



Jack Ployhar (left), Kinzua Corporation, Heppner, was presented with a Master Certificate by Western Wood Products Association President Robert H. O'Neill (right) at the closing session of the WWPAA Spring Meeting in San Francisco, Mar. 21. The award recognizes a life-long dedication to the Western lumber industry.

Kinzua aide designated as 'Master' lumberman

Jack Ployhar, in charge of lumber quality control for the Kinzua Corp. at Heppner, has been awarded the Master Certificate by the Western Wood Products Association.

The presentation took place at the association's spring meeting in San Francisco recently. The award was given by Robert H. O'Neill, the association's president, who also is president and chairman of the board of Hemphill-O'Neill Lumber Co., a medium-sized lumber company in Chehalis, Wash.

"Lumbermen qualifying for this award have learned the business from the ground up," O'Neill said. "They are very knowledgeable of the entire lumber manufacturing process—including sawmilling, planing, drying and shipping. They have also been qualified

as certified lumber graders for a minimum of 20 years."

Only 136 individuals have qualified for this award since the program began 12 years ago.

"These people are highly dedicated to their profession and are a compliment not only to their companies but the entire Western lumber industry as well," O'Neill said.

Ployhar has been working for Kinzua Corp. since 1950. He became a WWPAA-certified lumber grader in 1956 and served in that position until 1975, when he was placed in charge of quality control for Kinzua's entire lumber operation. He has conducted classes for graders and others involved in the lumber manufacturing process. Ployhar also supervises Kinzua's lumber planing operation.

Smallman second to Currin in poll but wins judicial nomination

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Because an extensive poll of attorneys had been conducted last September, a similar "bar poll" was not taken at this time in connection with the appointment, according to Shirley Woodrow, an assistant to Atiyeh. In September's poll, she explained, Smallmon had ranked second to Pendleton attorney Ralph Currin as the preference of lawyers for the judgeship.

Woodrow said the governor's staff had talked with "probably twenty" persons—lawyers, legislators and citizens—and in addition had received about 20 letters regarding the appointment.

"We tried to get a sense of the best possible person for the job," she said. "In the final analysis, we thought that Smallmon was the best person available at this point in time."

The appointment will be subject to a confirmation vote in the November general election.

Smallmon, 43, is a native of Portland. He attended Portland schools and is a U.S. Navy veteran. He studied pre-law at Portland State and Oregon State universities. He

attended Willamette University Law School in Salem and received his law and bachelor of science degrees there in 1962, the same year that he passed the Oregon Bar examination.

He practiced law in Pendleton from September, 1962, until September, 1963, and has been an attorney in Hermiston since that time.

He has been a student at the National Judicial College, an annual session held in Reno, Nev., and served as a faculty advisor at the college in 1976.

With the Oregon Bar he has been a member for two terms of a committee on the unauthorized practice of law.

His civic activities have included being a member of the Hermiston Airport Planning Commission, establishing a defensive driving course in Hermiston, and being a

member of both the Toastmasters International and Hermiston Rotary clubs. He is a past president of Rotary.

Smallmon has been married to his wife, Helen, for 22 years. They have three children: Debi, 20; Mike, 19; and Chris, 17.

He decided to become a candidate for the district judgeship because he was "too busy." He said he was having justice court in Hermiston two nights a week and everyday in the morning so he was practicing law only in his "spare time." Hence his desire to be fulltime judge, he said.

Smallmon said the governor had been going to make the appointment in May but he was glad he made it now because, "I have a law practice to get rid of," he said. "I will try to make the court

available to the people as I have done here in Hermiston," Smallmon said. "I have had court at night and I will do that in Heppner if that is what the people want."

"The people (in Heppner) have been short changed by the circuit court. That court comes and goes as its desire."

Smallmon said even if he had not been selected by the governor, he was planning on running for the district judgeship in the November general election.

Smallmon's main competition for the appointment was Ralph Currin.

Currin went to high school in Heppner and he has family in the Buttercreek area.

He said he probably will run for the district judge position in the November election.

Currin was raised in Pilot Rock but graduated from

Heppner High School in 1934. He graduated from the University of Oregon and after a three-year term in the army, he graduated from law school

in 1946. He has been a private attorney in the Pendleton area

since then and has been semi-retired since 1978.

Tax break available

Bought an Oregon home recently? Buying one right now? If so, you must file a claim with your county assessor by April 1 to qualify for property tax relief this fall.

Oregonians buying homes between June 30, 1979 and March 30, 1980 must file by the

April 1 deadline to qualify under the state's Tax Relief Plan. The state pays part of the property taxes on owner-occupied residences—conventional houses, mobile homes, houseboats or single units of multiple unit residential housing.

The owner will receive a property tax statement showing the state payment as a credit. Checks will not be issued to individual taxpayers this year.

People buying homes between March 20 and June 30, 1980 have 30 days from the date of purchase to file claims. Those buying after June 30 will not qualify for the state payment this fall.

Homeowners who received property tax relief last fall should not file again unless they have moved. The county assessor will continue their tax relief automatically.



Bob Reese, President

Telephone company files for rate increase

Pacific Northwest Bell filed a request recently with the public utility commission that includes raising rates for residential and business telephone service an average of 11.4 percent.

As an example, this would result in an additional 90 cents a month for one-party residential service and \$2.50 a month for one-party business service in the Portland exchange, the company said.

Also, under the proposed tariffs, a coin telephone call would go up from 10 cents to 25 cents.

10 REASONS WHY ALL MERCHANTS SHOULD INCREASE ADVERTISING

With storm clouds forecast for our economy this late winter and spring, many advertisers will be trying to trim their budget and some (alas) may decide to slow down their advertising.

Use these ten tips to BOOST your advertising:

1. Whether business is good or slow, you have to get your share of whatever business is around. Cutting back your newspaper advertising puts you at a disadvantage at the very moment you need an edge.

2. In times of uncertainty, consumers are careful and a little reluctant to spend. They want to be sure before they buy; they want information. One of the main ways they get information about products, services, prices and values is from newspaper advertising. Yours—or somebody else's.

3. Maybe you figure other retailers in your line are going to cut back their advertising, so it's safe for you, too. Right? WRONG. You're in competition for the consumer's dollar with every other retailer in town, no matter what he sells. People have only so many dollars to spend and if they don't spend them for what you sell, they'll spend them for something else.

4. "Slow" times ahead? Perhaps, but there are more Americans working now than ever before. More women working too, adding to family income. People still need and want goods and services and will spend for them. There is plenty of business out there. Your competitors will be bidding for their share—and yours, too.

5. You can't do much about most factors in the marketplace—rent, labor costs, price of merchandise, what the competition will do. But one thing you do control is your own promotion. Remember that newspaper advertising is not just a cost of doing business. It's a proven sales tool that returns many times your investment in store traffic and sales.

6. Remember how long it took you to get started? Once you build up a business, you can keep it going with a moderate, consistent newspaper advertising program. But if you cut your advertising and lose your hold on the public's awareness you'll find it's much harder to build it up again. It's sort of like starting all over.

7. Your newspaper advertising is part of your sales force. Ads help to pre-sell the customer and help you close the sale faster. What saves you time saves you money.

8. You say your customers know you and for a while at least they'll keep coming in even if you don't promote. That's partly true, but shortsighted. Remember, one out of five Americans moves every year. So there's a steady flow of your customers out of your market and a corresponding influx of new people who don't know you at all. Tell them about yourself.

9. Here's a hard fact to chew on. Over any given period, a company that advertises below the industry average has sales that are below the industry average.

10. Advertising is "news"—about products and services. Most shoppers look for this kind of news in the pages of the newspaper. In plus times, retailers often experiment with other media. But when the going gets tough, they concentrate their efforts in newspapers because they provide an immediate pay-off at the cash register.

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