

The Heppner GAZETTE-TIMES

Morrow County's Home-Owned Weekly Newspaper

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High Low Precip

Weather

by The City of Heppner

No weather available
at press time

Heppner cowboy featured in fall milk campaign

Hey Cowboy, drink your milk.

Partners, meet Lee Rice, National High School Rodeo Association Bareback Champion. Whether he's at home in Heppner, Oregon, or traveling the country on the rough riding rodeo circuit, Lee reaches for the fastest food in the West. Beautiful milk, ice cold from the refrigerator.

He knows that when galloping through work or play, just three glasses of milk a day provide more than a third of our daily protein needs for energy.

Plus major vitamins and minerals for overall good health. Lee likes milk so much, wild horses can't keep him away. So here's to all you beautiful cowboys 'n girls, drinking beautiful milk!

Milk the beautiful food.
Dairy Farmers of Oregon.



"Wild horses can't keep the newest star of the Oregon Dairy Farmers' promotional campaign from drinking his milk," said a spokesperson from the Oregon Dairy Products Commission of Heppner cowboy Lee Rice. The 1981 National High School Rodeo Association's bareback champion, Rice was chosen to represent the commission in their fall milk campaign.

Radio, television, newspaper and outdoor advertisements featuring Rice officially opened the fall campaign last Friday.

A 1982 graduate of Heppner High School, Rice won his first saddle for bareback pony riding at a Pee Wee Rodeo in Medford. He is presently attending Walla Walla Community College at Walla Walla, Wash. on a rodeo scholarship. While he could only ride the

rodeo circuit during the summer months because of school, the cowboy says keeping in shape is a year-round activity.

"During the school year I keep in shape pushing weights and drinking milk. I really don't like the taste of pop, and it can't give me the nutritional value that milk can," says Lee, who also admits to being a great fan of Oregon cheddar cheese and vanilla ice cream.

The TV commercial, which features Rice demonstrating his bareback riding skills was shot at the St. Paul Rodeo facility in St. Paul, said Ray Kozak, executive secretary of the Oregon Dairy Products Commission. "Like all of the Oregon Dairy Farmers' TV commercials, it was produced entirely using Oregon talent."

The spots will run on all four Portland TV stations and stations in Medford, Eugene and Bend.

A new jingle was produced especially for the promotion and it is used in both the radio and TV commercials. The new jingle takes the "Beautiful Baby" theme and sets it off to a country and western sound. Outdoor and print ads will appear around the state throughout the campaign's run.

The new campaign is a continuation of the popular series which began a year ago featuring outstanding Oregonians. Other commercials have featured Governor Vic Atiyeh, Trailblazer Billy Ray Bates, University of Oregon track star Eryn Forbes and world class marathon runner Alberto Salazar. The campaign is produced under the guidance of Kozak by the Portland advertising and public relations firm of Marx, Knoll and Mangels, Inc.

Fish and Wildlife Dept. reports

20% of hunters successful in Heppner Unit

Hunting conditions were excellent and out of 266 hunters checked in the Heppner unit last weekend, 54 were successful in bagging legal animals for a 20 percent success rate during the opening of deer season, reported Glen Ward of the Oregon Department of Fish and Wildlife, Heppner. In the Fossil unit, 170 hunters were checked with 27 deer bagged, showing a 16

percent success rate, he said. Yearling bucks (spikes and forked horns), made up 81 percent of the total number of animals bagged, while only 19 percent of bigger bucks (two and one-half years old and over) were taken, Ward reported.

No major problems were encountered, he said, and the majority of hunters were obs-

erving deer. Only five citations were issued for illegal animals or hunting methods.

Ward said the number of hunters was down 20 percent from last year and most left by Monday at noon. The Fish and Wildlife Department is anticipating light hunting pressure during the remainder of the season, he concluded.

Local merchants clear shelves of Tylenol capsules

All merchants in Heppner, Lexington and Ione have pulled the bottles of Extra-Strength Tylenol capsules from their shelves after several people in the Chicago, Ill. area died after taking the capsules which had been laced with cyanide.

S & J Market in Heppner and Del's Market in Lexington said they had not been re-

quested to remove the capsules, but had done so anyway. Central market in Heppner and Bristow's Market in Ione said they had removed their supply after being notified by Associated Grocers of Yakima, Wash.; and Court Street Market received word from United Grocers of Portland to remove their stock of the capsules.

Francis Stack, pharmacist at Murray Rexall Drug in



Heppner, said they had not received a request to remove

the capsules from their shelves, but had taken off the extra-strength type.

Stack said he contacted the University of Oregon Poison Control and Drug Information Center and was told that the three control numbers in question were MC2880, 1910MP and 180MA. Stack said the control numbers are loca-

ted on the bottle's labels under the drug's expiration date.

Although no reports of the tainted capsules have yet been reported in Oregon, bottles bearing the control numbers in question were reportedly discovered in Eugene and Eagle Point, and were sent to Seattle, Wash. for analysis.

Misunderstanding may cost city of Heppner

A misunderstanding between the city of Heppner and Farmers Home Administration may end up costing the city between six and eight thousand dollars, city council was told Monday night.

At question is engineering fees owed on work to locate a new water well for the city.

The city believes the money should come from a recent bond issue for upgrading and repairing the city's water system, in conjunction with construction of the Willow Creek Dam.

Farmers Home Administration, a federal agency which bought the bonds and oversees the water project, says the engineering fees are not part of the bond issue and that the city will have to pay the money out of the general budget.

"I can't believe that could happen," councilman Butch Laughlin said when told of the misunderstanding. Laughlin and other councilmembers indicated that the city believed all engineering fees would be covered by the water project bonds.

Scott Huff, an engineer with Barrett-Harris, who did the engineering work, and to whom the money is owed, said Farmers Home allowed a total \$60,800 in engineering fees for the water project. He

said engineering work on location of a new well for the city is not covered in that amount.

The new well was originally considered on Hinton Creek near the fairgrounds. Subsequent study and witching done by the city has moved the prospective site up to a spot near the city's new water tank.

Huff said he would review his files, and report back to the city later in an effort to clear up the problem.

"There's definitely a misunderstanding somewhere," he said.

In other business, the council:

—heard from representatives of Columbia Basin Electric, who told the council the co-op is now in the process of replacing the city's mercury vapor street lights with more efficient high pressure sodium lights.

Paul Sumner of Columbia Basin told the council if it wishes to re-connect some of the 60 street lights earlier turned off by the city, it should do so during the replacement process. "We are taking the old fixtures down now," said Sumner. He said it would be cheaper for the city to hook up lights now than to wait until later.

The new lights, as well as a

lower electric rate from the co-op will cost the city less money to operate the street lights, Sumner said. He suggested the city might want to turn back on some street lights.

Police Chief Dean Gilman said he has heard complaints about the cut back in lighting.

—voted to ask for a change in the city charter in the November election. The charter change would eliminate

the need for the council to read aloud new ordinances at council meetings before adoption. Mayor Cliff Green said the requirement takes too much time and is not needed.

—heard from the city's engineer on the new water system, who said wet spots in the new cement water tank have been discovered. He said 13 or 14 spots have been detected, and that it would not be a major job to seal them up.

—learned that the city's insurance company will not pay for damage sustained by homes on cemetery hill after a April 19 water main break during construction of the city's new system.

—let die a motion for the city to donate \$25 toward a campaign by Oregon cities, aimed at defeating ballot measure 3. Measure 3 is the property tax limit voters will see on the ballot in November.

Economic Development Comm. formed in Heppner

A new group, dedicated to the economic development of the Heppner area, was recently formed and has held several meetings.

Called the Heppner Economic Development Committee, the group's objectives will be in part, to attract industry and manufacturing to Heppner; promote tourism; promote new and different businesses; conserve local dollars and gather data to encourage local development.

The goals and outline of the new committee were presented to the Heppner-Morrow Chamber of Commerce Tuesday, and the Chamber moved

to accept these goals and make the committee part of the Chamber.

The economic development committee grew out of meetings by Heppner merchants and businessmen seeing a need to promote growth in the area.

The group has held several meetings and will meet again Wednesday, Oct. 13, 8 a.m., at the R & W Drive-In, where Joe Burns of the Hermiston Economic Development committee will be the guest speaker.

The merchants group has also decided to form a sales and promotions committee whose purpose will be to ar-

range and carry out sales and promotions in the local community.

The committee will be basically the same as the present Merchants Committee of the Chamber of Commerce, but will be an attempt to clarify its purpose.

The merchants committee has invited business and non-business people to the meetings, and has indicated that any interested member of the community is invited to attend.

Heading up the merchant's committee is Ron McDonald, owner of Ron McDonald Chevrolet in Heppner.

Annual Moonlight Sale to be held October 28

The annual Heppner Merchants' Moonlight Sale will be held Thursday, Oct. 28, from 7 to 9 p.m.

Any groups wishing to set up booths on Main Street during the sale may contact Marj Gardner at Gardner's Men's Wear in Heppner.

State-wide Inservice Day to be held Fri.

Although students in the Morrow County School District, along with all other Oregon students, will not be attending classes this Friday, their teachers will.

A state-wide Inservice Day is being held Friday and most

of the district's teachers will be attending conferences and meetings at Blue Mountain Community College in Pendleton, said John Edmundson, assistant to District Superintendent Matt Doherty. Other teachers will be attending ses-

sions pertaining to their particular teaching assignments in various parts of the state, he reported.

All school offices in the district, however, will remain open Friday, Edmundson said.

Auto wreck prompts cleanup of highway

Dennis Papineau of Lexington had a close call last Wednesday when he swerved to avoid a collision with a tractor trailer and wrecked his 1958 Chevrolet Fleetside Apache pickup, rendering him unconscious.

The accident occurred about 8:15 a.m. on Highway 74 about one mile north of Lexington.

Papineau, a 17 year-old senior at Ione High School, said "I was going to school just past Palmers' driveway when I met a semi who was on the wrong side of the road. I swerved to avoid a head-on and lost control and ended up next to the railroad tracks on the opposite side of the road."

He was taken by ambulance to Pioneer Memorial Hospital in Heppner where he was treated for a concussion, whiplash, cuts and bruises and was released the next day. Dennis' mother, Charlene



Papineau's 1958 Chevy Fleetside Apache after his accident last Wednesday on Highway 74

Papineau, requested that the State Highway Department remove brush and plant growth which had grown to the edge of the road, decreasing

visibility. The State Highway crew worked last Friday to meet the request. They removed the material several yards away



State Highway workers cleaned brush away from the road near the accident site last Friday to increase visibility

from the road. Vern Willis, State Highway foreman for Morrow County, said the road is included in the six-year plan to repair the

state's highways. He said, although the road is presently being surveyed, he does not know when the actual work will begin.