

THE HEPPNER GAZETTE-TIMES

Heppner, Oregon 97836
Phone 676-9228
MORROW COUNTY'S NEWSPAPER

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What Is A Newspaper Ad?

It's born in a far-off forest to the ringing cry of "Timber." And before it dies, it demonstrates its usefulness to the tune of a ringing cash register. A newspaper ad is more than hot or cold type. More even than cold type carrying a hot message.

TO THE BUSINESSMAN

To the businessman, a newspaper ad is the adrenalin that makes a tired sales curve spring to life and shakes a sleepy economy awake.

A newspaper ad is a strident cry of a discount store hawking its wares or it is the soft whisper of blue chip corporation's institutional message.

A newspaper ad is a shout of hope: "Grand Opening on Friday!" or the end of a dream: "Going Out of Business Sale."

A newspaper ad is ten thousand people at a dollar day sale or it is one person spending ten thousand dollars for a diamond bracelet.

A newspaper ad is a friendly "hello" from the big bank downtown that says stop by anytime, or a sharp reminder from the manufacturer he has a great new product you need right now.

A newspaper ad is a colossal 16-page introduction to a one hundred million dollar new car model, or it's a tiny two lines with news of a ten-year-old jalopy selling for \$95.

A newspaper ad is a new product challenging old—and both being the better for it.

TO THE NEWSPAPER READER

A newspaper ad is the sale that brings the housewife's budget in just under the wire.

A newspaper ad is that certain something worth splurging on.

A newspaper ad is the warm security of discovering that dream home for your family or it's the bold challenge of a new job in a far-off place.

A newspaper ad is down-to-earth product advice a mother can appreciate or it's a flight of fancy only a woman can understand.

A newspaper ad is pleasant escape to a vacation wonderland, or it is a practical hint to better meals in the hustle and bustle of everyday living.

A newspaper ad is a mother finding that beauty treatment she always wanted, or it's dad selling those power tools he never used.

A newspaper ad is shopping in the comfort of our breakfast room, or braving the weather because that sale is too good to miss.

TO THE NEWSPAPER MAN

And us. What is a newspaper ad to you and to me? Well, if reporting news is the heart of the newspaper, then the newspaper ad is:

The vital force, the energy, that keeps the heart throbbing with vigor and vitality.

A newspaper ad pays the pulp.

And powers the presses.

And meets the payroll.

And puts the paper on the street and in the home.

And ignites the buying interest.

And starts the money moving.

And, well, a newspaper ad is a most important, influential and wonderful thing.

OTHER EDITORS SAY . . .

Time for Taxpayers to Wake Up

(FROM INDUSTRIAL PRESS SERVICE)

Employed Americans will work two and a half hours every day in 1969 (a total of 650 hours) to pay their federal, state and local tax bills. The 10 percent surtax last year accounted for a big jump in federal taxes. Of course, state and local taxes are climbing, too. Federal corporate and individual income tax receipts are expected to reach \$122 billion in the twelve months beginning July 10.

In 1932, these receipts were slightly more than \$1 billion; by 1940 the figure had doubled. In 1950 federal income tax receipts reached \$26 billion, and were \$54 billion in 1959. In 1968 receipts had nearly quadrupled the 1950 level . . . with no relief in sight!

The average American's tax load has increased drastically over the years. In 1902, all taxes — federal, state and local — came to \$18 per capita. In 1948, the figure was \$377 and by 1958, \$628. For 1969 the estimated tax bill, federal, state and local, will be \$1,290 for every man, woman and child in the United States, according to the Tax Foundation, Inc.

It's time to rediscover fiscal sanity — by insisting on reduction in non-essential public expenditures at every level—federal, state and local.

The Federal Bite

(FROM MILL CITY ENTERPRISE)

The next time you start to complain about your local or state taxes, just stop and analyze where the most of the deductions of your paycheck wind up. It is in the Federal treasury, not local or state. And again, think that one over—isn't it a little of our own fault that Federal expenditures have mushroomed in the manner they have? Everytime we turn around we are holding out our hands for some money from Uncle Sam. We've become more and more dependent upon federal monies to keep up our way of life.

Take Social Security for one instance. It climbs every year as Congress adds more and more benefits. You'll see that it takes quite a bite out of your check, and also adds to the expense of your employer. I think that Social Security is a good thing, but I don't think that the government should try to make it take care of all our needs in our old age. We can't expect Social Security payments to be large enough to keep us on the same level of living as when we are working full time.

Too many of us just complain about federal spending. We should let our elected representatives know that we're getting fed up with federal spending excesses, and that we can't continue to have social security taxes compounded all the time. Things are getting out of hand more and more each year, and sooner or later, taxpayers will rebel against high taxes. Better to taper off on spending than wait until there is real trouble—and it could lead to a revolution that would really cripple our form of government, which to my way of thinking is the best there is on earth.

LETTERS TO THE EDITOR

Sorely Missed

To the Editor:
After recovering from the initial shock and getting used to the sorrow that followed hearing over the early Monday morning radio of Wes Sherman's untimely death, I contemplated my impression of the significance his presence has been to Heppner and all of this part of Oregon.

Two remarkable characteristics I observed in Wes made his presence in Heppner of tremendous significance to all of us. The first was his strong sense of history. I have been more than toying with the idea of going into the events that followed the 1903 flood—comparing them with the events following the 1969 flood of this June—comparing them and drawing therefrom the social and political contrasts or similarities of the two eras separated by 66 years that would be illuminated by such a comparison.

With this in mind, when I read Wes's complete account of the 1969 flood and its depredations and the next week his sensitive human interest account of his own dangerous adventures covering the flood while standing almost too close to the middle of it, I marveled at this man's strong sense of history, his own involvement with it, and how fortunate this was for the Heppner community.

There are differences in people and there are differences in editors. It is the way the minister, in his funeral address, prefaced his account of the honors that had come Wes's way in tributes from his fellow editors. We all know that to some editors, just getting the paper out on the right day is the thing. To others getting the maximum number of paid ads is the thing. To others, ever-expanding circulation is the thing. To Wes Sherman, keeping an accurate, lively, complete account of the contemporary history of his area was the reason for a newspaper. This was the balance wheel around which all these other things were necessary incidents.

Secondly, the truth was important to Wes Sherman. He never ceased inquiry to develop what he could depend on to be the truth. He conceived this as another responsibility to his readers.

As an editor, he was always friendly to me and my political aspirations. But he never accepted my views on issues without pleasant but persistent and thoroughgoing questioning until he had the facts clearly in mind so that he could form his own judgment as to their validity. And when he questioned the validity of my position, he never hesitated to let me know this so that I clearly understood.

This quality raised him to new heights in my estimation. These two rich qualities, among others, are why his felicitous and his newspaper.

It was a fortunate thing for Heppner and this eastern Oregon area when Wes Sherman gave up teaching and became a newspaper editor and finally found his way to the helm of the Gazette-Times.

Because of his sense of history and his meticulous regard for the truth, his tenure at the Gazette-Times left the Heppner community and all of this part of eastern Oregon a unique and indelible heritage. He will be sorely missed but his mark remains.

Irvin Mann, Jr.

Former Resident

To the Editor:
As a former resident of Morrow county I thoroughly enjoy receiving each edition of your paper. Believe me, it is appreciated.

In comparison to many rural papers of Texas that I have been privileged to observe, yours is quite excellent. Many people who make the news items in your paper are new since my leaving that area, but the great many who are known make it a personal letter of news from home.

My copy of your June 12 issue (the flood) has been forwarded to my uncle, Art Campbell, in Terra Haute, Ind. In a telephone conversation recently he was interested in receiving that news. I am enclosing some money that you might send me another copy in order that I may have one for my files.

My daughter, Laura, graduated from the U of O this spring with a degree in special education. She will be teaching in the Arcadia, Calif., system this fall. Arcadia is a part of Los Angeles. She will be working with mentally retarded and emotionally handicapped children. My choir director-organist helped inspire Laura in this direction when she was visiting here the past 2-3 summers. This lady is an outstanding person in this, and other, fields of interest. Laura sang with a Christian singing group while at Eugene and, I believe, associated in that group with Bill Sherman and a Struckmeier lad. I understand that others with Morrow county connections were in the same group. I have a tape of some of their renditions and it is very good.

Living in a community of about one million people is an exciting experience. This month begins my fourth year with this church. There are about 55 churches in the Dallas Area Association of Christian Churches including the largest in our Brotherhood. Last year I served as vice-president of our Ministers Fellowship and will be president this year. Also, I'm on the Board of Directors and the Committee on the Ministry of DAACC. This, plus Chaplain of Washington Lodge A.F. & A.M., Scottish Rite, and Shrine keep one busy. I was called one time to give the invocation for the City Council meeting. I commented to Mayor Johnson that I wondered if their meetings were any different than the small city council I once served on (Lexington). Observation revealed there was no difference except they talked in terms of hundreds of thousands of dollars. But some of the complaints they heard were identical.

I have been granted a six-week vacation period this July and August. A week or so of this time will be at our General Assembly in Seattle. I do hope to spend quite some time with my parents in Lexington and also get in some harvest on the ranch with my brothers, Bob and Roger. I'll be returning to Dallas via Las Vegas where Laura is employed for the summer.

Cordially,
Don Campbell
Dallas, Texas

Fond Reminiscence

To the Editor:
As I write this letter to the editor, I am deeply cognizant that I am not addressing myself to "Our Wes" who was so unexpectedly taken from us. As a member of the Heppner United Methodist church and personal friend, he will long remain in the hall of cherished memories.

Mrs. Dixon (Nancy) and I wish to take this opportunity to express our appreciation to the people of the community and the Methodist church who have added your lives to ours in making Heppner our enjoyable home for the past seven years. Accordingly, with mingled emotions, we shall miss our friends and acquaintances as at the same time we look forward to this.

FIREWORKS TONIGHT!

-- JULY 3 --

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MEETING CALENDAR

Monday, July 7—
Chamber of Commerce, Wagon Wheel Dining Room, 12 noon
South Morrow Ministerial Association, 1:00 p.m.
City Council, City Hall, 7:30 p.m.

Tue. Assembly No. 50, Order of Rainbow for Girls, Masonic Hall
Henhouse Biddies, Lexington City Hall, 1:30 p.m.

Tuesday, July 8—
Degree of Honor, Episcopal Parish Hall, 8:00 p.m.

Wednesday, July 9—
Willow Lodge, IOOF Hall, 8:00 p.m.
Jaycees, 8:00 p.m.

Thursday, July 10—
Three Links club, 2:00 p.m.
Sooptimist club, program meeting, Wagon Wheel Dining Room, 12 noon
Morrow County Port Commission, Boardman City Hall

our new area of service in Cottage Grove. Slowly we are getting "uncluttered" from the pressing "nightmare of moving," and are gradually finding those items of need which are so elusive as they play "hide and seek" in some barrel or box. At any rate, housekeeping in the paragonage is beginning to normalize.

Tarpoons that go deep are not easily uprooted, and the people of Heppner have endeared themselves to us. We have had the privilege of sharing in your sorrows and joys, in the solemn moments of life along with the pleasantries, as we sought to please and be a part of your community. Thank you for making our sojourn in Morrow county one that will be always remembered with fond reminiscence. I know that our Sharon and Marti join us in this intention of gratitude.

May we offer our best wishes to you all for kindnesses bestowed and generous courtesies extended—and most of all, for lending us your hearts. Our home here is always open for a visit from you!

Yours cordially,
Melvin W. Dixon, Minister
United Methodist Church
Cottage Grove, Oregon 97424

The Rhyming Philosopher

PRONOUNCEMENT

We'll bring them home next year, he says. Big Deal!
But did not specify alive or dead;
Or little bits of bodies left behind.
To rot, in character with humankind.
Two hundred thousand troops, is what I read,
To be withdrawn. I'd say that's quite a spiel!

A war that can't be won? Why did it start?
Is life so cheap that we can toss away
Our precious youth and still no profit show,
Or reason why, or strike a needed blow
To fend attackers off? Make holiday
This July Fourth? Who's got the heart?

Who singled out my son to give his all
To save some foreign stranger's paddy field?
And will this stranger help my cause in turn,
Or man the hoses if my house should burn?
And who's to say when sore spots have been healed
And no more need to stand the bugle call?

Yes, bring them home! That's fine! But all alive!
To hold them to our breast when they arrive.
And, when the battle flags are safely furled,
Let others, if they want to, save the world!

HARRY W. FLETCHER

Salem Scene

Ombudsman Tunes in To Voice of People

There is an old saying which expresses the average man's frustration and resignation in dealing with government: "You can't fight City Hall."

Gov. Tom McCall, in appointing the first ombudsman in the U. S., is trying to change it to: "Where there's a will, there's a way."

Ombudsman (people's man) is a Swedish concept, dating back to 1809 and still working there and in some other lands. It amounts to a complaint and investigation department for people confused or dissatisfied with their brushes with government and its growing intricacies.

Oregon's first ombudsman, effective July 1, is Marko Haggard, burly 45-year-old professor of political science on leave from Portland State University. Until recently he has handled administration of poverty programs for Gov. McCall's office.

The governor had asked the legislature for a state ombudsman in his 1967 inaugural address, but the proposal died. Now he has created the position, out of his own office budget, as a result of the great success this year of his government reorganization proposals.

"Reorganization will make state government operate more efficiently," Haggard explains, "and that can make it seem more distant. We want to preserve the personal touch, to improve two-way communications between government and the people."

Haggard's position differs in one respect from other ombudsmen. In Parliamentary countries they are independent from government — "their power is the power to publicize." (In some American cities newspaper letters columns and broadcast talk shows have expanded their service in this role in recent years. Oregon's ombudsman, however, sits in the governor's office with two secretaries and a telephone line to—and from—everywhere. He serves as another ear for the governor, and he also has the ear of this man who instituted daily open house in his office and Town Hall Meeting travels around the state.

Since announcement of his appointment, Haggard has received more than 30 complaints or suggestions. Some of these he relays to Gov. McCall, some he discusses with various agencies, some he stores up to use in recommendations to the next legislature.

Surprisingly, some ideas are coming from government employees. They buttonhole Haggard around the Capitol and offer suggestions to improve production in their own departments.

Most calls come from the general public: compensation or welfare clamants, a man with a police record trying to land a job, a lady who considers herself treated rudely by a clerk. A blind Portlander's complaint about the transfer of "talking books" to the State Library helped to establish a free telephone line for the blind in Portland.

Some inquiries concern strictly federal problems, Haggard says; others are clearly county or city government questions. In such cases he directs people to the proper channels.

"Besides handling individual, day-to-day items, we are looking for patterns to emerge," says the ombudsman. "If we get a cluster of similar complaints about one agency, for example, that's where we zero in until problems are solved."

Difficulties of the elderly bother Haggard most. Usually they are poor, he maintains, and often do not know where to turn in today's complex society.

"They are perhaps as tragic a category as we will work with," he says. "We are getting a number of their complaints, and hope to get a profile of their problems for the next legislature to consider."

Another of Haggard's roles is to act as investigator on his own if he suspects improvements can be made somewhere. He expects to launch his own studies later this summer, in addition to handling individual citizen's problems.

"It's an ambitious undertaking and it's going to take a lot of time," says Haggard. "But with reorganization changing the face of government duties and responsibilities, the ombudsman will provide a vital response center to the needs of the people."

Visiting in Heppner over the past week-end at the home of Mr. and Mrs. Wilbur Van Bloklund were their son and daughter-in-law, Mr. and Mrs. Dale Van Bloklund of Portland, and their son, Gary, and friends, Annette Johnston and Judy Wilson, all of Pendleton. The group traveled to La Grande on Sunday to attend a family reunion where they met with the Van Bloklund's niece and four children, of Alaska, who are there for a month's visit with her parents.

COMMUNITY BILLBOARD

FIREWORKS DISPLAY
Ione Memorial Field
Thursday, July 3, at dark
Sponsored by American Legion

BASEBALL GAME
Ione Memorial Field
Ione Farm Team vs Indians
Thursday, July 3, 6 p.m.

RODEO KICKOFF DANCE
Honoring Queen Sheila Luciani and her court
Saturday, July 5, 9:30 p.m.—1 a.m.
Music by The Piccadilly Line
\$1.50 per person
Fair Pavilion, Heppner

ROYAL ARCH MASONS CHAPTER 26
Outdoor Meeting Honoring Grand High Priest Paul Jones
Saturday, July 12, Cutsforth Park

ROYAL ARCH LADIES
Potluck Dinner
Saturday, July 12, 6:30 p.m.
Heppner Masonic Hall

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