow county area of the state organization.

Van Marter, a graduate of the University of Oregon, is in the insurance business. Currently city treasurer, Van Marter's civic and community activities include the Elks, of which he is a trustee and past exalted ruler, and district deputy; and president of the Little League.

Van Marter urges all of those persons in Morrow county who wish to help in the Draft Lodge movement to contact him.

WEDDING, PARTY and ANNIVERSARY Napkins with names imprinted; Monogrammed Playing Cards; Regency Personalized Note Stationery; Wedding Books. Inquire at Gazette-Times office. 49-tfx

Daughter is Born To Richard Zitas

News of the birth of a daughter to Mr. and Mrs. Richard Zita of Beaverton, formerly of Condon, on Thursday, April 9, has been received by friends and relatives here.

She has been named Alta Elizabeth Ann, and joins three sisters, Deborah, Susan and Judith, and two brothers, Richard and Orville Christopher.

She is the 26th grandchild of the maternal grandparents, O. W. Cutsforth, Lexington, and Alta Cutsforth, Heppner.

Paternal grandmother is Mrs. Dominic Zita of New Britain, Conn.

League Tryouts Slated Saturday

Little League tryouts will be Saturday, April 18, at the Little League field, beginning at 1 p. m., according to LaVerne Van Marter, Jr.

Interested boys, who were not members of a Little League team last year and whose ages are from nine years (nine years old before August 1 of this year) through 12 years, are eligible for the tryouts.

A second tryout will be the following Saturday (April 25) at the same time and place.

Rummage Sale Aids Kindergarten Funds

Although total receipts remain to be tabulated, the Civic League sponsored Spring Rummage Sale, which ended Monday, was considered successful.

Net sales from the opening day, Friday, totaled \$170, down a little from preceding years.

Unsold items will be packaged by women of the Methodist church and donated to Goodwill stores in Pendleton and Walla Walla.

Proceeds from the sale go toward the purchase of supplies for the kindergarten.

Young Rockets Down Pony Team

By KIT ANDERSON

Heppner Ponies cinder team found the going tough last Friday as they were soundly beaten by Pilot Rock, 78½ to 28½, in a dual meet. Dave Hall and Terry Corbin captured the only blue ribbons for the Ponies, winning the 120 yard low hurdles and the broad jump, respectively.

Summary: 70 yard high hurdles, Bond, Pilot Rock, 11.4; 75-yard dash, Wells, P. R., 9.4; 330-yard dash, Eason, P. R., 43.8; 180-yard dash, Eason, P. R., 23.9; 660-yard run, Eason, P. R., 1:47.1; 120-yard low hurdles, Hall, H., 17.0; shotput, Bond, P. R., 38.8½"; discus, Bond, P. R., 110'10½"; high jump, Rosenberg, P. R., 5' ½"; broad jump, Corbin, H., 16' ¾"; 440-yard relay, P. R., 56.2.

COMMUNITY BILLBOARD

Coming Events

WRANGLER COW CUTTING County Fairgrounds covered arena. Saturday, 7:30 p.m. Sunday, 9:30 a. m., 12:30 p.m. Cutting, Barrel Racing, Team Roping. No admission charge.

LITTLE LEAGUE TRYOUTS Little League Baseball field. Saturday, April 18, 1 p.m. For all boys of Little League age.

WCS SPRING TEA Methodist Church Parlors Saturday, April 18, from 2 to 4 p.m. Special musical entertainment.

GRANGE PANCAKE SUPPER and CARD PARTY Rhea Creek Grange Hall Saturday, April 18, 6:00 p.m.

MORROW COUNTY OEA Meeting at Heppner High Multipurpose room. Monday, April 20, 7:30 p.m.

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