

# Empire Builders Work in Service Projects

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County Extension Aide

The Morrow County Empire Builders is an active group of 27 young people of high school age from Ione, Heppner and Lexington. Any boy or girl from ninth grade through 19 years of age may belong to an Empire Builders Club without carrying any other 4-H club project.

The Empire Builders program provides activities for developing responsible citizenship, for leadership development, and for improving social skills. Our local group plans its own projects and is responsible for completing them.

Most activities of the group are community service projects. This year the young people have planned, prepared and served the 4-H leaders' banquet, were responsible for a Christmas party for young children at the Neighborhood Center.

They give officer training to younger 4-H club officers from both North and South Morrow county, help at the county fair, and assist any civic group that requests their help.

These are the very busy young people of our county, active in their schools, churches and communities, who still can make time for helping others — and preparing to be good citizens of the future.

Officers are president, Keith Nelson, vice-president, Larry Pettyjohn, and secretary, Darlene Warren. Every member of the group is active in the planning and completion of his projects. Advisor to the group is Mrs. Bernard (Jerry) Doherty.

Any young person of the ages mentioned above is welcome to become a member of the Empire Builders by contacting the advisor, a member of the group, or the county extension office.

## Training School Scheduled For Clothing & Knitting Judges

Any clothing or knitting leader interested in attending a training school for judges should contact the county extension office at once. The number of participants is limited to



MORROW COUNTY EMPIRE BUILDERS are shown completing plans for 4-H officer training, to be scheduled soon at Heppner Elementary and A. C. Houghton Elementary schools. President Keith Nelson, left, presides over the meeting, assisted by Larry Pettyjohn, vice-president, Becky Doherty, and Deanne Pettyjohn, standing to present her opinion. Darlene Warren is secretary and Mrs. Bernard Doherty, advisor.

allow adequate time for the training.

Recommendations must be made by the county office and submitted to the state office immediately.

Dates of the training to be given in Corvallis are April 2-3.

## Extension News

Due to conflicts with school activities on March 1, the 4-H officers training will be rescheduled to a future date.

The Home Economics Advisory Council met February 17 at the Lexington school with all members present. Plans were made for the Homemakers Achievement Day to be held at the Rhea Creek Grange hall on April 15.

Date of the mid-Columbia Extension Council at Arlington was announced as March 27.

State Council will be held in Corvallis on May 6, 7 and 8. The State Council theme for this year is "For In This Way Our Greatness Lies". Reservations to attend the State Council meeting must be made at the County Extension office.

## SCHOOL LUNCH MENUS

Heppner Elementary School and High School

Week of March 3-7

Monday, March 3—Spaghetti, cheese sticks, hot bread and butter, spinach, fresh orange and milk.

Tuesday, March 4 — High school—Chili, corn bread, butter and honey, coleslaw, fruit Jell-O with topping and milk. Elementary school — Beans and ham, corn bread, butter and honey, coleslaw, fruit Jell-O with topping and milk.

Wednesday, March 5 — Hot dogs with rolls, green beans, chopped vegetable salad, pineapple upside-down cake and milk.

Thursday, March 6 — Baked, chopped ham, baked potatoes, hot bread and butter, carrot sticks, applesauce, graham crackers and milk.

Friday, March 7 — Vegetable beef soup, tuna fish sandwiches, Jell-O, vegetable salad, cake with frosting and milk.

# Easter Seal Sale Getting Underway To Aid Crippled

Nearly a half million Oregonians will receive Easter Seals in the mails during the next few days, and J. Clinton Davis of Portland, president of the Easter Seal Society, has expressed hope that "people will respond as generously as possible."

The Easter Seal sale is the principal source of funds for the society, Davis explained.

Davis pointed out that the society has a multiplicity of projects, including Children's Hospital school in Eugene, Camp Easter Seal on the Oregon coast, four mobile therapy clinics, a continuity care program and a special equipment pool.

"The society's aim," he said, "is to meet the unmet needs of the physically handicapped in Oregon, children and adults. We do not duplicate the services of any other agency, either public or private."

Children's Hospital school provides special education and therapy to children from preschool to 15 years of age. The youngsters come from all parts of Oregon, and are offered an integrated program of speech, occupational and physical therapy, along with special education.

"Our goal with these physically handicapped children is to make it possible for them to attend regular school someday," Davis stated.

Camp Easter Seal, located on North lake of Ten Mile lake, near Reedsport, is Oregon's only summer camp especially designed for the use of physically handicapped youngsters and young adults. Youngsters from 30 Oregon cities attended last year.

"Every Easter Seal you buy helps a crippled child. That's our motto," Davis stated.

When you tell the advertiser that you saw it in The Gazette-Times, you help to make a better paper for your community.

## Phone Company Files for Rate Increase In State

Pacific Northwest Bell filed Friday, February 21, for the first time since 1958 with the Oregon Public Utility Commissioner at Salem for an increase in telephone rates within the state of Oregon.

The proposed increases, according to Dale Slusher, PNB Manager, would net an estimated \$5.1 million additional annual revenue to the company after taxes. The total amount sought is \$11.8 million.

If approved, the increase for one-party service in Heppner would be 60 cents a month and for one-party business service \$1.00 a month.

Slusher cited the continuing inflationary pressures on operating costs and increased cost of capital money as the prime reasons behind the company's decision to seek increased rates. Invests \$333 Million

"While growing with Oregon during the past 10 years," he pointed out, "Pacific Northwest Bell has invested \$333 million in new telephone plant and equipment. At the same time, the plant investment required for each main telephone has increased from \$633 in 1958 to \$822 in 1968."

"In addition," he said, "our annual payroll in Oregon last year was \$51 million. Ten years ago it was \$32.6 million — a 56% increase. Yet our work force has increased only 9%. Wages

are going even higher as a result of the three-year contracts negotiated last year."

Also, it was stated, the company's taxes have gone up like everyone else's. In 1968, PNB's tax bill in Oregon was \$16 million. In 1968, it was \$29.8 million, including the increase from the Federal Income Tax surcharge.

## Capital Costs Higher

PNB's manager said the cost of money for capital improvements which must be raised from investors has increased sharply during the past few years.

He pointed out that a \$50 million bond issue sold by the company in December of 1967 is costing the company 6.7 percent in annual interest charges. Four earlier \$50 million bond issues sold between 1961 and 1963 cost the company an average of 4.4 percent. A recent issue by a Bell System company sold at an interest rate of 7 percent.

Other factors pointed to as affecting the company's revenues have been five reductions since 1961 in long distance rates within Oregon that save customers \$6 million annually on today's calling volume. There has also been an additional \$1 million annual savings from various service improvements and expansions.

## Efficiencies Made

"To offset the effects of infla-

tion on the costs of providing telephone service," Slusher stated, "we have developed numerous operating efficiencies and service modernizations. For example, we have computerized our customer records and billing, and provided Direct Distance Dialing of long distance calls to 94 percent of our customers."

"In our opinion," he concluded, "with these pressures the only way left to us to meet continuing cost increases and demands for new communications services is through seeking a general repricing of basic telephone service."

## Plans Plant Sale

The Irrigon 4-H Community club met February 13 at the A. C. Houghton cafeteria. We discussed having a plant sale. On the committee are Cheryl Hinkley, Peggy Hinkley, Debbie Grochowsky, Debra Huwe and Peggy Brandt. Leaders that are in charge are Carla Leighton and Marge Acoc. The date will be decided at the next meeting.

An officers training session was announced for March 1 at the school. A dance was set for Friday, March 7, 7:30 to 11:30 p.m., with prices of 25¢ single and 35¢ per couple.

Cheryl Hinkley, reporter

We'd like to get to know you.



Maybe you've been a little hesitant to ask a bank for advice. Because you've always thought of a bank as being cold. And impersonal.

Well, lately, we've had the same feeling.

That, maybe, most banks are about as stuffy as people think they are.

But maybe, if we knew you a little better you wouldn't think that way about us.

Which is why we'd like to get to know you.

Chances are the only person you know in your bank is your favorite teller.

At the First, we'd like you to know more of our people.

Then, if you have a question about savings or loans or mortgages, you won't hesitate to ask.

So stop in. At any First National Branch.

While you're in the bank, you'll see boxes of "We'd like to get to know you" buttons for you or your children to wear.

Take some along.

They represent the many little things we'll be doing in the next few months that are going to make a big difference in the way you bank.

You see, we're the largest bank in Oregon.

And we figure you made us this way.

So, the least we can do, is make your banking a little easier. A little nicer. And a lot less bankey.



FIRST NATIONAL BANK OF OREGON

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## SECOND OF A SERIES—

# The Nation's View of Rural America and Rural Electrification

(From a national study conducted for the National Rural Electric Cooperative Association by International Research Associates, Inc., of New York City. The study is based on 1394 personal interviews, sampling the adult public, one-third in major cities, one-third in suburban areas satellite to these cities, and one-third in small towns and rural areas).



## The Image of Rural America

The overwhelming majority of Americans state they have some contact with the small towns and rural areas of the country and hold an extremely favorable image of rural America. When life in the big cities and the rural areas are hypothetically compared, rural life seems to hold all of the classic virtues and few, if any, faults.

People who live in rural areas are believed to be much friendlier, much healthier, much more honest and much harder working than their city counterparts. They are thought to be free of the tensions and pressures of city living. To a slightly lesser degree, they are believed to be more active in community affairs and to care more about the needs of communities other than their own. Contrary to the standard stereotype, they are felt to have more fun in life than the city dwellers. In terms of his "open-mindedness" the rural resident is ranked on a par with the resident of the big city.

Only in the sense of knowledge and sophistication are the city residents given a decided edge; they are believed to be much better informed about the affairs of the world.

Percentages of the American public who choose either the "people who live in big cities" or the "people who live in rural areas" to fit each description.

"Thinking about the people who live in the big cities and in the rural areas—which do you feel would be more likely:

	BIG CITY	RURAL	NO DIFFERENCE NO OPINION
"To be warm and friendly to other people	7%	81%	12%
"To be in good health	8%	75%	17%
"To be very honest in their business dealings	6%	65%	29%
"To be the most hard-working	15%	56%	29%
"To get real fun out of life	29%	53%	18%
"To work actively in community affairs	27%	52%	21%
"To be concerned about the problems and needs of people outside their own communities	30%	42%	28%
"To be open-minded about other people's opinions	35%	36%	28%
"To be well-informed about what is going on in the world	54%	19%	28%
"To have a lot of tension and pressure in their daily lives"	83%	5%	12%

\* Percentages in tables may not add to 100 due to rounding.

# Columbia Basin Electric Co-op

"Serving Morrow, Wheeler and Gilliam Counties"