

Former Superintendent Visits



Mr. and Mrs. Henry Hartley of North Bend, Oregon, have their trailer parked at the G.E. Cheldelin home near Nyssa while visiting friends and hunting in this area.

Hartley was Superintendent of schools in Nyssa from 1940 until 1954, leaving Nyssa to take the Superintendentcy in North Bend. He was still in North Bend when he retired from teaching in July 1970. Mrs. Hartley taught 15 years in the Coos Bay school system before her retirement.

Last summer, they spent two and one-half months in Anchorage, Alaska, visiting at the home of their son, Mr. and Mrs. Robert Hartley and two children. Robert teaches senior high biology at Dimond High School in Anchorage and his wife is also affiliated with the school system there as a reading consultant in the primary division.

Henry stated that he was there when they brought in two moose, and that he enjoyed the fishing while there.

After visiting here, the Hartleys plan to go to St. Francisville, La., and visit their other son, Mr. and Mrs. Dave Hartley and three children. Dave is assistant paper machine superintendent for the Zellerbach Company there.



Salem Scene
by Jack Zimmerman

Determination of Oregon-based business and industry to preserve and protect the state's environment was re-affirmed last weekend during the annual convention of Associated Oregon Industries at Sunriver.

Speaking briefly during the convention banquet Friday evening, Gov. Tom McCall lauded long-standing cooperation between Oregon business and government in behalf of his program to Keep Oregon Livable.

"Our state," he said, "is blessed with an abundance of natural beauty, a business and industrial community anxious to preserve that attractiveness in the process of Oregon's inevitable economic development."

Gov. McCall at the same time was honored by AOI as Oregon's "livability governor", who has done more than any other man to restore, enhance and preserve Oregon's environment.

Unique among business-industry gatherings -- and indicative of Oregon industry's environmental concern, was the convention theme: "Oregon Livability in the Seventies and Beyond." On the heels of two legislative sessions heavily weighted with legislation aimed at environmental control, AOI again demonstrated its concern for an effective balance between ecology and economy.

While some industry organizations might appear more willing to resist -- or at least ignore, environmental improvement efforts, AOI has been in the forefront of depollution efforts here since the middle 1950's.

It financed a Stanford Research Institute study of Metropolitan Portland's air quality in 1956 and was instrumental in drafting Portland's Air Pollution Code in 1964. The code since has been commended as an outstanding achievement in its field and used as a model instrument in other areas.

But last weekend's convention in the heart of Central Oregon's most pristine mountain-desert country was a public demonstration of total environmental concern on a no-holds-barred basis.

Convention keynote was Frank P. Sebastian of Envirotech Corp., maker of pollution control equipment, and banquet speech was delivered by John W. Landis, president of Gulf General Atomic and President-elect of the American Cancer Society. Both speakers bore down hard on the effects of burgeoning industrial productivity on life quality in general.

The Landis talk revolved around the effect of nuclear power generating facilities in the Northwest and followed adoption of an AOI policy statement endorsing electricity as the best path toward a clean environment.

Specifically the policy statement endorsed the Bonneville

NEW ERA IN AGRICULTURE FOR 1970,s PREDICTED BY AGRI BUSINESS COUNCIL

A new era is taking place in agriculture and Jim Heater, executive vice president of the Agri-Business Council of Oregon, predicts that the 1970's will be a decade of tremendous change and tremendous growth.

Relating to USDA statistics he notes that our national population is projected to grow from its current 205 million to about 230 million by 1980, and that the gross national product which was \$932 billion last year may almost double.

Heater observes that consumer income after taxes is projected to double -- rising from \$630 billion last year to \$1,260 billion in 1980, and that consumer buying power is expected to rise by over 50 percent.

Dramatic changes are taking place "down on the farm." The commercial farm is much more heavily capitalized and more efficiently operated than the farm of the past -- a trend which will continue. Since only the stronger farmers are able to cope with these changes and since the total amount of land used for agriculture is expected to remain about the same, the average commercial farm

Power Administration's hyarothermal energy generating concept -- combining public and investor-owned facilities aimed at averting Northwest power shortages in the middle 1970's.

High point of the business-industry conference, however, was an "Environmental Hot-Seat", that provoked lively dialogue between business, government and conservationist interests.

The hot-seat session was moderated by Portland Atty. John D. Mosser, former chairman of the State Sanitary Authority, legislator, finance director and now a member of the State Board of Higher Education. Participants included representatives of government on the federal, regional and state levels, industry and outdoor organizations.

The fact AOI featured "livability" and expressed its concern with such a convention program doesn't necessarily mean all is sweetness and light between Oregon business and so-called environmentalists.

Oregon business -- the same as business throughout the free enterprise world, is motivated by profit and growth. But the Sunriver program -- in the words of Gov. McCall, revealed the conscience of this state's business community.

And a newsmen covering the convention called it an unlikely romance that likely will produce a lasting marriage.

Easter Seal Chairman



Robert F. Tarrant of Corvallis has been re-elected president of the Easter Seal Society for Crippled Children and Adults of Oregon which served over 2,600 physically handicapped Oregonians last year. He is associated with the Pacific Northwest Forest and Range Experiment Station.

in 1980 will be considerably larger than now.

The combination of more people in the United States with substantially more purchasing power per capita will mean increased demand for farm products. Heater says that when this fact is combined with a decline in the number of commercial farmers, the income return per farm in 1980 will be sharply higher than now.

Consumers spent \$120 billion for food and beverages last year. Heater says that USDA economists project a rise in these expenditures to about \$206 billion in 1980.

When people in the middle or lower income brackets achieve rising income, they tend to upgrade their diets. Per capita consumption of beef and veal which last year reached a new national high of 114 pounds may rise to 130 pounds by 1980. This will mean an increase of 33 percent in beef production.

Per capita consumption of chicken and turkeys which totaled 48 pounds last year, may rise to 60 pounds in 1980. This represents a production increase of 45 percent. The list of examples goes on and on, and Heater says that the projections make the outlook for agriculture in the 1970's optimistic.

Moreover, Heater points out, there are changes taking place in agriculture which enable the alert and efficient commercial farmer to adapt profitably to the changing economy.

For the first time in the history of American agriculture the farm entrepreneur regards himself as a businessman concerned with marketing as well as producing farm products. It is a new concept that commercial agriculture is a business -- a way of making a living rather than a way of life.

A second characteristic of today's changing agriculture is the fact that the commercial farmer is no longer a prisoner of the land. He has the capital and the competence to make the choice whether he wants to continue to farm or not.

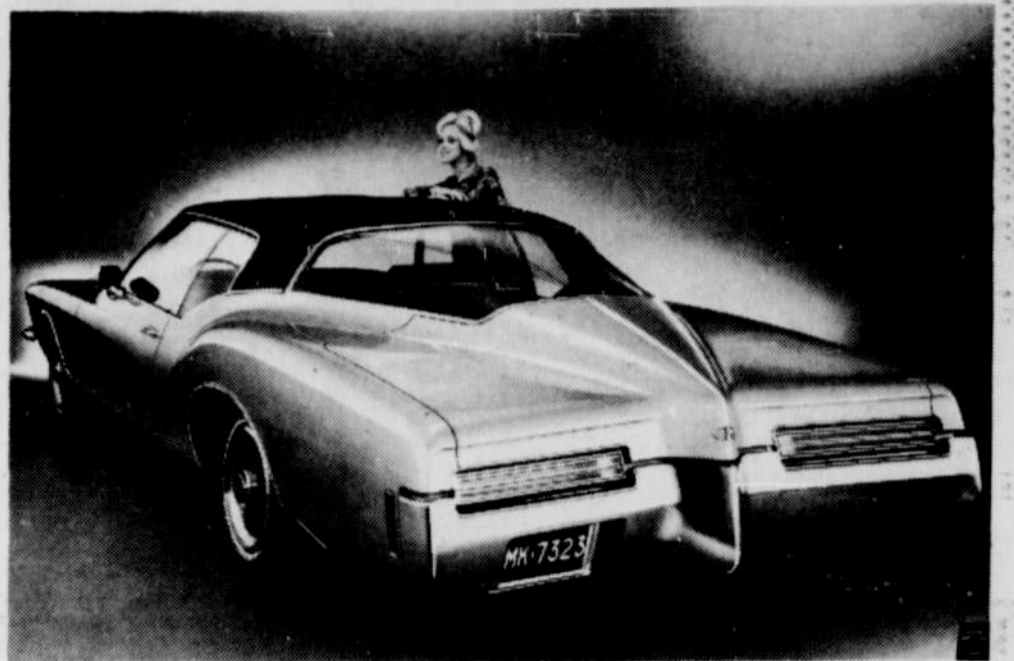
A third characteristic of today's changing agriculture, says Heater, is the large capital investment needed to be a farm operator.

Prior to World War II, a man could be a farmer -- a competing producer -- for less than \$1,000. Today, to start from zero and begin a farming operation by buying requires a bare minimum of \$100,000. And, according to the Commission on Agricultural Credit, it takes closer to \$250,000 to establish an effective farm.

The fact that today's farmer has alternative choices whether to farm or not to farm -- the fact of the very large and still growing capital requirements -- the fact that the market demand outlook is encouraging -- and the fact that the farmer is now a businessman who is a marketer as well as a producer -- are all extremely powerful forces which are shaping agriculture's future.

Heater, a successful farmer himself, says that agriculture has never been an easy occupation. The farmer is always at the mercy of Mother Nature, and competition has always been keen. He says there is one trait that all farmers have -- optimism -- and if the USDA predictions all come true, Oregon farmers have something to be optimistic about.

Buick's Riviera Sport Coupe For 1971



The dramatic aerodynamic styling of Buick's Riviera sport coupe for 1971 is illustrated in this view of its tapered rear design with its unique window treatment. The Riviera has a completely new body with larger interior dimensions and 35 per cent more trunk space. It is powered by a 455 cubic inch engine with nickel plated exhaust valves for greater durability. Max Trac, a computerized drive control system which improves directional stability on slippery roads, is introduced as an option on the Riviera.

Campus Unrest Report Is Landmark Document

Chancellor Roy E. Lieuallen said the President's Commission on Campus Unrest report "can prove to be a landmark document if the significant recommendations are implemented."

At the same time, Lieuallen pointed out that the Oregon State System of Higher Education has moved ahead on a number of the recommendations.

He cited as an illustration the emphasis on the development of new campus conduct code which clearly spells out the kinds of behavior which are not permissible by faculty, students and staff members.

Lieuallen also commented on recent press reports that quoted him as saying student unrest may not be a large price to pay for renewal of a democratic society.

"I want to state categorically that I do not in any way approve or condone campus violence," he said. "The point I was trying to make (at the Medford speech) was that a few decades ago we were quite critical of young people because they appeared to be apathetic. I said if schools and colleges have been successful in teaching young people to think critically about the basic problems of our society and to be sensitive to them, we shouldn't be surprised that if in this process of moving a whole generation from apathy to sensitivity a few of them actually end up on the fringes."

Lieuallen said he went on to say--and this is where he be-

lieves the quote about violence came from--that history may record that the small number of persons rejecting the society may be a fairly small price to pay if we have been able to sensitize an entire generation to the social problems facing us.

Referring to the Emergency Board's shelving of the remaining projects in the State System of Higher Education's capital construction program, Lieuallen said:

"The direct impact will be that these projects will have to be added to the capital construction program which our board has approved for submission to the governor for the 1971-73 biennium.

"There's been a good deal of speculation on why the Emergency Board took this action. I think in all fairness it should be noted that the State of Oregon has been in a tight fiscal circumstance. It may be the only responsible thing for this to do--to defer this kind of building for a few months until we see just how we come out on our substantial state budget."

The Emergency Board earlier declined to release funds for about \$9.9 million in campus construction. The projects included a \$635,000 utility extension program, a \$3.7 million behavioral sciences building and a \$2.9 million College of Education building, all at the University of Oregon, and a \$2.4 million Earth Science complex and a \$450,000 horse center at Oregon State University.

Legal Notice

NOTICE OF ELECTION OF DIRECTOR OF BIG BEND IRRIGATION DISTRICT

Notice is hereby given that an election for the office of one Director for the Big Bend Irrigation District in Malheur County, Oregon, for a term of three (3) years, will be held within said District on November 10, 1970. The polling place for said election shall be the Big Bend School house located 3 1/2 miles south east of Adrian, Oregon and the polls shall be opened at 8:00 a.m. on the day of election and shall be kept open until 5:00 p.m. when the polls shall be closed.

Nominations for each office may be made by petition, signed by at least ten (10) electors of the District or at an assembly of not less than twenty-five (25) electors. All nominations shall be filed with the Secretary of the District at least (15) days before the date of election. Nominating petition forms may be obtained from the Secretary of the District.

BY ORDER OF THE BOARD OF DIRECTORS OF THE BIG BEND IRRIGATION DISTRICT. W.C. VanDewater Secretary Published Oct. 15, 22, 29, 1970.

No. 404

CITATION

In The Circuit Court of the State of Oregon For the County of Malheur

In The Matter of the Adoption of Alan Arthur Haycock, Minor.

TO: JOSEPH BRONSON HAYCOCK

IN THE NAME OF THE STATE OF OREGON, you are hereby commanded and cited to appear in the above entitled Court and proceeding within twenty-eight (28) days from the date of the first publication of this Citation to show cause if any exists, why a Decree should not be entered in the above entitled cause ordering the adoption of the above named minor by the Petitioners herein, Antonio Mendive and Phoebe Palmer Haycock Mendive, husband and wife, the same as if born to them in lawful wedlock and changing the name of said child, all as prayed for in the Petition filed herein.

Witness my hand and the Seal of said Court this 6th day of October, 1970.

ROBERT L. MORCOM, Clerk of the Circuit Court of Malheur County, State of Oregon.

Published October 15, 22, 29, and November 5, 1970.



Committee Chairman Announces Referendum On Wheat Quotas

Walter E. Ericksen, Chairman of the Oregon State Agricultural Stabilization and Conservation (ASC) Committee reported today that Secretary of Agriculture Clifford M. Hardin has announced that a mail referendum on 1971-crop wheat marketing quotas will be conducted October 12-15. In the absence of new legislation for the 1971 wheat crop, current law requires that the referendum be held. However, a second congressional resolution like one initiated July 24, 1970, could result in a further postponement of the referendum. This congressional action could take place at any time prior to the start of a referendum on October 12.

Individual allotment notices will be mailed to about 1.6 million persons holding an interest in established farm wheat allotments.

Signed ballots need to be mailed or delivered to the county offices by October 15, 1970. Preliminary results of the referendum will be compiled and announced by USDA on or shortly after October 20.

Secretary Hardin announced April 14, 1970, a national wheat marketing quota of 1,210 mil-

lion bushels and a national allotment of 43.5 million acres.

A two-thirds or more "yes" vote for marketing quotas would bring a domestic marketing certificate, valued at \$1.39 per bushel, the total price support on that portion of the crop then would be \$2.54 per bushel -- 90 percent of parity as of July 1, 1970. Domestic certificates would be issued subject to penalty.

If the referendum fails to carry, the price-support loan rate would be mandatory at 50 percent of July 1971 parity. This would be \$1.41 per bushel based on current parity. Loans only would be available to producers remaining within their 1971 allotment acreages.

Program details necessary for producer participation in the mail referendum on marketing quotas were announced July 9, 1970, according to Ericksen. The referendum, originally scheduled for July 27-31, was postponed July 24 by a joint congressional resolution. The resolution provided that the referendum could be postponed to not later than October 15 or 30 days after Congress adjourned, whichever was earlier.

Principals Told to Shift Education to Vocations

An Oregon State University educator believes high schools should shift the emphasis in their curriculums "from education for leisure to education for work and from education for college to education for all."

Dr. Henry Ten Pas, director of the Division of Vocational Adult and Community College Education at OSU, says this would be done if the high schools built their curriculum around the career cluster, or family of occupations, concept. He describes career clusters as broad areas of related occupations, such as electricity and electronics, metals, power, agriculture and food services.

"This would also shift the emphasis from subject matter as an educational end to subject matter as a means of fulfillment," Ten Pas said.

Ten Pas made the suggestions to some 360 junior and senior high school principals who attended the meeting of the Oregon Association of Secondary School Principals at Oregon State University this fall.

The president of OASSP, Bill O'Neal of Springfield, said the principals seemed agreed that Oregon's high schools must adjust to a vocational education program.

"We must do this in order to assure that all students have access to relevant learning

experiences in high school," O'Neal said.

A warning that administrators are going to be held accountable for meeting the objectives of education came from Jesse Falsold, deputy superintendent of Oregon Board of Education.

"The principals must be prepared to evaluate how well they are meeting their educational objectives, then they must tell it to the people of Oregon as it is," he said.

Gene Chester, Nyssa High School principal, and Don Martin, junior high principal, attended the meeting.

When driving on expressways, watch for signs so you can get in the proper exit lane well in advance. If you miss your exit, don't stop or slow down; go on to the next exit. Decrease speed rapidly once you're in the deceleration lane, but not when leaving the expressway.

Pedestrian traffic deaths in the U.S. last year totaled 9,800, many of those killed were children who darted into the street from behind a parked car. When driving on residential streets, particularly near parked cars, reduce speed and be extra alert.

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<p>LADIES' LEATHER HUNTING BOOTS</p> <p>(RED WING)</p> <p>\$16.99</p>	
<p>BRACKEN'S DEPARTMENT STORE</p> <p>IN THE HEART OF THUNDEREGG MALL</p> <p>NYSSA, OREGON</p>	

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