

Community Calendar

Park district to consider operating budget

The Willow Creek Park District will hold a budget committee meeting to consider a first year operating budget on Wednesday, Feb. 11 at 7:30 p.m. at Columbia Basin Electric offices in Heppner.

Rhea Creek Extension to meet Feb. 4

Rhea Creek Extension Club will meet at 10 a.m. Wednesday, Feb. 4 at the home of Bebe Munkers. Deena Reid will give a painting demonstration in Wood Connections. Anyone interested in the Extension Study Group is welcome to attend. Eleven members were present at last month's meeting at the home of Leila Palmer. Donna Hack and Freida Slocum conducted the lesson on communications within the family.

Open House planned at museum Feb. 14

Local artists will demonstrate, show, and sell their artwork at an Open House February 14. The Museum Commission, the Historical Society, and the Creative Arts and Crafts Club are co-sponsoring this birthday celebration for Morrow County and the City of Heppner. Weaving, stained glass, jewelry, wood carvings, watercolor and oil paintings, and works in pencil and pastel will be on display from 10 a.m. - 4 p.m. at the Museum in Heppner. For more information, contact Alma Green, 676-9171, or Vojjean Forquer, 676-5408.

Historical Society needs book orders now

Morrow County Historical Society met at the Courthouse to discuss plans for February 14 Open House at the Museum and celebration of Heppner's incorporation. Morrow County history books must be ordered this week from Ruth McCabe or Jean Nelson. At the present, the historical society does not have enough orders to pay for a second printing of the book. If more orders are not received, the Society will return deposits to those who have ordered books and no more copies of the book will be printed.

Tax questions answered on TV program

Many of the most common taxpayer questions are answered on "Tax Break '87," a two-hour telecast on Sunday, February 1 from noon to 2:00 p.m. (PST) on the Oregon Public Broadcasting System (OEPBS). OEPBS includes KOAP-TV (Ch. 10) in Portland, and KTUR-TV (Ch. 13) in La Grande. Viewers can call during the program and for one hour after for answers to their questions. Some of the more frequent ones will be answered on the air. The toll-free number is 1-800-424-1040. The program was produced in co-operation with IRS.

Animal clinic scheduled

Morrow County Livestock Growers have scheduled an "Animal Health Clinic" for Wednesday, Feb. 4, at the Elk's Club in Heppner. The evening will begin with a no-host social hour at 5:30 p.m., followed by dinner hosted by Merc and Nordin Laboratories at 6:30. The representatives from these two companies will be on hand to display their new products. Dr. Temple from Heppner will be on hand to discuss weak calf syndrome and Doctors Stefanides and Rademacher from the Hermiston Veterinary Clinic will be present to discuss and answer any health concerns cattleman have at this time. Those who are planning on attending are asked to respond to the Extension Office at 676-9642 before Monday, Feb. 2, so that an approximate number may be given to the Elk's.

Guide for repairing outerwear available

Torn jackets may be saved. The Extension Office has copies of EC 1161, a newly revised guide to repairing outerwear. For only 50 cents the bulletin explains information on handling all kinds of fabrics as well as replacing zippers, snaps, and knitted cuffs. Creative ideas for decorative repairs are also included. Next time the kid comes in with a jacket that needs help, think of Extension's good information, advises an extension service spokesperson.

Grangers enjoy pancake supper

By Delpha Jones

The Lexington Grange met on Monday evening for the men's pancake supper and meeting. The program under the direction of the Ag Chairman, Kenneth Smouse, was group singing and a fine talk by Barton Clark about the State Ag Committee, its functions and membership. The Charter was draped by former member Charles Buchanan. Betty Marquardt was the musician for the evening. Pomona Grange will meet at Greenfield Grange in Boardman on Saturday at 10:30 a.m., at 2 p.m. the Umatilla Fifth-degree team will be present to initiate any

elegant members from the Wheatland Grange Pomona district. Plans were discussed for a card party and a date of Sunday afternoon Feb. 1 was chosen. The cards will start at 2 p.m. followed by refreshments and prizes. The public is cordially invited. The auditing report was read and the budget for next 1987 presented; both were accepted. The February meeting will be under the direction of the Legislative Committee, Lyle Peck and Carl Martin. Plans are underway for the presentation of pens and certificates to all members over 25 years. Jean Nelson is in charge.

4-H clothing leader needed

A number of younger girls in the Heppner area have contacted the Extension Office, looking for a 4-H clothing club leader. Several have beginning skills, but want to be part of a group as well as continue their sewing experiences. If you have sewing skills and some time to share, please consider 4-H leadership. Resources and helps are available to leaders. Leaders may plan the meeting to meet their time available. Clubs may be year long or short term plan, such as eight or ten meetings. Call Birdine Tullis, 676-9642, OSU Extension Service, for more details. 4-H leadership can be a great experience for the adult volunteer.

CowBelle Corner

By Marlene Curran, Publicity Chairman

Beginning January 12 on national television and radio, Wall Street Journal, USA Today and a dozen top national magazines, you'll see the start of the most concentrated beef promotion and advertising campaign in history.

Built around the slogan, "Beef... Real Food for Real People," the TV and radio program runs for 28 weeks and in newspapers for five weeks at a cost of nearly \$30 million. The magazine schedule includes Newsweek, U.S. News and World Report, People, New Yorker, Sports Illustrated, Self, Glamour, Bon Appetit, Gourmet, Country Living, Better Homes and Gardens and Redbook.

Sponsors are the Cattlemen's Board and the Beef Industry Council (BIC). All ads carry the same theme, identical recipes and a similar pitch aimed toward 25 to 54 year old active lifestyle consumers. In the limelight for beef will be two national celebrities James Garner and Cybill Shepherd. Their services aren't cheap-\$1 million each for a one-year contract, with the option to negotiate a six-month extension.

Garner portrays "James Garner, the real person." He will talk about beef kabobs in one 30-second commercial, and make a brief cameo appearance eyeing a piece of prime rib in the second.

Shepherd talks about a hot, juicy burger "Hamburger Cybill Style," extolling the taste and appeal of 82 percent lean ground beef in one spot. Her cameo appearance centers around a beef filet in the second 30-second spot.

"We think it's logical to go with leaner ground beef in this commercial," explains the Meat Board's John Brancis, who is acting as liaison between BIC and the Board. "Our basic motivation is to get more money out of ground beef. If we can expand and enhance its value, we can increase the value of cattle."

"We think that we can lean up the burger from the conventional 70 percent lean to 82 percent and still hold on to all the taste appeal people want," he says. "It's a move by the beef industry that says we can trim beef closer, but also reduce the amount of fat in the conventional burger. To be honest, the biggest hurdle we have now when it comes to positioning our product and healthfulness is regular ground beef. It's the fattest product we sell."

The ads prepared by Katchum Advertising of San Francisco were being edited in early December by agency and BIC staffers. They were being targeted toward "active lifestyle, light users of beef," according to BIC promotion manager Jeanne M. Sowa. "We feel this



Lone Dance and Drill team performs at halftime

Photo by Wayne Harris

"Hip to be Square"

The Lone High School Dance and Drill Team is back in action this year, performing at various home sporting events. During a half time at last Saturday's home basketball games, they danced garbed in boxes. The team is made up of eight girls

from grades 7-11: Amy Pointer, Nancy Morter, Heidi Nelson, Brandi Ball, Judy Jepsen, Linda Morter, Jill Nelson, and Rondi Tews. Although they are advised by G. Ann Thomas and Mary Holmes, the girls develop their dance routines entirely without

assistance. As their performance schedule for the basketball season draws to a close, the Dance and Drill Team is making preparations for their spring march in the Heppner St. Patrick's Day Parade.

Heppner Happenings

By Mary Bryant, 676-9493

On Saturday evening, Ida Farra entertained at dinner for Justine Weatherford, her daughter, Ann Chenhall, and Mary Goheen.

On Sunday, Millie Evans was hostess for dessert and cards for Grace Buschke, Eleanor Gonty, and Mary Goheen. Dessert was a wonderful cherry pie dessert with pinocle for cards.

Mr. and Mrs. Ambrose Chapin after spending some time in Camas, Washington, after his recent surgery, were brought home by their grandson, Doug and his wife. This past week, their grandson Mike and

his wife visited them. Mrs. Vivian McConnell was installed recently as Noble Grand of Sans Souci Rebekah Lodge for the coming year. Bad weather kept attendance down and a very small group attended.

Degree of Honor will meet this Tuesday for installation of officers. Mrs. Darrell Vinson of Butter Creek is a patient in St. Anthony Hospital in Pendleton. She hopes to come home sometime this week.

Claude Buschke, who was transferred to a hospital at Bend is showing improvement. The Extension Service council will sponsor an April 7 trip to Salem to visit the Legislature while it's in session. The afternoon will offer sightseeing at Mission Mills in Salem. The return trip to Morrow County will be by way of Clackamas Town Center.

For further information, call Birdine Tullis at the Extension Service, 676-9642. Reserving a spot on the

tour early will allow the council time to finalize reservations.

At the January 26 meeting, the council also discussed offering classes on furniture refinishing and a mail box class on child care for young mothers. Further information will be available at a later date.

The annual Homemakers Day Festival was scheduled for April 23 at the Lexington Grange Hall.

Leadership project receives grant

A team from Morrow and Umatilla counties joined the Family Community Leadership Project in 1985, with eight members trained. In 1986, four additional team members received training. Morrow County members now are Claudia Hughes, Charlotte Carpenter, Cindy Osterlund, Marlene Curran, and Birdine Tullis. They meet regularly with the Umatilla County group to keep up on the latest training information.

The success of a model community leadership project in six western states has led to the promise of funding for as many as 40 more such projects throughout the nation.

The W.K. Kellogg Foundation of Battle Creek, Michigan, has set aside \$2 million in grant monies to assist the projects. Land grant colleges and universities or state Extension Homemaker Councils may receive \$2,000 in planning assistance and up to \$50,000 in project support over a three-year period. The Cooperative Extension Services of these institutions in cooperation with State Extension Homemaker Councils will take the lead in developing and carrying out the activities.

Known as Family Community Leadership projects (FCL), these programs help women and other family members develop leadership skills for taking active roles in public policy formulation and community improvement.

Vacuum Cleaners
Calculators Axes Tarps
YOUR SOURCE
Typewriters
Shovels Knives Stereos
Coast to Coast
We're here to help you.

BIG
THE FIRST LETTER
IN AUTO PARTS
★ Winter Tune-ups
★ Brake Checks
★ Roller & Idler Build-up
★ New or Turn Pin & Bushings
B & C Repair, Inc.
422-7409 or 422-7418

Savings your whole family can warm up to.
Subscribe now and get **FREE** installation and first month **FREE**.
Thru the Month of February Only
Only The Disney Channel is filled with heartwarming, wholesome entertainment the whole family can enjoy - high quality programming that everyone in your household will love.
It's better commercial-free television that helps bring families together. Everyone in your home can share and experience the wonder, adventure and joy that you would expect from the name "Disney."

To get The Disney Channel right now and save, call
HEPPNER TV INC. PHONE 676-9663
"TELEVISION BY CABLE"

Reynolds Agricultural Services
312 East Third Street The Dalles, Oregon 97054 Office 503-296-1153
DO YOU KNOW HOW TO WORK WITH YOUR LENDERS? WE DO
Free Consultation

Final 4 Days of January Clearance
Gardner's MEN'S WEAR
676-9218 193 N. Main Heppner

Superior Seeds
•ALFALFA •CLOVER •GRAINS •BEANS
•PASTURE MIXES •TURF SEED
P.O. Box 1175 - Pasco, Washington 99301
Rangeland Grasses Available NOW!
Vernal Alfalfa Ranger Alfalfa Ladak Alfalfa Western/Rossana Small Burnett Sheep Fescue Canbar Canby Bluegrass Intermediate/Oahe Smooth Brome/Common Crested Nordan
Crested/Fairway Russian Wildrye/Vinal Orchard Grass/Paiute Orchard Grass/Potomac Orchard Grass/Latar Sainfoin/Romont Clover/Red Clover/Yellow Blossom Sweet Tall Wheat Grass/Alcar And more.....
J. Wayne Monahan, Sales Representative
(503)384-6923, Condon, OR, 97823