

THE HEPPNER GAZETTE-TIMES

Heppner, Oregon 97536

MORROW COUNTY'S NEWSPAPER

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Unbalanced Perspective of TV News

With all the attention placed on race riots and civil rights marches by television recently, one might wonder how the TV producers are going to get the rioters or marchers to interrupt proceedings long enough to work in the commercials.

This may be a facetious and unfair remark but it is one way of bringing up the question of whether television is throwing such matters entirely out of perspective and proportion by treating national news events as a "big show."

The focus of attention through the intimacy of television might well stimulate rioters to create havoc that is truly spectacular, and, in our opinion, the constant presentation of Dr. Martin Luther King over television is encouraging and inciting violence and unrest among negroes.

It comes to the place where "the show" tends to be made the important thing, not the news fact itself. It seems that the tremendous influence of television, thus, is tending to make the news.

These observations are apart from the pertinency of the cause of the negroes. We believe in equal rights; we don't believe in rioting nor inciting riots.

Television threatens to take over the sports world, and networks are now starting to stage their own sports events to feed the viewing public. Its coverage of events following the assassination of President Kennedy was a cause in the turmoil that ensued.

Its cameras are now going to the front lines with the soldiers in Vietnam. One has to admire the courage of the men handling the coverage, and we realize they are doing their best to keep the folks at home abreast of events. But we wonder whether their intrusion among the fighting men may not tend to impede the war effort in actual progress.

When the National Guard was called to the riots at Chicago, television covered the event. One telecast showed the commander busily writing at his desk, a scene that appeared obviously staged for the "show". Then the cameras swung to the assembled men, lined up to the best advantage for the cameras. It seemed to us that if the guardsmen were called in the urgency of the emergency, they should have been getting at the job—not posing for TV.

Former President Eisenhower recently had an article in the Reader's Digest, telling how television commentators and newspaper reporters are making a farce of national political conventions (with some help from the politicians themselves!) We think he is quite right.

Newspaper reporters are not immune from charges of making fiascos out of some of our major national happenings, but they aren't in a position to go as far as television which has the advantage of drama, intimacy and immediacy.

From television reports issuing from Alabama, Mississippi and Arkansas, we in the north get the impression that the states are seething all over with unrest, that it would be virtually unsafe to travel there. Indeed, a person contemplating a trip around the country might deliberately avoid going to these states.

The governors of Alabama, Arkansas and Mississippi indicated on a recent interview program that the distortion of television and newspapers had given their states a black eye; that the governors have appointed many negroes to places of responsibility in state government; that "responsible" negroes (but not civil rights marchers) are granted audiences with the governors. They said that they were making good progress on the problem of civil rights before the federal government pressed the issue and the allegedly distorted coverage of the news media started. This television program can be credited with giving them the right to be heard.

Well, are all the negroes in the south downtrodden and underprivileged? We haven't seen any television programs to show any happy and prosperous negroes. We don't know. It would be interesting to go south and find out.

The question comes back, "Is this matter being thrown entirely out of perspective?" and "Is more harm than good being done by the constant coverage?"

Gargantuan medium of communication that it is, television needs to take a hard, honest look at itself and take steps toward strict self-discipline, in our opinion. It it doesn't, it may do irreparable harm to the nation as it shapes the temper and thinking of the people in a mold of artificial drama and unrest.

School Bells



By DAVID R. POTTER
Superintendent
Morrow County Schools
TEACHER IN-SERVICE

Every fall we start the school year with a one day teacher in-service program. This program is planned with the needs of the teacher in mind. Some of the programs during the past years have been: Testing; curriculum improvement; modern math; audio-visual aids; and many others. This fall we are hoping to develop a program which will give all of our administrators and teachers a better understanding of our county. We are asking the Morrow County Grain Growers Association and other groups to prepare and conduct the program for us. It is our hope that we will be able to see and have a "conducted tour" of our industries, our farms, our elevators and other vital and existing phases of our community and county life.

I would like to take this opportunity to introduce Mr. and Mrs. Alan Martin and his family to the people of Heppner and Morrow County. Mr. Martin is the new principal at Heppner Elementary School. He arrived in the area Monday morning. His family will move to Heppner as soon as he can find a house. If you know of a good three bedroom house that is available you can reach Mr. Martin at the Elementary School, 676-9128. Mr. Martin and his family enjoy outdoor activities, particularly skiing. The family consists of his wife, Ann, and two daughters; Debbie, who is nine, and Diane, who is eight. Again we would like to say, "Welcome."

Dr. and Mrs. Wallace Wolff and children left Monday, July 18, for a vacation trip to Hood Canal and the Olympic Peninsula. They plan to be away about two weeks.

Squirrels on the Streets

Mark Twain once said in regard to the weather, "Every one talks about it, but no one does anything about it."

In view of a recent wave of complaints about traffic violations in our town, perhaps the same could be said about "squirrel" drivers—those who drive with an irresponsible oblivion to traffic laws.

Implied in the remark about the weather is the fact, indeed, that there is little that a person can do about it. Maybe it isn't quite so hopeless in the case of traffic violations, but it often appears so.

A senior citizen who lives on Court street complains of speeding and violations that he has witnessed from his home. He is indignant about it.

There have been a number of complaints concerning the driving of young people leaving rodeo dances, as well as their breaking bottles at the roadside, and creating disturbances.

A man who lives on Gale street tells us that he believes the average speed of cars on that street isn't 20 or 25 miles per hour but 35 or 40 miles per hour.

Still another man has complained to us of the "murder-cycles" around town, and points to the death record in motorcycle accidents around the state.

The senior citizen mentioned above tells how we justifiably grieve over our boys being killed in Vietnam but callously accept the many more who are killed on the nation's highways.

The man on Gale street suggests that radar be brought in to help correct the situation here. Chief of Police Dean Gilman says that he will request help from state police on handling traffic from the rodeo dances and concurs that those leaving the dances travel much too fast.

But the complaints he hears now are not much greater than normal, he says.

Recently a child was killed on one of our streets. There was no evidence of speed or negligent driving in this case, fortunately.

But if violations are as prevalent as some of our people think, other tragedies certainly are in the making. And the remorse that any "squirrel" driver may show after the event will not rectify the deed.

Among our citizens are those who will discount the severity and number of violations. They will say that our town is much better than many others they know. Certainly we know of towns where we believe the situation is much worse. But there are violations here and some evidences of irresponsibility behind the wheel.

Again, it has been said with some cynicism that certain "prominent" members of the community and their families are immune from arrest. But one can find some rather prominent names on the municipal and justice court records.

The newspaper will have to share in some of the fault for the latter impression because it does not consistently print the citations that are handled through justice and municipal court here. These should be published regularly, but it simply has been a matter of lack of time on the part of the publishers. These records show that the police are on the job, they are issuing citations, and when they are printed the public has the evidence. When they are in the paper, it is obvious that the "prominent" citizens are among them. Also, the publication may serve to deter others from committing violations.

This is our delinquency. When we have the reportorial staff to cover these courts without interruption, so that all names may be used as the citations are issued, in fairness to all, we'll do so.

One way those who are concerned about traffic violations may help is to take license numbers and car descriptions and file complaints through municipal or justice courts. Too many shy away from this because they don't want to hurt their businesses or don't want to run the risk of offending a neighbor in the community. But the police need this cooperation, and must have it if the indignant ones are in earnest about it. The officers cannot make an arrest on hearsay.

Squirrels belong in cages, not on our streets. It could be that some who infest our streets will wind up in cages. Full cooperation of residents and police officers, without trying to pin the blame one way or another, will help stamp out squirrels.

In the meantime, each driver—even those who think they can do no wrong—might look in the mirror and ask himself, "Am I ever guilty of being a squirrel driver?"

Not an 'Oscar'--But Just As Good

Newspaper publishers don't receive "Oscars" nor "Emmys" but the Gazette-Times this week received an honor that made the publishers nearly as happy as an actor receiving an Oscar.

Official announcement came that the paper was judged among the top five weekly newspapers in the nation (with circulation under 4000) in the category of service to agriculture in the National Newspaper association contest.

In a preliminary announcement a month or so ago, we had misinterpreted and thought that the Gazette-Times was judged among the top 200 in the category. But official notice shows that the paper, with the Russell Springs, Ky., Times Journal received honorable mention behind the three top winners: 1. Spindale, N. C. Sun; 2. Dumas, Ark., Clarion; and 3. Amery, Wis., Free Press.

Since the contest covered the entire nation and there were many entries, we feel this quite an honor.

But the publishers cannot accept the honor for themselves alone. It has to be shared with our farmers and ranchers and those associated with agriculture here.

We couldn't, for instance, devote space and attention to the conservation program if a goodly number of ranchers weren't devoting their services to promoting it; we couldn't make the play on the Eighth Grade Wheat tour if there weren't many volunteers making the tour possible; we couldn't write of the Livestock Man of the Year if no one took the trouble to name one.

Backbone of our farm page has been the work of the county extension agents. Nels Anderson, now in Africa, Gene Winters, Gail McCarty, and Donna George all had a hand in winning this award, for they act as "reporters" for us. Sharing also are Dave McLeod of the ASC office and Ralph Richards of the Soil Conservation office.

Four-H leaders helped, for they have a hand in our annual 4-H section. Cooperation also has come from the Fair Board, Morrow County Grain Growers, Livestock Growers, the Wheat League, the CowBelles, the Granges, Farm Bureau and other farm organizations.

We do not find it difficult to reflect the farm activity of this county because it is such a lively and going industry here and because so many are so dedicated to it. It has been said, and we verily believe it, that Morrow county farmers are much younger than the national average. Maybe the energy, spirit and liveliness they display is due to this youthfulness. Our ranchers are well educated, hard working and forward looking. We admire their zest and ability, and it is a pleasure to work with them.

Winning newspapers in the contest were commended for their editorial leadership in the field of agriculture.

"Bulk reporting of agricultural subjects alone is insufficient for service in the full meaning of the term. Coverage must be accompanied by editorial leadership," the comments said.

If we achieve some success in supporting our local agriculture through our editorial comments, we're all the more happy about it.

And if this honorable mention focuses a little more attention on Morrow county agriculture and our farmers, it frosts the cake for us.

Chaff and Chatter

Wes Sherman

WITH ALL the strikes hitting public transportation—first to Greyhound busses and now to the airlines—one might well suspect that hitch hiking again would come into vogue. But one would hardly believe that the ranks would include octogenarians.

We heard a story, however, that said Dr. Archie McMurdo recently hitch hiked to Portland and we decided to check it out from the doctor himself.

The doctor often travels to Portland via train, leaving from Hinkle. Recently he went to Hinkle, getting there at 5:30 a.m. He was advised that the train was late and wouldn't be getting in until about 7 o'clock. A Hermiston couple was there and was going back to town, so Dr. McMurdo asked to hitch a ride with them, hoping to catch a bus out of Hermiston. At the bus depot, however, he learned that the next one wasn't due until 9 a.m.

So, he decided to go out to Buck's Corners and see if he could spot someone he knew going by on the highway who might be headed to Portland.

Within five minutes, a car came to a halt. It was Allen Hughes of Butter Creek with his father, Eb Hughes. They asked Dr. McMurdo what he was doing there, and he said he was trying to get to Portland. They said they were headed that way and invited him to ride. So they had a very enjoyable trip.

An interesting thing was that Dr. McMurdo delivered Allen when he was born. He now has a family of his own.

That seems fair enough, if the doctor delivered Allen, it was only right that Allen turn about and deliver him, to Portland.

IT'S REFRESHING to see a young man come to Heppner with the zest and enthusiasm shown by the new Heppner El-

ementary principal, Alan Martin. It's a pleasure to welcome men like Martin and Harold Beggs of Lone. They're making real fine first impressions here. Richard Carpenter, Heppner High principal, hasn't been able to get over as yet because he is attending summer school but it looks as if there is going to be an excellent team of administrators in Morrow county schools. Mick Tolar, A. C. Houghton and Ron Daniels at Riverside are doing a fine job, and there should be a new spark and spirit in the schools come fall all around the county.

POEM written by Ray Jones, son of County Judge and Mrs. Paul Jones, has been included in the book, "Sermons in Poetry," recently published by the American Poetry Society of Los Angeles. Poems in the book are those considered the best from 40 regional anthologies composed of work of high school students during the year 1965-66. Three Heppner students had work chosen for the anthologies, but Ray's "Death Tonight" was selected for the national volume. Students from every state in the union have poems in the book.

Ray graduated with the Heppner High class of 1966. His poem is as follows:

I heard of death tonight
It was hard and cruel,
Sweeping swiftly thru dawn's twilight,
Moving its great hand like a tool.
I heard of death tonight
It was ugly and grey,
Following its victim no light,
Crowing in on youthful prey.
I heard of death tonight
And I cried out aghast
When it left its tragic sight,
Then moved on, triumphant at last.

WORK OF the Lone Garden Club in its beautification project is

recognized in the new Travel Guide for Pacific States, edited by Eugene Fodor and now being distributed by the Shell Oil Company. The Pacific States volume, a thick book on points of interest for travelers, motels, hotels, and attractions of the area, is one of eight regional volumes that cover the United States.

They are being widely advertised at the present time.

The reference to the Lone Garden club appears in the "Keeping America Beautiful" section of the book. It tells of the club's tree planting project in Lone, replacing old trees, its work on city streets and the park. It tells how the club planted over 100 trees with the help of donated labor to improve the appearance of private property and the community.

This is another well deserved feather in the caps of the Lone Gardeners.

CONGRATULATIONS Department: Seems as if a lot of congratulations are in order this week. A clipping of the Apache, Ariz., Sentinel come to us anonymously this week with a spread of pictures on the Gagnet Barratts (identified in the photos as "Jim" Barratt). Gagnet has been elected Rotary president for Apache Junction, and the pictures show him and Mrs. Barratt at a function for the Rotarians. The attached note says, "Heppner Newspaper. This should be of interest to you. Jim will be in your (and his) town soon, maybe already is." We haven't seen him yet. Is he here?

We want to extend congratulations, too, to Bert Huff, who has climbed in the ranks fast in the First National Bank system and is now manager at the Prineville branch. It is nice to get him back closer to home country again, and we think he'll like getting nearer Eastern Oregon once more.

And we note that Jack Powell of Stayton, whose works we "plate" from time to time to reprint in the G.T., has won third place in the National Newspaper Association contest for feature writing with an article, "Skirts Four Inches Above the Knee Ruled Out at Stayton High." It was his parody on the Ballad of the Green Berets that we reprinted last week. This Jack is a very clever writer.

COMMUNITY BILLBOARD

Coming Events

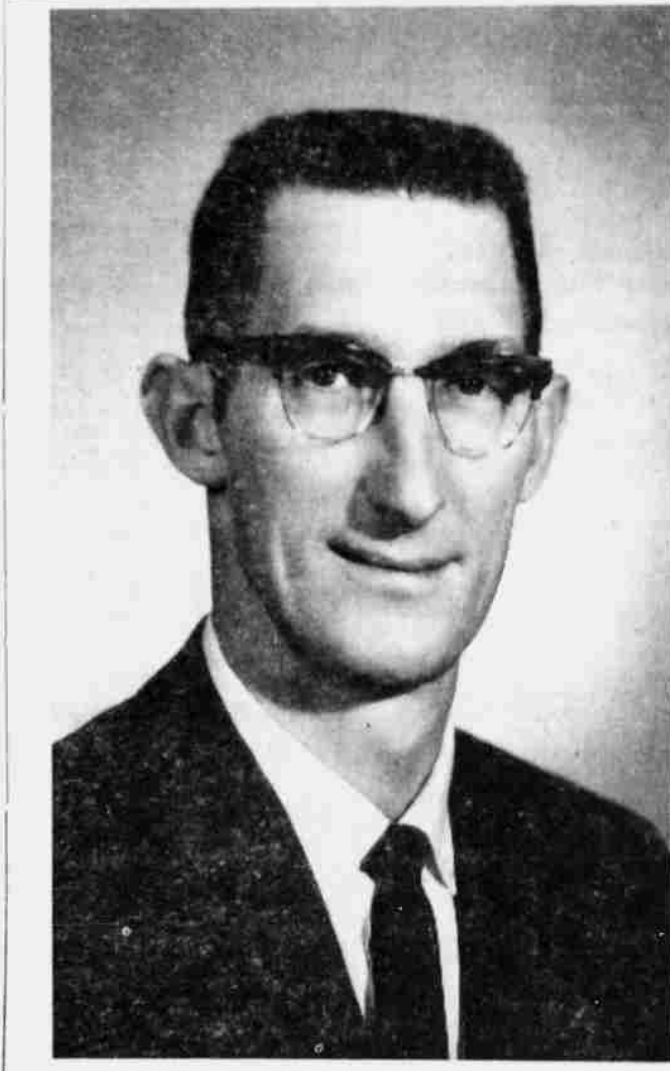
ELKS DANCE
Saturday, July 23
Western Style, live music in lounge, 9:30 p.m. — 1:30 a.m.

PRINCESS DANCE
For Princess Susan Lindstrom of Lone
Saturday, July 23, 9:30 p.m. to 1:00 a.m.
Music by The Henchmen of Heppner
Lunch served by Willows Grange, Lone

CHURCH PICNIC
Methodist Church Picnic
Sunday, July 24, Courthouse Park
Family potluck at noon, bring your friends.

MORROW COUNTY PICNIC
Annual Picnic, former Morrow County residents and friends
Laurelhurst Park, Portland
Sunday, July 31, Potluck dinner, noon.

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BERT HUFF
(Cut Courtesy Central Oregonian, Prineville)

Bert Huff Named Prineville Branch Manager of Bank

Bert Huff, who was general loan officer of the Heppner branch, First National Bank for several years before leaving July 1, 1964, has been appointed manager of the Prineville branch of First National, the Central Oregonian of Prineville reported in its July 14 edition.

Huff left Heppner in 1964 to become commercial loan officer of the Klamath Falls branch of First National. He joined the banking system in 1953 and has worked at Pilot Rock, Nyssa, Pendleton, Heppner and Klamath Falls in various capacities before assuming the manager-ship in Prineville. In 1965, he was appointed assistant manager at Klamath Falls.

In Heppner, Huff was very active in community affairs, serving as treasurer of the Chamber of Commerce and as secretary of the rodeo committee, as well as being a leader in other civic activities.

At Prineville, he will succeed Charles Pedersen as manager. Pedersen will become manager of the Pendleton branch of the bank, and Bob McCurdy, former manager in Pendleton, will go to the head office of the system in Portland.

While in Klamath Falls, Huff was active in the Oregon Wool Growers, the Oregon Cattlemen's Association, Klamath County

Chamber of Commerce, United Fund, Red Cross, YMCA of Klamath County, Elks, Lions and the American Institute of Banking.

The new manager was scheduled to arrive in Prineville Monday, July 18, and Pedersen is to take the Pendleton position as of August 1.

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