

# THE HEPPNER GAZETTE-TIMES

MORROW COUNTY'S NEWSPAPER  
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## Stigma of the Poverty Label

Heppner should have some sympathy for those cities which are currently suffering the indignity of being tabbed as suffering from poverty. It can understand the blow to community pride that goes with the label that comes with the releasing of the poverty rankings by John Oberdorf, state coordinator for the Office of Economic Opportunity.

In a milder way, Heppner felt a similar stigma two years ago when the State Employment Service said that our town was an area of "substantial unemployment" and thereby eligible for some forms of government aid not available to other communities, which, theoretically, were in a healthier condition.

This, it may be recalled, nonplussed the Heppner Chamber of Commerce, particularly so those members who had been trying to get employees for certain jobs without success.

Conclusion locally was that the statistics were misleading. Winter shutdowns in logging operations, a normal occurrence that is climatic rather than economic, had temporarily left the crews unemployed, and these statistics, with the cold inflexibility of a computer, thereby brought out the label that this was an area of substantial unemployment.

To cities like Silverton and Dallas, which were rated as having the greatest degrees of poverty in their population brackets, this is more than a mere blow to pride. The label itself tends to create economic hardship for the communities, because those who might be intending to go there to open a business or make their home, if they took the matter seriously, might shy away.

Ray Klappenbach, Dallas school superintendent, said that he has now received inquiries from new teachers hired for the system. They are concerned about coming to a poverty-stricken community where housing and facilities are substandard.

The bitterly ironic thing about it is that it just isn't true! This editor, who lived in Dallas 15 years and left in 1958, will contend that Dallas is one of the best-organized cities in the state, that it radiates prosperity, that it has exceptionally good housing, and that it has as stable an economy that a city could expect.

The big Willamette Valley Lumber Co., industrial backbone of the city, just as Kinzua Corporation is here, has one of the most remarkable records of continuous operation of any firm. Depressions never shut that mill down. In the 1950's it added a big sheathing plant. The same is true of the Gerlinger carrier and lift truck operation, later sold to Townmotor of Cleveland but still in continuous operation.

A stable farm economy supports Dallas. We heard a reliable report recently that a farm machinery and supply establishment that serves the area increased its sales volumes last year by more than \$400,000.

Polk County Federal Savings and Loan Association, which was a mere babe as a financial institution when we went to Dallas in 1943, this year has assets of \$9 1/2 million. In 1960, the assets of this same institution were \$4 1/2 million. Is this a sign of poverty?

Dallas built three big new schools during the time we were there. Since that time, it has constructed a big addition to the high school and currently is constructing a big new junior high school. Poverty?

The area along the highway from Dallas to Rickreall—a four-mile stretch—which not too long ago was nothing but farm land is now a continuous development of fine new housing and industry. Poor housing?

The Dallas Motor-Vu drive-in theater, one of Oregon's finest and best operated, added several new ramps this year to accommodate the crowds that go to movies there. At one recent show, cars lined up more than four miles bumper to bumper were turned away because the theater was already full to capacity. It wouldn't seem that the people are too poverty-stricken to afford entertainment.

City park at Dallas is a huge beautiful place. We can think of no other municipal park, with perhaps the exception of some of those in Portland, that equal it. The people of Dallas pay for this park and welcome the public to enjoy it without charge. Flanking it is a brand new municipal swimming pool.

A majority of the business buildings have been rebuilt or remodeled in the past ten years, and there are many new businesses. Dallas radiates anything but poverty.

The city's municipal water supply is bolstered by a large reservoir on Rickreall creek. The dam, financed by a bond issue voted by the people, was built six or seven years ago. We're not so well acquainted with Silverton's situation, but residents there were equally as indignant as those in Dallas when this report came out.

As we understand it, many of the statistics used in this poverty witch hunt was based on those in the 1960 Census. That's rather tenuous testimony to describe conditions of today, even if they reflected true conditions in 1960, which they didn't.

One thing that might have thrown the statistics out of kilter is the fact that many retired persons live in Dallas, a considerable number in rest homes. They are well cared for, but their incomes are low and this may have been reflected in the general picture.

This matter of attempting to make a case for poverty is to be deplored. It could have happened to Heppner, but cities of less than 2500 were not included in the report. However, Morrow county was not listed among the "poverty-stricken" counties of the state.

It seems to us that there is considerable irresponsibility in interpretation of statistics in this situation and that there has been some careless handling of these dubious conclusions.

Those who have worked and built by their own efforts do not seek government intervention for relief; they shun it. They don't relish the undeserved shame of this stigma.

It all smacks of the government trying to make a case for itself in its anti-poverty drive when our people are nurtured in the American tradition of seeking to do for themselves.

Woe to our nation when we take this feeling of self-reliance from our people! That's exactly the direction we're heading.

Those in the cities labeled "poverty-stricken" deplore it, and we deplore it.

Just the other day we listened to an elderly man, suffering from several physical ailments, bitterly indict the new medicare program. Although not a man of means, he said that he could not welcome the taxing of workers and businesses, some of whom will be burdened to make the required payments, to care for his physical needs.

Why shatter a man's spirit by calling him poor when he feels rich? Why shame him with the stigma of pseudo poverty when he feels proud?

## 'Ride 'em Cowboy' Time Again

Say, you rodeo fans, would you rather watch performances by the top Northwest Rodeo Association cowboys or our local saddle punchers in action?

Whichever your choice may be, it doesn't matter, because there will be plenty of both at the Big Show Friday and Saturday—the 1965 Morrow County Rodeo.

Our rodeo has built up quite a reputation, probably more than many of our home folks realize. The top NRA cowhands like to come to this one, for it not only has the color and the organization, but it offers good purses and exceptionally fine trophies. It's also a hospitable place to come. The show this year is attracting the leading money winners in many events, and the names that rodeo colleagues know and respect, such as Bill Ward, NRA president; Bill King and Darrell Waddell, will all be on hand. If you like rodeo at all, you'll thrill at watching these top hands.

But, as we have said before, there is something particularly fascinating in watching the man perform that you see everyday. He may be the businessman on the corner, the rancher just out of town, or the fellow who works in the sawmill. Who would suspect that he could rope a calf with the skill he shows at the rodeo?

Rodeo is as natural to this country as the county fair, for it exhibits the skills of the cattle country. It pits, in competition, the men who were born to the saddle, as well as those who enjoy it as a hobby or avocation.

All is shaping up this year to indicate a truly exciting week-end. The dances have drawn larger crowds; the rodeo board is employing some new ideas; many improvements have been made to the grounds; advance registration shows that competition will be the keenest ever among the best in the business; the event is better publicized.

The grand parade looms as one of the best by virtue of the advance interest; the queen and court have drawn superlative compliments in their summer appearances; and it is quite likely that the rain will be rained out by Saturday!

So get in the spirit. Call your friends and relatives and come on out for all events.

You can well admire the horses in the annual Horse Show Friday for they are the well-bred animals for this great county.

You can be proud of the skills of the rodeo hands for they are those natural to one of the principal occupations of our county.

It's 'Ride 'em Cowboy' time again!

## Impersonating Cowhands

(From Wallowa County Chieftain)

One of the interesting things about the rodeo season is the disposition on the part of many people who have never had any intimate associations with horses or cows to dress up to look like they are true sons and daughters of pioneer ranchers. The sale of western hats, ties, shirts, belts, pants and boots climb by leaps and bounds as everybody from grandpa down to the latest toddling infant tries to pose as a descendant of Buffalo Bill and a relative of the world's champion bronc buster.

Many of these people have never been on or near a horse, and would not know what to do around a ranch corral, but they apparently feel a great urge to identify themselves with the outdoors and the cattle industry. When a pale-skinned clerk dons a sombrero, a pair of Levis and cowboy boots he often looks about as authentic as a Hollywood Indian in a western movie, but he seems happy in his new role. Mama will struggle into a pair of jeans straining and bulging precariously from stem to stern, but she seems to relish her role in this western act.

It has actually gone so far that a man who shows up at rodeo time in his usual business slacks or suit looks like a city dude who has never known honest work or a rugged life. But when the rodeo days are past a large part of this western costume material goes back into the closet and is stored away to await another rodeo season next year.

Even governors, supreme court justices, bankers and preachers deck themselves out in cowboy outfits and assume that this is all that is required to make them look like real sons of the soil and range.

The genuine cowboys have never showed any particular resentment toward this impersonation movement. The fact of the matter is that the cowboy of today often is hard to recognize among his working brethren anyway, and he too has to dress up at rodeo time, or for livestock conventions, in order to look the part of a real Marlboro man.

Nobody ever seems to have an urge to dress up like preachers, bankers, motocyclists, filling station attendants, firemen, or golfers, unless they are bona fide members of one of these clans. The urge to impersonate somebody seems to be confined largely to those who want to look like cowhands. We don't understand it, but it generates a lot of business, and what is good for business is good for the country.

## Breaks Arm in Fall

Donna Jean Raymond, 9, daughter of Mr. and Mrs. Arnold Raymond, sustained a broken left arm when she fell about 12 feet from a tree while at play at her home Saturday. The break was near the shoulder. The little girl was knocked unconscious by the fall and was taken to Pioneer Memorial hospital for treatment and observation. She was released with the arm in a cast Monday.

Visiting with Mr. and Mrs. Wes Sherman and family Friday evening and Saturday were Mr. and Mrs. David Karr and family of Stayton. Karr is office manager for Stayton Canning Company. The family was on a week-end trip through eastern Oregon.

RADIANT SIGNS that glow in the dark—full variety of miscellaneous signs for all purposes, 25c. Now on hand at Gazette-Times office.



**RODEO**

**GREETINGS**

**We Join in Welcoming Visitors To Morrow County Rodeo Events and Know They Will Enjoy Every Minute of Their Stay.**

**DON'T FORGET**

**The Morrow County Fair Ends Friday, August 27**

**TUM-A-LUM LUMBER CO.**

Heppner Ph. 676-9212

## Chaff and Chatter

Wes Sherman

WHERE ARE those people, this week, who belong to the "There's Nothing to Do in a Small Town" association? If there is anyone around who isn't involved in the fair, he probably has something to do with the rodeo. Or the horse show. Or the parade Saturday. Or the dinner for the courts. Or the cowboy breakfast. Or the dances. Or getting ready for back to school.

Our profound sympathy goes to those (and there are some) who are involved in most all of them!

WE'VE HAD just a glimpse of the fair at this writing, and it surely looks good. All the exhibits are so fresh and interesting. By the time this reaches print, the fair will be pretty well on the wane, but if you haven't made it out, drop this paper right now and get out to the pavilion.

The new buildings are proving themselves this year when the rain requires everything to be under cover. A little dampness isn't hurting the fair a bit. It will do a good job of settling the dust for events outside Thursday night and help get the rodeo grounds in good shape.

Congratulations to the fair board, to the fair committee, the superintendents and all of the exhibitors for such a fine job! Special compliments are due Lenna Smith, the quiet hard-working secretary of the fair. As all her co-workers know, she does a wonderful job with a mass of book work, premium details, payment of premiums, getting the fair book together, and so on. The fair is fortunate to have her in this position.

WITH THE big parade coming up Saturday there have been some zealous crews devoting every available minute to preparing floats. There is a terrific amount of effort put into these in proportion to the amount of time they will be seen. We know the Soroptimists and the Rainbow Girls have been hard at it for several weeks. We presume the Mother's Club is working at theirs, too. Probably the public along the parade route may not know it, but these float builders have to be mechanics, carpenters, decorators, designers, and artists to come out with the fine entries which finally make their glorious appearances in the parade.

This takes real community spirit, friends, because the cash award for grand sweepstakes would only pay a cent or two per hour for all the labor expended in the construction.

THIS IS the "last minute" for the Nels Anderson family for they depart from their home of 19 years Sunday en route to Niger, Africa. Their many friends wish them bon voyage, and admire them for their resoluteness in facing a new challenge. We can picture that the Andersons will make a significant contribution in this distant country, and their friends all know what sacrifices they are making to go there.

Nels promises that he will keep friends posted by writing

of experiences to the G-T, and we'll pass the articles on through our pages. This thing that the Andersons are doing is one of our best hopes abroad—to teach the people to do for themselves. Our best hope is that the results will be gratifying to them, for if such is the case, we can be sure that their work will be good for the American image abroad.

"WHAT TIME do you open in the morning, Jim?" "Having open house today, Jim?" "Think the town ought to be wide open for the rodeo, Jim?" These are just a few of the wisecracks that Jim Myers heard as he stood in the rubble of his store front Tuesday morning after a pickup truck had demolished the front in a freak accident.

Jim was unabashed. He isn't the abashing kind. But if he could somehow have collected a dollar for each wisecrack, he would have made a fortune.

It's all a part of the good nature of a community which causes folks to look at the humorous side. Everyone was thankful that no one was hurt.

Jim said he figured it might be a good time to modernize the front on the reconstruction job, except that it was about as modern as it could be with plate glass door, aluminum frames and big plate windows.

Earl Ayres got a little ribbing, too, about how these Ford pickups start too easily, and if it had been a cold winter day you never could have started it, etc. Like Jim, he kept his peace.

Probably most stunned of all was Johnny Harris, the young man who turned the switch to "set off the bomb." His mother, at the fair Wednesday, said that he is getting over it. He doesn't think his foot was on the accelerator when he accidentally turned the key the wrong way, but can't say for sure.

One thing John can say. He was the first customer at Jim Myers' Drive-in Drug Store.

COMING BACK from taking son Jim to church camp at the coast Monday morning, we noticed with some surprise the muddy swollen condition of Willow creek north of Cecil. We could hardly believe it, but we knew right away that things had been going on from errant old Jupe Fluvius in our county again. We saw the men working on road repairs up the canyon to Palmaters, saw them restoring the railroad tracks near Cecil Jones place and saw where the flood had been over the highway in the flat stretch by Ken Palmers.

Nels Anderson, who visited with us a bit Tuesday, said that this is undoubtedly the most peculiar, rainiest summer that has occurred during the time he has been in the county. It's raining right now—with the sun shining! They told us when we came to Morrow county that no one would ever complain about the rain. Right now, we would question that.

Looks as if some are never going to get harvest completed. And we sure do feel bad about

all the summer fallow damaged, the erosion, and the destruction to farm property. But we do pick up a couple of bright notes in the week's crop-weather summary from the U. S. Department of Agriculture: "Excellent moisture conditions in summer-fallow should allow for early seeding. The warm rain during the week should greatly improve range conditions."

Now, this didn't refer to Sunday's flooding. The summary from the USDA was written prior to that.

TO THOSE parents who never can get their young sprouts to write from summer camp, we have a foolproof suggestion. Just be sure that they leave their health certificates at home. That'll get them to write! We know.

## Selective Service Lists New Hours

Selective service office, local board No. 31, Condon, will be open six hours daily, Monday through Friday, beginning August 30 until further notice, Peggy Dean Riney, clerk, announces.

It will be open from 10 a.m. until noon and from 1 to 5 p.m. The clerk asked that this information be printed for benefit of Morrow county registrants.



## Coming Events

HEPPNER SWIM POOL

Closes September 5  
Open Saturday, Sunday, Aug. 28, 29, after Rodeo show until 7 p.m.

## FAIR & RODEO EVENTS

4-H Pig Scramble, Thursday, 7:30 p.m.

Saddle Horse Show, Friday, 9:00 a.m.-2 p.m.

Street Parade, Sat., 10:00 a.m.

Rodeo Sat. 1:15, 8:00 p.m.

Beef Barbecue Dinner, Episcopal Church, Sat., 5-8 p.m.

Rodeo Dances, Fri. and Sat., 10 p.m.

Wranglers Cowboy Breakfast, Sunday, 7-11 a.m.

Rodeo, Sunday, 1:30 p.m.

## MORROW COUNTY SCHOOLS

Open doors Tuesday, Sept. 7, 8:45 a.m., Heppner, Ione, Boardman and Irrigon.

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## But There Aren't Many Like That

. . . not among the readers of the Gazette-Times. Why? Because the Gazette-Times prints an abundance of news on the inside pages, every issue. News of society, sports news, farm news, general news, personal items, news from surrounding communities, court news, births, deaths, markets—all this news appears on the inside pages. And more, there's news in the advertisements, too.

## Sure the Front Page Is Fine

But there's room there for only a few news reports. The front page can't begin to hold ALL of the news of this area. Every page of the Gazette-Times carries news of interest to you, and every other reader. That's why this newspaper has mighty few "front page readers." Our readers read ALL of the paper!

