

Heppner Gazette Times

SPECIAL CLEAN-UP CALLED FOR FEB. 9

Weather Said to Make
Time Opportune to Rid
City of Rubbish.

MAYOR ORDERS DAY

Occasion Set Also for Purpose of
Aiding Jobless; Director Asks
Cooperation of Everyone.

A special clean-up day for the city of Heppner has been set by Mayor W. G. McCarty for Monday, February 9. The day has a dual purpose in that it is calculated to provide work for unemployed men of the city while furthering the "city beautiful" campaign. The mayor's message proclaiming the day, says: "It being the desire of your city administration to cooperate to the fullest extent in aiding the unemployment situation, and believing the present an opportune time to clear the city of the usual winter's accumulation of tin cans, ashes, garbage, junk, unused shacks and other eyesores and nuisances to the public peace, health and safety, I hereby declare Monday, February 9, 1931, Special Clean-Up day in the city of Heppner, and ask the full cooperation of all citizens to make the occasion successful in its purpose. Where property holders may be able to do so, it is desired that the labor of those needing employment be used in the general clean-up of premises.

In carrying out the special clean-up day the usual procedure followed in the past will be carried out by the city. Property holders are asked to have all rubbish or junk sacked or boxed or put in containers where possible, and placed at a convenient place at the street curb in front of their property by the morning of the special day, and it will be picked up and hauled away during the day by trucks provided by the city.

Forest Sees Progressive Improvement During '30

By F. F. WEHMEYER, Forest Ranger.

The 1930 season saw the most progressive improvement the Heppner district of the Umatilla National forest has ever experienced. Fifty miles of road were built to speed up fire suppression work. It is now possible to travel the summit of the mountains from Ukiah to Fossil, via Ellis, Tupper, Bull Prairie, Long Prairie and the Natchez. We have nearly 300 miles of road and motor way through the district and it is possible to get a car within one and a half miles of any point except in the Wall creek basin where the distance is about three miles.

A telephone line was built from Tupper to the summit of Red hill which will be used as an emergency lookout point in smoky weather. The telephone line was rebuilt between Bull Prairie and Whitetail butte which will also be used in emergency. The main telephone system was extended from Long Prairie to the Natchez prairie where it contacts lines giving communication direct to Lone Rock, Winlock, Kinzua, Fossil and Condon.

The tower on Arbuckle mountain was remodeled and a cabin built for the lookout.

Skookum ranger station pasture fence was rebuilt and the cabins at Tupper and Dixon ranger stations were re-roofed.

A fifty-acre pasture was built at Tamarack mountain and a new cabin erected for the lookout.

Numerous other miscellaneous improvements were executed as water development, toilet facilities, etc.

Today the Heppner district is one of the best improved in Oregon and Washington and it is expected that the work will be pushed ahead as rapidly as funds allow, until the program for this section is completed.

The improvements desired in the future are too numerous to be outlined in this article but they call for a ninety-foot steel tower for Tamarack mountain, the improvement of another 100 miles of road, the building of a cabin and pasture at Long Prairie, etc.

We now have a fire truck which will be fitted with tanks, pressure pump and hose. We have tools and equipment scattered at various stations to put 50 men to work on a fire with no delay and can equip 100 more within 24 hours. The regional office has issued orders that all fires must be put under control by 10 a. m. of the succeeding day if their start. With rare exceptions this can and will be accomplished.

Quick, aggressive action and a thorough mop-up of all fires that start will keep us sitting on top of the situation.

Joan Crawford in PAID, from "Within the Law," Star Theater, Sunday and Monday.

WALLULA CUT-OFF COMING IN YEAR

Delegates to Walla Walla Meeting
Told of Route's Progress; \$165,000
to be Spent in Washington.

That the selected officers of the Wallula Cut-Off association will have the privilege of dedicating their road before expiration of term of office was the firm expression of opinion on every hand at the annual meeting of the association held in Walla Walla yesterday evening. Leading to this conclusion, said President Huntington, Walla Walla, of the Eastern Washington Highway association, is the fact that the state of Washington in conjunction with the federal bureau of public roads has appropriated \$165,000 for expenditure on the road this year, and that the bureau is also forceful in its demand that Oregon take action on its end of the project.

A time stipulation that the money appropriated be expended by September 1, 1931, because it was appropriated as an emergency to help relieve the unemployment situation, and also the fact that the money was made available six months before the time of usual appropriations will result in the work being carried out rapidly on the Washington side. Washington's part of the program includes the building of a bridge across the Walla Walla river near Walla Walla and completion of the road to the state line.

The association's annual meeting with H. B. Nolan, president, presiding, was attended by more than 60 persons representing the states of Washington, Oregon and Idaho. Heppner's delegation, headed by Al Rankin, chairman of the Lions club good roads committee, represented the most distant point taking part, and was given much notice in the discussions. Paul L. Marble and Jasper Crawford attended the meeting with Mr. Rankin.

President Huntington of the Eastern Washington association made the keynote address in which he cited the tremendous progress of good roads in the last few years and declared that such a meeting, in which persons from such a wide area took part, was probably never before possible. The fact of such representation is evidence, he said, that people generally are beginning to get a broader vision of good roads which looks to the building up of the entire northwestern empire, and not alone to the petty benefits of each individual community. He drew a beautiful word picture of the Pacific northwest of the future which will contain cities and industries as large as those now existing on the Atlantic slope, when agricultural products of the region will be consumed by the people within its borders and no longer be put at a disadvantage for a market by high freight rates. All the natural potentialities of such a picture are present, he declared.

GRANGE LEADERS TO ATTEND MEET

Lecturers of Organizations to Study
New Methods From O.S.C.
Specialists.

"What Every Grange Lecturer Should Know," might well be the title of the Fourth Annual Grange Lecturers' school which will draw grangers from every part of the state to Corvallis, February 9, 10, and 11.

Everything from how to play to how to conduct serious educational and literary discussions is included in the three-day program, just released by Paul V. Maris, director of the Oregon State college extension service. Among the items listed are community singing, music appreciation, literary periods, round table discussions, play hours, dramatic periods, demonstrations of use of lantern slides, and talks on various subjects by the masters of the Oregon state Grange and lecturers of numerous subordinate granges.

In addition to a number of members of the college staff who will lead discussions and demonstrations, several prominent outside speakers will appear on the program. Among these are C. C. Hugler, master of the Oregon Grange; M. J. Rarey, lecturer of the Washington State Grange; Mrs. Marie Flint McCall, lecturer of the Oregon State Grange; Miss Harriet Long, state librarian; and Miss Ethel M. Viscoc, educational representative, R. C. A. Victor company.

Lecturers and members of various subordinate granges of the state who have accepted invitations to take part in the program are Mrs. A. J. French, Carleton; Mrs. Margaret Denney, Beaverton; Mrs. Nellie Peterson, North Fork Grange, Lane county; Mrs. Karl Novell, Malheur county Pomona Grange; Mrs. C. F. Calef, Lane county Pomona Grange; Mrs. Beth Culver, Bridget Grange; and M. S. Shrock, Milwaukie Grange.

A man was heard to remark that if Southern California should experience such a day as was enjoyed in Heppner Saturday, it would be worth a headline on the front page of the national press. Springtime in midwinter is unusual, even in Eastern Oregon, but enjoyed none the less.

Matinees Saturday and Sunday, Star Theater, at 2:30.

Local Hoopsters Down Fast Pendleton Five

Eyes of many local sports fans who witnessed Heppner's fast town basketball team in action for the first time when they played the Pendleton Kiwanis team here Tuesday evening were opened to the fact that "Heppner has a real basketball team," as evidence remarks on every hand.

The fast Pendleton five jumped off to a large lead early in the first quarter, but Heppner came back strong to overcome this lead early in the game, and from then on were never headed, the final whistle leaving the score 30-18. Spectacular shooting, fast floor work and close checking featured the play of both teams. Neil Shurman for the locals was high point man of the game with 14 points, with "Buz" Noel, Heppner, running him a close second with 12. Shepperd and Laing led the scoring for the visitors with 8 and 6 points respectively. Ferguson, local guard, proved a thorn in the visitor's side by keeping under-basket shots at a premium, and such as the visitors got a chance at were rushed so fast that few were successful.

A return game on the local floor is announced for Tuesday, Feb. 13. Playing for Heppner were Shurman, Aiken and Robertson; for Pendleton, DeWilde, Raymond, Laing, Shepperd, Albee, Wright, Estes and Golman.

STATE CAMPAIGN ON LAMB STARTED

Mrs. W. P. Mahoney Arranges for
Radio and Store Advertising
In Portland for Send-off.

Launching of a general wool and lamb campaign in Oregon, starting February 1, is announced by Mrs. W. P. Mahoney, who has been in Portland this week arranging details for extensive use of the radio and store window displays in the city. This campaign is undertaken as a part of the work of the women's auxiliary of the Oregon Woolgrowers' association of which Mrs. Mahoney is president, in an attempt to get people to eat more lamb and use more wool.

A lamb and wool program will go on the air three times a week from KGW, the Oregonian radio service, beginning February 3, and Jeannette Cramer, head of the home economics department of the Oregonian, will give lamb recipes during her regular addresses, it is announced.

Mrs. Mahoney said she had received excellent cooperation from the department stores in providing window space for the displays of wool products, and a number of the large meat dealers have offered assistance. One effect of the campaign is expected to be the establishment of Saturday as lamb day, similar to the association of Friday and fish.

The Oregon woolgrowers' auxiliary was formed five years ago and similar organizations now are active in eight of the 14 states in which sheep raising is an important industry, Mrs. Mahoney said. In line with the campaign, previously introduced in Heppner, Miss Jessie Palmer, home economics instructor of Heppner high school, offers a number of lamb recipes in her column, "About the Home," in this issue of the Gazette Times.

Four Veterans to Get Medals at K. P. Meeting

Doric Lodge No. 20, Knights of Pythias, will honor four 25-year members of the order by the presentation of veteran's medals at an open evening of the lodge Tuesday evening, Feb. 17. Those to receive jewels are Charles Thomson, Herman Nielson, D. T. Collier and Oscar Davis. J. W. Maloney of Pendleton, grand master of exchequer, has been invited to make the presentation and other grand lodge officers are also expected to be present.

A full program featured by a supper is being arranged by the entertainment committee, headed by Dr. C. W. Barr, for the enjoyment of the Knights and their invited guests.

FINANCIAL STATEMENT MADE.

The following financial statement of the Heppner Public Library association for the year 1930 has been released by Mrs. Charles Swindig, treasurer:

Balance on hand January 1, 1931	\$ 245
Local donations	80.00
From Rood Estate	125.00
Fines, Rentals, etc.	6.16
Membership fees	201.14
Total received	\$417.25
Expenditures—	
Rent	\$ 75.00
Light	6.00
Insurance	8.64
Janitor service	1.95
Books	53.24
Furniture and fixtures	49.21
Desk and office supplies	14.21
Postage and freight	3.09
Total	\$213.34
Balance on hand Dec. 31	\$204.11

Young people of the Epworth League of the Methodist church gathered to the number of 30 in the church parlors Tuesday evening for a social time. A pot-luck supper was served and games played until 10:30 o'clock. All report a good time.

WHEAT MEMORIAL ADOPTED AT SALEM

Double Relief Aim of
Measure Introduced
By Earl Snell.

WOULD USE SURPLUS

Grinding of Stores Held by Farm
Board, Free Distribution to
Drouth Sufferers Asked.

Much of the surplus wheat held by the United States Wheat Stabilization corporation would be ground into flour and distributed gratuitously to sufferers in the drouth stricken area of the country if the memorial adopted by the Oregon state legislature is acted upon favorably by congress. The memorial was introduced by Representative Earl W. Snell of Arlington, and passed both houses of the legislature Monday. The full draft of the memorial, entitled House Joint Memorial No. 4, follows:

To the Honorable Senate and House of Representatives of the United States of America in Congress Assembled:

We, your memorialists, the legislative assembly of the state of Oregon, respectfully represent that:

Whereas in the areas of the United States stricken by drouth, a serious situation exists; and

Whereas in that area stricken by drouth failure of crops has resulted therefrom; and

Whereas the failure of crops has produced an unusual economic condition; and

Whereas the federal farm board now has in its possession a vast amount of surplus wheat; and

Whereas the price of wheat has been driven below cost of production by reason of this surplus and the wheat farmers thereby greatly injured; and

Whereas the said store of wheat is now greatly reduced in value; and

Whereas there is at present much unemployment throughout the United States; now, therefore,

Be It Resolved by the House of Representatives of the State of Oregon, the Senate jointly concurring therein:

That the congress of the United States respectfully but urgently be requested to enact such legislation as will authorize and empower the federal farm board to have ground into flour and gratuitously distributed, so much of said stored wheat as will meet the needs of the afflicted people in the areas of the United States suffering from drouth.

LOCAL ITEMS

Wednesday was the occasion of the 5th birthday of Phyllis Jean Marble, daughter of Mr. and Mrs. Paul Marble. During the afternoon a number of her little friends called and they were out airing their dillies, and this meeting of mutual friends merged into an impromptu tea party, tables for which were spread in the yard. As the afternoon passed, others came, among them a number of the "sterner sex" and the little party developed into a real joyous affair, made more so, perhaps, because of the informality. Then, too, zest was added by the fact that the sun was shining brightly, the weather was springlike, and the kiddies could have their party out of doors in mid winter.

S. E. Notson, district attorney, president state organization of district attorneys, received word from Senator Steiwer at Washington, D. C., on Wednesday afternoon, announcing that Judge Walter H. Evans of Portland, who was appointed to the position of judge of U. S. customs court with headquarters at New York city, had his name sent to the senate by President Hoover for confirmation. At the recent meeting of district attorneys in Portland, Judge Evans received the endorsement of that body for this important post.

Mr. and Mrs. W. P. Mahoney have been spending the week in Portland. During their stay there they attended the meeting of stockmen in the interests of forming a cooperative association under the farm act, and Mrs. Mahoney, as president of the Women's Auxiliary of the state woolgrowers' association, made arrangements to further the program of advertising lamb and wool. Mr. and Mrs. Mahoney were expected home today.

E. L. Young, Eight Mile wheat-raiser, was in the city this morning on business, expressing himself as well pleased with the spring weather.

MATINEE HOUR CHANGED.

Matinees at the Star theater Saturday and Sunday afternoons will begin at 2 o'clock beginning this week instead of 2:30 as formerly.

Announces E. G. Sigbee, manager. This change is made for the accommodation of out of town folks. Mr. Sigbee says the matinees, showing the regular Saturday and Sunday evening features at reduced prices, have been proving popular, and he is planning additional features to make them still more attractive.

Joan Crawford in PAID, from "Within the Law," Star Theater, Sunday and Monday.

Degree of Honor Lodges Hold 1931 Installation

Junior and adult lodges Degree of Honor held installation of officers Tuesday, the juveniles in the afternoon and adults in the evening, at 7 o'clock, half hour meetings were featured by initiation.

Shirley Wilson and Lucile Barlow obliged with a piano duet at the juvenile meeting, and new officers installed by Mrs. Agnes Huston, president of the adult lodge, and Mrs. Lillie Aiken, usher, are Ruth Cowins, P. P.; Irene Beamer, president; Ethel Hughes, vice president; Beth Vance, second vice; Rosanna Farley, usher; Margaret Farley, asst. usher; Olivia Baldwin, secretary; Robert Baker, color bearer; Katharine Parker, inner watch; Dean Goodman, outer watch; Marie Barlow, musician; Jackson Gilliam, captain of staff; Bernard McMurdoo and Harriet Hager, Guy Moore and Betty Haggold, Patricia Carson and Joe Aiken, staff; Mary Helen Thomson, Francis and Mary White, service committee.

Mrs. Emma Jones was installing officer for the adults, assisted by Mrs. Nora Moore, grand usher. Officers installed are Agnes Huston, P. P.; Edna Coxen, pres.; Izora Vance, V. P.; Jennie Elder, 2nd V. P.; Winifred Coxen, usher; Myrtle Aiken, asst. usher; Sarah Furlong, I. W.; Elsie Ayres, O. W.; Clara Beamer, financial secretary; Lillie Aiken, treasurer; Mary White, pianist. The "Cherubs," losers in the recent contest, entertained with luncheon.

WHEAT CONTROL PLAN FAVORED

Senator Wilmer Says Holding Part
of Crop on Farm Beneficial;
Counties Organized.

Spokane Wash., Jan. 26.—Senator Frank J. Wilmer, Rosalia, president of the North Pacific Grain growers, while a visitor at the grain headquarters in Spokane the past week, said that the Columbia County Wheat Control association has been launched with a membership including 85 per cent of the farmers of that county. Senator Wilmer regarded this as an epochal step in the plan for the retention, by the wheat growers, of one-fourth of the grain on their farms, with the idea of finally bringing the nation to a domestic wheat basis.

"The nation's domestic call for wheat is approximately 650,000,000 bushels annually, and if the wheat control movement is able to enlist farmer cooperation throughout the land to the extent that the market is required to digest no larger amount, economic history dictates and it is reasonable to assume a much higher price for wheat will be enjoyed," the senator commented.

"With wheat on a domestic basis the farmer will stand a good chance of getting a price for the three-fourths of his wheat ample to compensate for the fourth held by him and still afford him a reasonable profit. He also has the advantage of developing farm uses for the grain retained."

Referring to the same plan, Roy Perringer of Belmont, speaking at the Washington Farmer luncheon in the Hotel Spokane Saturday, January 24, said that Whitman county is also organizing to put it into effect.

4-H Homemakers Meet, Organize Year's Work

The first meeting of the 4-H Homemaker club of Heppner was called to order by Mrs. Lucy E. Rodgers and officers were elected as follows: Ethyl Bally, president; Pauline Piercy, vice president; Ruth Cowins, secretary; Ethyl Hughes, news reporter.

The second meeting was called to order by Ethyl Hughes, president. The instruction book was received and the leader, Mrs. Ed Piercy, demonstrated how to make a bed properly, and it was practiced at her home. The last meeting was held January 26, when a bedmaking demonstration was scheduled. Mothers were invited to see this demonstration.

HARDMAN.

Chas. Repass, who has been seriously ill at his home for the last week is now reported to be on the road to recovery.

Dick Steers and Bernard Bleakman have also been on the sick list this week.

O. E. Johnson was transacting business in Heppner Saturday.

Miss Marie Salling and Victor Johnson visited at the home of Mr. and Mrs. Ted Burnside Thursday.

Mr. and Mrs. Lotus Robison were business visitors in Heppner Tuesday.

The play, "Rube and His Ma," will be presented at the high school auditorium Saturday, Feb. 14. The cast has been working hard toward its preparation and it is anticipated that it will be a huge success.

Lucille Farrens completed her work at the Hardman union high school at the close of this semester. She expects to take up correspondence work from the U. of O. the remaining part of the year and to enter an institution of higher learning next fall.

We feel that mention should be made of the fact that Delsie Bleakman received a straight "A" grade in her semester examinations.

BEST NEWSPAPER HONOR GIVEN G. T.

Sigma Delta Chi Cup Awarded This
Newspaper by Judges of Contest
at Press Conference.

The Heppner Gazette Times received official notification Monday of its selection as the best weekly newspaper published in Oregon in 1930, from a field of weekly papers entered in a contest sponsored by Oregon chapter of Sigma Delta Chi, national honorary journalism fraternity, at the state press conference held in Eugene last week end. The telegram of notification, signed by the University of Oregon school of journalism, Eric W. Allen, dean, follows:

"This notifies you that board of distinguished judges consisting of Judge Robert W. Sawyer, Minister Edward E. Brodie and Frank Jenkins, have adjudged Gazette Times best weekly paper published in Oregon in 1930, and Sigma Delta Chi loving cup awaits your instructions. Warmest congratulations on this honor."

In reply to the telegram, instructions were given to forward the cup to Heppner, where it will be on display for the year at the Gazette Times office. No representative of this paper was present to receive the cup at the presentation made at the banquet of editors in Eugene Saturday.

The contest, won this year by the Gazette Times, was instituted last year by the Oregon chapter of Sigma Delta Chi, and the cup was first won by the Hillsboro Argus, published by Verne McKinney. Second was taken this year by the Hood River News and third place by the Forest Grove News-Times.

The judges are all pioneer daily newspaper editors of the state, Judge Robert W. Sawyer is editor of the Bend Bulletin; Edward E. Brodie, late U. S. minister to Siam and at present U. S. minister to Norway, is editor of the Oregon City Enterprise, and Frank Jenkins, for many years editor of the Eugene Register, is now one of the editors of the Roseburg News-Review.

Announcement of the award was received with no little surprise and a sense of gratification by Vawter and Spencer Crawford, publishers of the Gazette Times, who feel a great honor has been conferred on this paper by being adjudged the best in a field of papers of outstanding merit.

The Sigma Delta Chi loving cup is a rotating award which may be won but once by any newspaper, and is in the possession of the winning paper for only one year.

BEEKEEPING FOUND GENERAL IN STATE

New Handbook for Honey Farmers
Published by O. S. C. Gives
Management Hints.

While the Umatilla and Malheur irrigation projects are the leading commercial honey-producing sections of Oregon, there are probably few sections of the state where a few stands of bees cannot be successfully maintained so as to produce a surplus of honey during the average season, says H. A. Scullen, specialist in bee culture at Oregon State college.

The Willamette valley, according to Professor Scullen, is becoming more and more important as a commercial honey-producing section, but owing to undependable weather conditions during the season when the better honey plants are in bloom, and to the abundance of European foulbrood, development in this section has been slow. The valley does, however, have a number of the best honey plants, including alsike and white clover and vetch, as well as those of secondary importance such as maple, escara and French pink.

Commercial honey production is an occupation not for the general farmer but for the occasional man who is well versed in the fundamental behavior of bees and adept in the manipulations of the apiary, says Scullen. As a pastime, however, to provide the family supply of honey or for the orchardist who needs a few stands for pollinating purposes, beekeeping offers possibilities, he says.

With this latter class in mind, Scullen has just published a revision of his bulletin, "Beekeeping in Oregon." The new publication, Extension Bulletin No. 430, goes into detail as to the methods of acquiring a colony or colonies of bees, the best honey plants in various localities, tools and equipment, manipulation of bees and hives, requeening, and general management problems. It is available upon request from any county agent or director from the college at Corvallis.

HEALTH ARTICLES TO LOAN.

Of the articles now owned by the Morrow County Public Health association, three invalid cushions are now in use; a wheelchair, bedside table, rubber sheets and male urinal may be loaned to any in need of such articles. Place your call with county nurse, Miss Stallard, or with any member of the nursing committee, composed of Mrs. Harry Tamblin, Mrs. Walter Moore, Mrs. C. W. McNamer and Mrs. Earl Gilliam. Ask your doctor if any of these articles will add to the comfort of your patient.

COMPLETION SPRAY LINK HELD CERTAIN

\$150,000 Made Available
for 1931; Lions Interested
In Wallula Cut-Off.

RANKIN GIVES TALK

Hotel in Relation to Community is
Subject; Meetings and Trophy
Reported by Members.

Completion this year of grading on the south end of the Heppner-Spray road is assured, G. A. Bleakman reported to Lions Monday, with the statement of Forest Engineer Norris that \$150,000 has been made available, for the letting of new contracts on this portion of the road in 1931. Advertising for bids and letting of contracts is expected to be completed within twenty days, he said.

Al Rankin was delegated by President Sweek to represent the club at a meeting of the Wallula Cut-Off association in Walla Walla on the 28th, with authority of representation also granted other members who may accompany Mr. Rankin. The Wallula cut-off is of interest to the local club as it is a link in a proposed cross-state route of which the Heppner-Spray road is a part, the completion of which will entitle the route to receive additional federal road funds.

D. A. Wilson and Walter Moore, program committee for the day, provided a lively program full of interest, a feature of which was a "third degree" act by "Professor" Moore in which he quizzed various members as to their street and house address, and other vital statistics which resulted in fines being assessed on each by Hollis Bull, special taitwister.

Members Make Reports

In response to request of the committee C. J. D. Bauman reported on the state convention of sheriffs attended in Portland last week end; Vawter Crawford told of the Gazette Times winning the Sigma Delta Chi loving cup for the best all-round country newspaper in the state, and Paul Marble reported his attendance at the annual convention of power company representatives in Portland last week. Al Rankin gave a short talk on hotel operation, as a special number. Special musical numbers were violin solos by Mrs. Carl Cason, and vocal solos by Ben Chrisman, with Mrs. W. R. Poulsen, accompanist.

Mr. Rankin's talk dwelt especially with the hotel in relationship to the community. While hotelmen are always prominent in boosting for good roads and other enterprises intended to bring more people and more trade into the town, they cannot be accused of being wholly selfish in taking such a stand, he said while quoting statistics to show that out of each tourist dollar left in a town the hotel gets but 20 cents, restaurants, 15 cents, and other businesses the remaining 65 cents. He also pointed out that tourist trade in the United States has increased 300 per cent in the last ten years, and has proved a source of income worth cultivating. To bring it to a town must have good roads leading into it and something to attract people over the roads.

Landing Field Advocated

In connection with tourist travel, Mr. Rankin declared aviation is ever becoming a larger factor and that it behooves towns wishing to "keep in the swim" to have good landing fields. While the need may seem far-fetched at this time, the development in the next five years will be a surprise to many people. One must be able to vision the future to build wisely, he said.

The hotel business, the ninth largest industry in the United States, is built around a great deal of pride, affection and other abstract qualities linking it up with humanitarian service and holding those engaged in it for something more than cold shekels. Mr. Rankin said, adding that if this were not so there would be little reason for many men remaining in the "game." A personality is reflected in every hotel, and if a traveler does not retain something from a visit to any hotel, either there is something wrong with the traveler or the hotel, he quoted a leading hotelman and editor as saying.

Hotel management is a game of merchandising, he said, though differing from store merchandising in that the hotel has a different sized stock of goods with which to start each new day, and still it is the same old stock of rooms except for occasional new furnishings and decorations. The biggest thing the hotel has to sell is service, however, and it is here where constant striving for betterment is made.

Other members complimented Mr. Rankin on the type of hotel he maintains in Heppner, and stressed the importance of cooperation of other business men looking to increasing business in the town generally.

Mr. Wilson introduced another subject, "Looking into 1931, and what may be done to make it a better year than 1930," which may be taken up at a later meeting. Chas. Smith, program chairman, appointed M. L. Case and Vawter Crawford as the special program committee for next Monday.