

Wrangler's Playdays begin

The first Wrangler's Playday of the year took place Sunday, April 13, at the corral near the Kinzua Mill.

Wrangler's is a local horse-riding club that will have Playdays on succeeding Sundays for the next three weeks. Ribbons are given to the top four participants in each event.

In the six-year-old and under division, Heather Eckman won the barrels in 33.88, Steve Hoffman was second in 40.45, Amy Greenup was third with 40.64 and Jason Britt was fourth in 43.69.

In the poles, Eckman was first with a time of 40.76 seconds and Jenny Ashbeck was second in 58.28.

In the sack race, Britt was first, Eckman second, Travis Greenup third and Hoffman fourth.

Britt came in first in the balloon race, Amy Greenup second, Eckman third and Hoffman fourth.

Eckman came in first in the figure 8 stake race with a time of 13.65, Britt was second in 18.41, Amy Greenup third in 18.84 and Travis Greenup fourth at 20.13.

For the seven, eight and nine-year-olds, Angie Ashbeck was first in the barrels at 22.62, Craig Angell second in 24.50, Mike Van Schoiack third in 25.18, Russell Britt fourth in 25.72.

In the poles, Angell was first in 31.50, Van Schoiack second in 33.74, Jodee Ashbeck third in 35.99 and Britt fourth in 37.82.

In the scurry race, Angell was first in 17.45, Van Schoiack second in 26.54, Britt third in 36.56 and Angie Ashbeck fourth in 46.32.

In the balloon race, Van Schoiack was first, Angell second, Ashbeck third and Ted Schwarz fourth.

Ashbeck was first in the

figure 8 stake race with a time of 8.82, Angell second in 9.63, Britt third in 10.61 and Van Schoiack fourth in 11.77.

For the 10 to 13 age group, Andrea Ball was first in the barrels with a time of 19.64, Bridgett Greenup was second in 19.81, Jason Dougherty third in 20.69, and Shane Burres fourth in 22.54.

In the poles, Richard Burres was first in 23.41, Ball second in 23.61, Shane Burres third in 24.34 and Dougherty fourth in 27.66.

Greenup was first in the scurry race with a time of 11.15, Jackie Burres second with 13.87, Dougherty third in 16.29 and Richard Burres fourth in 17.56.

In the balloon race, Richard Burres was first, Duane Ball second, Bridgett Greenup third and Jason Dougherty fourth.

Greenup was first in the figure 8 stake race in 7.25, Andrea Ball second in 8.39, Dougherty third in 8.57 and Richard Burres fourth in 8.89.

For the 14 to 18-year-olds, Marie Van Schoiack was first in the barrels in 19.58, Anita Palmer second in 19.84, Nancy Miller third in 21.80 and Anne Van Schoiack fourth in 25.60.

In the poles, Palmer was first in 23.37, Pat Schwarz second in 29.03, Anne Van Schoiack third in 31.17 and Bobby McEwen fourth in 31.76.

Anne Van Schoiack was first in the scurry race with a time of 11.68 and Marie Van Schoiack was second in 12.43, Palmer was third at 12.81 and Miller fourth at 14.15.

In the put n take competition, Schwarz was first in 8.65, Palmer second in 8.76, Marie Van Schoiack third in 9.02 and Bobby McEwen fourth in 13.27.

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Andrea Ball swerves in and out of the poles on her way to a second-place ribbon.

130 in Willow golf club

Willow Creek Country Club began in 1955 as a non-profit private organization owned by its members.

A Farmer's Home Administration loan paved the way for the course, according to director Harold Kerr. The

value of the club its initial year was \$500, Kerr said.

Members pay annual dues, receive membership cards and vote on issues concerning the club.

The Country Club has 130 members, an \$11,000 a year

budget and one part-time employee, caretaker Clint McQuarrie.

President of the club is Elmer Palmer, Dave Hanna is vice president, Sharon Harrison is secretary-treasurer, and the directors are Harold Kerr, Anita Klinger, Jim Wishart and Susan Johnston.

Kerr said the reason it is a private course and not public is because income would be limited if dues were not paid since the course is not subsidized by the city or county. He said the number of memberships is not limited so anyone can join.

Green fees would have to be increased if memberships were stopped, he said.

"We have low dues—the cheapest in Oregon," he said.

A major plan for the future, Kerr said, is to establish a permanent underground watering system.

JV loses

Pitching problems hurt the Heppner JV baseball team Monday as the team lost 15-1 to Helen McCune Jr. High in Pendleton.

Heppner's only hit was an infield single in the seventh inning by Andy Gorman.

The winners scored all of their runs in the second inning. Heppner pitchers gave up 11 wild pitches and 12 walks in the game.

Greg Connor was the losing pitcher as he gave up 10 walks. Helen McCune scored 15 runs on seven hits.

The JV team is now 1-2.

Parker leads Mustangs

Jim Parker again led the Heppner track team with a first place finish and two second place marks to lead the tracksters to a fifth place finish in the Morrow County Invitational track meet.

Enterprise won with 109½ team points, Umatilla was second 72½, Lone third with 65½, Wahtonka fourth with 55½ and Heppner fifth 49½, ahead of 11 other teams.

Parker was first in the shot put with a toss of 48-10¼, second in the discus at 144-3 and second in the triple jump with 39-9¼.

Todd Sherer added a first place finish in the 800 meters with a time of 2:07.

Larry Palmer was third in the 1500 meters with a time of 4:34.6.

Lott golfs a 72 in Heppner wins

Mike Lott shot an 18-hole total of 72 to lead the Heppner boys golf team to wins over Enterprise and Umatilla last week.

Lori Day shot a 47 for nine holes to lead Heppner's girls team to a 207 to 22 win against Umatilla. Enterprise had only one girl on its golf team, Becky Weigand, and she shot the low score of the day with a 43.

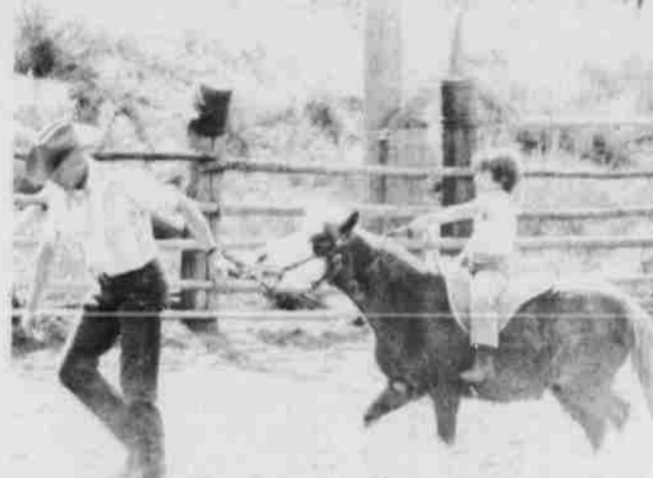
Heppner's first boys team had a score of 309, Enterprise had 320, Heppner's second boys team 395 and Umatilla's varsity 417.

Curt Day shot a 73 on Heppner's Willow Creek Country Club course. Don Lott had an 80, Dorian Farrant an 84 and Bryan Kerr an 87 for a total of 309 for the top four.

Heppner's second team had Dave Orr with 83, Dean Skillicorn with 88, Jon Sumner with 104, Darrel Miles with 110 and Shane Laughlin with 127.

Mike Lott was the medalist with his 72.

For the girls Heppner team, Lottie Laughlin had a 51, Cindi Bergstrom a 54, Liz Zita a 55, Sandra Wrd a 57 and Sheridan Sweek a 66.



Bob Van Schoiack tugs on Jenny Ashbeck's stubborn pony since he was having trouble with the "giddy up."

Little League baseball tryouts Saturday

Tryouts for Heppner Little League baseball teams will be this Saturday at 3 p.m. at the fairgrounds.

Youngsters eight to 12 years old can register Saturday if they have not yet signed up.

There will be two new teams this year. One is from Fossil and the other from Lone. All Fossil home games will be in Condon.

The Braugs are coached by Earl Fishburn and the manager is Bob Krein. The Giants team is coached by Wayland

Hyatt with Rick Johnston the manager. Bruce Clement is coach of the Dodgers with Bob Greene the manager.

Ione Indians team is coached by Bob Ball and Jim Boor is the manager. The Condon Angels team is coached by Walt Lacey with Bob Anderson the manager. The Fossil Rangers team is coached by Tom McNeil with Mike Craig the manager.

Coaches are still needed for the Heppner Minor League team.

Invitational Track Meet

Lone school records broken

Two school records were set in the Morrow County Invitational track meet last Saturday in Umatilla by the Lone Cardinals boys track team.

Terry Starr broke his own record in the discus by throwing it 136 feet and 11½ inches. The old record was set three weeks ago by Starr with a 130 foot toss. The record was only good enough for third place at the invitational.

The 400 meter relay team of Duane Fetsch, Dennis Stefani, Treve Peterson and Robin LaRue set a school record with a time of 46.2, good enough for third place. The old record of 46.8 was set last year.

Stefani was first in the long jump with a marking of 20-4½, which ties the best state Class A mark. Robin LaRue was first in the 110 meter high

hurdles with a time of 16.2 seconds which is a state class A record. LaRue was also first in the 300 meter hurdles with a time of 43.4 seconds.

Jerry Rietmann was third in the pole vault with a vault of 11 feet. Jeff Hams was third in the long jump with a leap of 18-11½, and Stefani was third in the triple jump with a mark of 38-6¾.

Starr was fifth in the shot put with a throw of 39-7½ and Treve Peterson tied for fifth in the 100 meter dash with a time of 11.8.

Peterson was sixth in the 200 meters with a time of 25 seconds and Hams was sixth in the 800 meters with a time of 2:16.

Lone finished third in the 16-team invitational. Enterprise was first with 107½ points and Umatilla second

with 72. Coach Gordon Meyers said his team might have done even better except five members of the track team did not participate because they were on the lone band trip to the coast.

Heppner's girls track team came in 10th place out of 17 teams at the Morrow County Invitational track meet Saturday in Umatilla.

The team scored 16 points, ahead of seven other teams. Wahtonka won the meet with 67 points.

Scoring for Heppner were Kellie Hammond in the javelin with a throw of 114 feet and two inches for third place and Mary Kincaid in the high jump leaped five feet for third place.

KINZUA YARD SALE

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Monday thru Friday

Hours: 8:00 a.m. to 2:30 p.m.

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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 sales 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 plush 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.

The Heppner
GAZETTE-TIMES
Heppner 676-9228

Backseat Coach



By Steven A. Powell

As a part-time golfer for the past eight years, I was very disappointed to learn when I moved here 7½ months ago that the only golf course within 50 miles is private.

I have never believed in private golf courses, even for the elite. In an area like Heppner that does not have very many recreational facilities, a public golf course should be mandatory.

As the situation is now at Willow Creek Country Club, it discriminates against the poor, weekend golfers, and beginners. The \$60 membership fee is a bargain for everyday golfers, retired persons who golf, and golfers who have jobs that they can leave and play a round or two.

It is not fair to golfers that only have time to play maybe 10 or 15 times a year. Beginners find it hard to justify paying \$60 to try a sport they don't even know if they are going to like. And the poor cannot afford a \$60 membership but once in awhile may be able to spend \$2 for green fees.

The \$75 family rate is also unfair. It discriminates against a young family. Older families with teenage golfing children benefit from the family price but it is not fair for the younger husband-wife golfing team to pay the same as a family with three or more golfing members.

In talking to some club members around town, they also feel the present situation is not fair. Some others who have shown an interest in golfing have told me that they do not because the only course in the area is private.

There are many alternatives to the present system. One would be to have it a public course with varying types of memberships for those who want to buy into the club.

The club could charge \$60 to golfers that use the course more than 20 times a year. For 20 times a year or less, charge \$40. For 10 times a year or less, let the golfer pay the green fees.

For a family, charge \$60 for the head of the family and \$15 a year for every other golfing member in the family. The student price could remain \$25 a year.

The changes are minor, they would create the necessary funds and would be fair to all classes of golfers.

My conscience does not allow me to play the course if I am not a member even though many other people do. I am thinking about breaking down and buying a membership but I still do not think it is fair.

Hopefully, the board of directors will consider making some kind of change. Just because the course has been run a certain way for years, does not mean it is right. Change can be healthy.

Anyone interested in playing golf and members who are unhappy with the present system should voice their opinion to one of the members of the board: Jim Wishart, Harold Kerr, Elmer Palmer, Sharon Harrison, Anita Klinger or Susan Johnston.