IONE.

JENNIE E. McKINNAY

Funeral services for Mrs. Clifford Christophersen were held Thursday afternoon, July 23, at the Christian church, and interment was made in the I. O. O. F. cemetery. The funeral sermon was by Elder Frank Oliver, pastor of the Adventist church at College Place, Wash. The singing was by a quartette consisting of Mr. and Mrs. Louis Balinger and Mr. and Mrs. Paul Balinger with Mrs. Earl Blake at the piano. Pall bearers were Mrs. Walter Doing, Mrs. Fred Mankin, Miss Lucile Strahan, Mrs. E. G. Spence, Mrs. Omar Rietmann and Mrs. Russell Miller. MacMaster and Chamberlain, undertakers from Walla Walla, had charge of the funeral arrangements. The floral offerings were many and very beautiful.

Leona Mae Seeley was born August 28, 1908, at Woodburn, Oregon, and died Tuesday at 1:30 p. m., July 21, 1931, at the home of Mrs. Rambow at College Place, Wash. She moved with her parents to Morrow county in 1921 and on September 16, 1926, she became the wife of Clifford Christopherson. Left to mourn her early passing are her husband, her four year old daughter, Marjory Lucile, her parents, Mr. and Mrs. Harry Seeley of Arlington, and the following brothers and sisters: Stanley Seeley of Camas, Wash., Kenneth Seeley of Arlington, Mrs. Harriet Cooper of Olympia, Wash, Mrs. Opal Christopherson of Ione, Mrs. Evelyn Olsen and Miss Betty Seeley of Arlington.

Relatives from a distance who were here to attend the funeral services for Mrs. Christopherson were Mr. and Mrs. John Farmer, parents of Mrs. Seeley, and their son, William Farmer, and Mrs. Julia Seeley, mother of Mr. Seeley, all from Woodburn; also Mrs. Seeley's sister, Mrs. Lester Boller, and brother-in-law and sister, Mr. and Mrs. Charles Syles from Portland. Others were Mr. and Mrs. Clair Calkins and Mr. and Mrs. Earl Calkins from Hermiston.

Last week Carl Feldman enjoyed a visit with his brother-in-law and sister, Mr. and Mrs. E. N. Ham of Los Angeles. Mr. and Mrs. Ham departed Wednesday, going from here to Lake Louise, B. C., Canada, and from there they will continue their journey as far east as Chicago.

Jay Schumacher from Taft, California, visited from Wednesday until Friday of last week at the Carl Feldman ranch home. Mr. Schumacher is Mrs. Feldman's brother. He was accompanied by Harold Thornton of Edmonton, Canada. Both gentlemen were on their way to Lake Louise, B. C.

A picnic dinner was served on the lawn at Mrs. Emily McMurray's home Sunday, honoring her daughter, Mrs. Hiram Werst of Silcott, Wash., who is visiting here. Those present were the honor guest, Mrs. Werst and two children, Mrs. Emily McMurray, Mr. and Mrs. Ray Robison, Mr. and Mrs. Loren Hale, Miriam Hale, Licky Purvine, Mr. and Mrs. Ralph Harris, Fred McMurray, Miss Crystal Sparks, Mr. and Mrs. Bert Mason, Junior Mason, Mrs. Margaret Low, and Mr. and Mrs. Laxton McMurray.

Mr. and Mrs. Martin Bauernfeind motored to the mountains Saturday, returning Sunday. On the return trip they were accompanied by Mrs. Willard Farrens of Ione and Mr. and Mrs. Guy Farrens and daughter of Oakland, Cal., who had been spending several days in the mountains with Willard Farrens.

Mr. and Mrs. Aaron Agee and daughter, Emma, of Boardman were in Ione Thursday to attend the funeral services for Mrs. Clifford Christopherson. Before returning to their home they visited their daughter, Mrs. Ernest Christopherson. Mrs. Agee is now cooking for the harvest crew on the Roy Ball ranch near Ione.

Mrs. Robert Zinter and daughter returned last Friday from Portland. Mrs. Zinter left her son, Sidney Zinter, well on the road to recovery. The young man recently received a fractured skull, presumably by being hit by a falling tree limb. He was alone in the woods when the accident occurred.

Walt Smith of Portland was a week-end business visitor in Ione.

W. M. Saunders, piano tuner of Walla Walla, has been paying his regular yearly visit to our village.

Gilbert Petteys of Pendleton visited briefly in Ione Thursday of last week.

The members of the Women's Topic club met Friday afternion at the home of Mrs. Earl Blake. Bridge was enjoyed, high score being made by Mrs. Cotter and low by Mrs. Werner Rietmann. Refreshments of sandwiches, salads and iced drinks were served. Ladies present were Mrs. Inez Freeland, Mrs. Werner Rietmann, Mrs. Victor Rietmann, Mrs. Omar Rietmann, Mrs. Harlan McCurdy, Mrs. Victor Peterson, Mrs. Hugh Smith, Mrs. Carl Feldman, Miss Kathryn Felrman, Mrs. Walter Corley, Mrs. Fred Mankin, Mrs. Sam Hatch, Mrs. Martin E. Cotter and Mrs. Henry V. Smouse.

The Past Noble Grand club enjoyed Friday afternoon at the pleasant Rhea creek home of Mrs. Harold Rankin. Present were Mrs. Frank Lundell, Miss Norma Swanson, Mrs. C. W. Swanson, Mrs. J. E. Swanson, Mrs. Blaine Blackwell, Mrs. Ernest Heliker, Mrs. Lee Howell, Mrs. E. J. Bristow, Mrs. J. W. Howk, and Mrs. Alice McNabb. Delicious refreshments were served by the hostess.

A crowd of jolly picnickers, with well filled lunch baskets, met at Alderdale Ferry, on the Columbia river Sunday. Besides the sumptuous dinner which is always the most enjoyable part of a day in the great out-of-doors, canoeing and swimming added zest to the occasion. Those present were Mr. and Mrs. Walter Corley and two children, Mr. and Mrs. Louis Bergevin and two children, Miss Margaret Ely, Mr. and Mrs. Sam Hatch and daughter, Mr. and Mrs. Fred Mankin and daughter, Mr. and Mrs. Werner Rietmann, Mr. and Mrs. Joe Gibson, Walter and Ralph, Mr. and Mrs. Andrew Porter and Daniel, Miss Mary McDuffee, Miss Ella Fell, William Cool, Hershel and Harold Townsend and Herbert Hynd.

Mr. and Mrs. Robert Helms are moving this week onto a small farm near Hermiston.

Miss Barbara Powers of Monmouth is a guest this week of Miss Margaret Ely. Miss Margaret and her cousin, Francis Ely, motored to Heppner Junction in the wee small hours of Tuesday morning to meet Miss Powers.

Charley Allinger departed Sunday on a trip to Kansas.

The last of the cases and shelving from the W. E. Bullard building were loaded into a truck Tuesday and taken to Gold Beach, where the Bullards now reside.

Last week guests at the Henry Clark home were Mrs. Mary Rood and daughter Betty, and Mrs. Dorothy Sparks and son Bobby of Portland.

Welcome guests at the Harvey Ring home last week were Mrs. Ring's brother-in-law and sister, Mr. and Mrs. Sam Ledbetter from Hood River, and her aunt, Mrs. Lena Neff of Portland.

Soon after Oscar Lundell returned home from his work on Wednesday evening of last week, a grass fire was discovered near his home. Mr. Lundell says it came from toward Arlington, was traveling unattended, and its destination seemed to be Boardman. All hands began fighting fire at once. The highway failed to stop it. More and more fire fighters kept coming, until when the blaze was finally extinguished about 2 miles east of the highway, twenty workers were present. The fire endangered some residences near the Lundell home and at one place outbuildings and wood were burned and trees scorched. Practically all of the fencing was destroyed on Mr. Lundell's ranch.

That same evening a stranger from California had arrived at the Lundell home. He asked for something to eat and the privilege of staying there a few days and working for his board. Since they were needing help in the haying, Mrs. Lundell asked the man to wait until Mr. Lundell came home. It was this "stranger within the gates" who first saw the fire. Mr. Lundell thinks if it had not been for this man, at least part of his barns would have surely been burned.

PINE CITY

Mrs. Fred Hoskins and children of Rhea creek visited at the home of Mrs. Hoskin's sister, Mrs. Tom O'Brien, Friday and Saturday.

A shower was given Mrs. H. E. Young at her home Wednesday, July 22. The delicious refreshments consisted of ice cream and cake. The self-invited guests were the following: Mrs. Burl Wattenberger, Mrs. Dee Neill, Mrs. Charley Bartholomew, Mrs. Roy Neill, Mrs. Marion Finch, Mrs. Lucy O'Brien and children, Mrs. Ollie Neill, Mrs. Lon Wattenberger and the Misses Neva, Oleta, Lenna nad Bernice Neill.

John Brosnan and Roy Neill went to Browning, Mont., Friday where their sheep are on summer range. They plan to ship the lambs to Chicago.

Miss Neva Neill is now helping Mrs. Chas. Morehead cook for the hay men.

The Pine City band gave a concert at the Echo city park Saturday evening, July 25. Ice cream and cake were served the band members by the Ladies Aid of Echo. A concert of this sort may be given every two weeks, although this has not been fully decided.

Mrs. Ollie Neill and daughter Lenna made a business trip to Hermiston, Saturday.

John McCarty is now working for Charley Bartholomew.

Mr. and Mrs. Joe Kimbry of Corvallis visited at the home of Mrs. Ollie Neill, Wednesday. They have been visiting at Detroit, Mich., for some time. Oleta Neill returned home with them for a week's visit.

Mrs. Zetta Brosnan visited at the homes of Mrs. Roy Neill and Mrs. Charley Bartholomew, Friday.

Miss Ruby Corrigall and mother, Mrs. Corrigal, visited at the home of Mr. and Mrs. Wilbur Gorley, Sunday.

Mr. and Mrs. Burl Wattenberger and children, Junior and Lucile, made a short call at the home of Mr. and Mrs. Roy Neill, Sunday evening.

SUFFERS PAINFUL INJURY.

A. M. Edwards of Lexington, in town yesterday on business, had the misfortune recently on returning home late at night to step on the prongs of a garden rake which had been left teeth-up in the yard. The teeth were run into the ball of his right foot, and did not come out easily, he said. Though still sore, Mr. Edwards was able to "navigate" on it yesterday. A well driller by profession, Mr. Edwards has two contracts for drilling at present. He will drill one of the wells at Meacham and the other across the river in Washington. He recently completed a shallow well for the Morrow County Creamery company in Heppner, the water from which is being used in operating the company's refrigeration plant.

Mr. and Mrs. J. D. Cash and son Robert, Mrs. Clay Clark and Mrs. William Bucknum were in Pendleton Tuesday evening to attend an employees' meeting of the J. C. Penney company which was addressed by the head of the nationwide mercantile business, J. C. Penney.

JULY CLEARANCE—High Quality at Low Prices. Curran Ready to-Wear and Millinery. 18tf.-4

Robert Montgomery and Charlotte Greenwood in **THE MAN IN POSSESSION**, Star theater, Sunday and Monday.

Mr. and Mrs. E. O. Ferguson and children returned home Tuesday evening from a visit of several days in Portland.

At Heppner ✦ ✦ CHURCHES

CHURCH OF CHRIST.

JOEL R. BENTON, Minister.
Mrs. Wm. Poulson, Director of Music.

Bible School, 9:45 A. M.
Morning Worship, 11 o'clock.
Christian Endeavor, 7 o'clock.
Evening Worship, 8 o'clock.
Church Night, begins Thursday evening at 7 o'clock.

"Before Trouble Comes."

"Lord, in trouble have they visited Thee? They poured out a prayer when Thy chastening was upon them." Isaiah 26-16.

Some people never call upon God, never pour out a prayer unto Him, except when they are sick, or get into some trouble. As long as they are well; as long as things are going along smoothly, they never seem to think of God. But let some affliction overtake them, or some misfortune befall them, and they begin to cry at once for God's help.

"Lord, in trouble have they visited Thee?" We are going to have trouble some day. Let us not forget that. Things may be going well with us just now. We may be having an easy time. We may be prosperous and successful. We may be well and full of life. There may not be one single cloud on our horizon. But in a world like this, where there are so many contrary winds, it is too much to expect smooth sailing all the way thru. Our day of chastening will surely come, sooner or later.

"They poured out a prayer when Thy chastening was upon them." We may never think of praying now, but we will think of it when the chastening hand of sickness or trouble or sorrow comes upon us. We will surely wish then that we knew more about praying; that we knew God well enough to come to Him in such a time in prayer, the prayer of faith. We will wish we were on more familiar terms with God. God does not refuse to hear us pray because of our previous indifference, yet what embarrassment will be ours. Why wait for such an emergency. The better time to learn to pray, and live as consistent Christians is before trouble comes.

Will you make this the time when you will come and be one with us in the worship of God in His house? If you have not a Church home we invite you to spend the Lord's Day with us in interesting, uplifting worship. Come!

For the coming Lord's Day the sermon topics are: For the morning, "Cumbered With Much Serving." For the evening, "Our Need of Christ."

NO EPISCOPAL SERVICES.

There will be no preaching services at the Episcopal church next Sunday, as Rev. Stanley Moore, missionary-in-charge, will be absent at Cove, where he and Mrs. Moore are spending the week attending the summer school held there annually.

MORE ABOUT GOOSEBERRY.

C. J. Anderson was in from his farm home near Gooseberry Monday. Just how or when Gooseberry got its name, a subject that has been given considerable space in these columns, Mr. Anderson could not say. He came to Morrow county in 1883 and Gooseberry was here before that. He believed it likely that travelers going into the John Day country in the old days named the spring from the gooseberry bushes which were then growing about the spring. Freighters on their route from Arlington in the old days used to have stopping places at Seven Mile spring, Mobley spring, Gooseberry spring, and Yellow Dog, he said.

FINDS HUGE BONES.

George Moore, foreman of the county road crew working up Rhea creek, uncovered some bones of immense size while working with the fresno Saturday and brought them to town Saturday evening for inspection by the populace. Large enough to be part of the framework of some prehistoric dinosaur or mammoth, was a portion of the hip bone exhibited. Mr. Moore expected to investigate further in the hope of finding more of the skeleton. The bones were uncovered in a clay formation and were well preserved. This is the second such find of Mr. Moore, his first being three or four years ago while making a road grade out east of Heppner.

MAKES GOOD LAMB SALE.

Harold Cohn received telegraphic returns Tuesday on a bunch of lambs he shipped to the Chicago market recently from the range at Browning, Mont. The entire bunch averaged $4.90 a head, the good price being accredited to finding a steady market and fine condition of the lambs.

ARCO SMUT RESISTANT.

Arco, a new variety of wheat developed at the Moro experiment station and introduced into Morrow county by the extension service, was found, with one exception, to be more free from smut than either Hybrid 128 or Fortyfold near it, in a recent tour in which 700 acres of Morrow county wheat was inspected for certification.

BUYS SODA WORKS.

Andrew Baldwin this week purchased the Heppner Soda works from Mrs. Nettie Flower, and expects to have the plant in operation before rodeo time. Andy says he expects to use none but the best of ingredients in endeavoring to produce the best of "pop."

An 8 3-4 pound son was born to Mr. and Mrs. John B. Key at their home south of Hardman Monday evening.

An unusually fine comedy offering at Star theater Sunday and Monday, **THE MAN IN POSSESSION.**

JULY CLEARANCE—High Quality at Low Prices. Curran Ready to-Wear and Millinery. 18tf.-4

CITES FACTORS FAVORING SMALL-TOWN BUSINESS

(A radio talk by Dr. Julius Klein, Assistant Secretary of Commerce, delivered over the coast-to-coast network of the Columbia Broadcasting system, from Washington, D. C., Sunday, June 28, 1931.)

The Minnesota Commissioner of Highways, Mr. Babcock, said recently that "if you go today to any large gathering, you cannot separate the city, village, and farm folks by appearance. They all dress and act alike, and they have the same advantages of education, entertainment, and wholesome environment." Now that may sound trivial, but it is a vital social and economic change, due to many media but chiefly to amazing advances in transportation, which have banished almost wholly the isolation of the small town. Better railways and waterways have been potent factors, but probably the greatest of all forces has been the building of surfaced roads, increasing in the country as a whole from 153,000 miles to nearly 700,000 in the last 25 years—and those roads are traversed by our more than 22 million automobiles and busses.

Do you realize that busses carry more than 2¼ billion passengers every year, which, if you will consider your bump of statistics (pardon the psychological reference) you will discover means about 6 million bus passengers every day. That is the whole of Chicago, plus St. Louis, plus half a dozen other good-sized cities, and then some—all moved in busses every day! One considerable caravan!

What has been the effect of the good roads upon the business life of the small town? Let me give you first an example that bears upon the domestic life as well. In 1910, about 80 per cent of the bread consumed in this country was baked by housewives in the homes; today the proportion is exactly reversed, four-fifths of the bread being now produced in bakeries. Good streets and roads and motor transport by commercial bakeries, especially to suburban regions or outlying small towns, have been a major factor in bringing about this dramatic change in our household economy.

Nobody can deny that the good roads have operated, in a measure to diminish small-town business. They have made it easy to "go elsewhere" to do shopping—as I tried to show in my little talk to you a week ago. But the roads have also helped the small-town store-keeper—that is, the alert, aggressive one. They facilitate his prompt deliveries. He can keep a fresher and smaller stock—can enjoy the savings of quicker turnovers—and can therefore cope with the swift "style cycle" much more readily than in the past. Moreover, because of better roads more city people have come riding out to buy country specialities, all the way from maple syrup to fresh sausage, to say nothing of inexhaustible fresh "antiques." Transient automobile tourist trade has become very important for the alert small-town store.

Here is another helpful factor. The new move toward decentralization of industry means much to the business future of the small town. Factories in America have tended, in the past, to concentrate in the cities. Why? Because the power was there, chiefly — the cheapest, most convenient power—and it could not be moved. But now the new technique of long-distance transmission of electric power is drastically changing that condition. Power can be brought to the smallest village—easily, cheaply, if the local advantages warrant.

That fact is beginning to reverse the industrial movement. Industry is "decentralizing." Factories are coming to the smaller places. Land is vastly cheaper there. Rents are lower. Building costs are less. The labor is usually satisfactory. Tax rates are much more moderate. It does not cost so much to live. Congestion, with its train of ill-effects, is practically absent.

Now just to show you that I am not romancing about small-town prospects, here are a few illustrations of how it can be and has been done:

There is Salinas, California, which shot up from less than 4,000, ten years ago, to more than 16,000. The brisk, clever development of specialized agriculture in the surrounding territory has been the big factor there. Lettuce, carrots, peas, have helped to bring more people to Salinas and more profits to its business houses. The gayule shrub is being exploited there as a source of rubber; a company using it has spent a million and a quarter dollars in the neighborhood of Salinas in the past four years. So we see science and now pioneering research aiding in the upbuilding of small-town business here.

Farther up the Pacific coast there is Klamath Falls, Oregon. Its population has increased 238 per cent in ten years, and, with more than 17,000 people now, it has definitely emerged from the small-town class. Now what happened there? Well, Klamath Falls acquired better railroad and highway facilities. As a result, new agricultural and timber lands were opened. New industries came in. Existing plants expanded their equipment and activities. More tourists flowed into the town as they passed between California and the Pacific Northwest.

Let us look for just a moment at Dodge City, Kansas, which doubled its population during the past ten years. One of the main reasons, here, is to be found in the development of power farming—transforming the plains country west and south of Dodge City. And this progressive town has utilized wisely the business advantages of its strategic location.

And the south, the vigorous new south of fine, aggressive business spirit, has plenty of good illustrations. For instance, there is Bogalusa, Louisiana, registering a 70 per cent gain since 1920—increasing from 8,000 to 14,000. In this case, aggressive industrial development did the job—exploiting latent lumber resources with a paper mill, a new furniture factory, and a box plant.

One cannot emphasize too strongly that new developments in transportation have an immensely vital bearing on the business future of the small town. The story of Novi, Michigan, illustrates that. It seems that the town was once Stop Number six—"No." Roman numeral "VI"—on an old-time stage route. When the railroads first came through that country they missed this village of Novi, going 20 miles away to the then equally small village of Detroit. Partly as a result of that action (and partly, of course, because of its water-transportation advantages) Detroit is a great metropolis. Novi remains a hamlet of 300.

But who knows?—possibly some little hamlet of the plains may be a Detroit of the future, given prominence by our newest mode of transportation, the airplane. Already many small towns have been "put on the map" by the airplane serving them, and hundreds of others have derived some additional income, whether fairly large and transient or rather small and steady, from air transportation.

Take the case of Pasco, Washington, an important division point on the airline serving the great Northwest, which has spurs connecting the major cities of the Pacific coast and the "Inland Empire" with the transcontinental route, and which will soon be connected with an airline serving Alaska. The airline has made Pasco famous throughout the country. It is a surprise to seasoned air travelers to learn that its population is less than 5,000; some of them had doubtless expected skyscrapers and double-decked busses there. If air traffic goes on increasing as it has been doing recently, that supposition may become a reality.

Another small town in somewhat the same position is Bellefonte, Pennsylvania, which owes much of its present renown—and some increase in business—to the fact that it is important as a stopping-place for mail and passenger planes when bad flying weather sets in over the Alleghenies.

I could greatly lengthen this list of new air-line towns. Elko and Las Vegas, Nevada, and Midland, Texas, are other pertinent examples. Cheyenne, Wyoming, had an early history closely identified with the pony express, but recently our newest (and almost equally glamorous) means of communication has furnished a sequel to those frontier days. Cheyenne is now an airline division point, with repair shops, pilots' quarters, and so on. At the airport a plane comes swinging down from the sky, mail bags are transferred, and another plane roars away in a cloud of dust. The weekly drama of the pony express is revived, in a way, in the speed and hustle of the skyway service.

There can be no doubt that radio has worked to the advantage of the small-town business man. Supplying an endless variety of entertainment for the home—and for the store as well—it tends to counteract the lure of city amusements. It keeps people closer to their own hearth-stones and to their home-town merchants or neighborhood shops. And when television comes, in full power and perfection—as it surely will some time—this stay-at-home influence will be enhanced and intensified immeasurably. Small-town business will inevitably benefit from such a striking transformation and forward step as this.

Let us take a brief look now at one of the livest and most contentious questions that bear upon such business: Namely, "Can the chain store successfully invade the small town?" Certainly a vital question—this one of the survival of the independent, who, as President Hoover has put it, is "the foundation of American business."

Of course, I cannot begin to answer such a controversial question in the two or three minutes at my disposal. I just want to mention a few of the things that influence the situation. A chain store in a real small town—not a surburb, mind you—lacks some of the characteristics that help to "make the wheels go round" in typical chain-store activity. In the nature of things it cannot have so much large-scale requisition, distribution, accounting, and other city chain-store advantages. Probably that is why our Census figures show that, in towns of less than 10,000 the chains do less than 10 per cent of the total business. To increase that, they are up against one of the great assets of the small-town independent, namely, personal relations and personal service.

Take the credit question. The independent merchant can take advantage of the fact that it is probably as safe to extend "open credit" in the American small town as it is anywhere on earth. He runs across very few cases like the one in which an exasperated merchant, desperate over a bill long due, accosted the debtor with these words: "Look here, John, you've been owing me this bill for a year. Now I'll meet you half-way. I'm ready to forget half what you owe." John came right back with: "Fine! I'll meet you. I'll forget the other half!"

A pretty weighty factor in determining the flow of business in a small town is that of personal friendships. The local pepole go to the same churches—belong to the same lodges—swat mosquitoes at the same picnics. The independent small-town merchant knows the typical wants and proclivities, even the dispositions of his townspeople. He would never make such a blunder as that of the old-rag man who approached a sharp-visaged housewife with the query: "Any bottles, ma'am—any wine bottles?" Thoroughly outraged, the woman snapped: "Do I look as if I drank wine?" The questioner peered at her more closely and hastened to exclaim: "My mistake—my mistake, lady. Any vinegar bottles?"

The element of personal contact is one of the factors in the situation with respect to the **mail-order** trade. That is the mail-order situation, taking it by and large? It is easiest to express it by index figures. Let us take the 1923-25 average as our basis, or 100. For 1919 the index figure for mail-order sales in the country as a whole was 93; for 1930 it was 172, or a little less than double what it had been 11 years before. It seems reasonable to assume that the business of small-town stores has been injured to some extent by this mail-order expansion, though I find no figures available to indicate the exact extent of such encroachment. Our experts at the Department of Commerce say that, from their experience, it looks as if the mail-order houses get a much larger business from the farmers, in proportion to the number of people, than they do from the actual residents of small towns. (Of course, that rural business would otherwise come, in major part, to the small-town stores.) In the villages, the factor of convenience, the possibility of looking over the goods and comparing and selecting, and again that highly important element of personal friendship for the storekeeper, combine to hold much trade for the good local merchant as against the distant establishment selling merchandise by mail.

And so, although there are unfavorable factors against small-town business, there are, on the other hand, strong **favorable** elements which are more modern, more in the spirit of the "new age," than are the adverse circumstances. A business friend of mine, Mr. A.M. Matson of Dallas, director of a great wholesaling house operating all over the country, write me: "I have been convinced—not through guesswork, but by actual experience—that there is a come-back in the small town in Texas; there are many good reasons for it, but the most outstanding is more efficient storekeepers."

Small-town industry and business in this country are justified in entertaining a lively hopefulness and sturdy courage.

CARD OF THANKS.

We wish to thank all our kind friends for their help, their expressions of sympathy and beautiful floral offerings, during our recent bereavement.

Clifford Christopherson and Marjory,
Mr. and Mrs. Harry Seeley and family.

The Curran Hat shop is undergoing remodeling and redecorating touches this week.

For Rent—Two apartments in Gilman building. 15-tf.

JULY CLEARANCE—High Quality at Low Prices. Curran Ready to-Wear and Millinery. 18tf.-4

Complete Funeral Services in our New Home
$50 and Upward
A respectable burial without charge to those who cannot pay, from
Cases' Chapel

DON'T FORGET
We can give you a real grease job—or fix that blowout in a hurry.
Have You Tried the New Standard Gas?
GEMMELL'S Service Station
P. M. GEMMELL, Prop.
"Our Service Will Please You; Your Patronage Will Please Us"

TUM-A-LUM TICKLER

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Vol. 31 Heppner, Oregon, July 30, 1931. No. 38

EDITORIAL

A husband may find htat a safety pin is okay as a substitute for a button, but it is not so good for closing the hole in the toe of a sock.

EARL ESKELSON, Editor.

If you are bothered by heat these hot nights, here is a suggestion: Build a sleeping porch on the shady side of your house and sleep every night, or insulate that ceiling of the house and keep the heat outside.

Lady: "Have you ever been offered work?"

Tramp: "Only once, madam. Aside from that, I've met with nothing but kindness."

Insulation is on the job 24 hours a day and 365 days of the year. Leap years add 1 day. Healthier homes, happier families are made possible by Fir-Tex insulation.

Paul Bunyan Again.

Paul Bunyan did not nivent Geography but he created a lot of it. The Great Lakes were first constructed to provide a water hole for Babe, the Big Blue Ox. He also dug Puget Sound and the Rocky Mountains are the dirt that was left over.

If you know any Paul Bunyan stories, send them in.

WE RECOMMEND CELOTEX INSULATING CANE BOARD

Hermiston, Echo and Stanfield will now be able to enjoy the use of pine lumber as we have shipped this week 25,000 feet to our yards there.

Now is the time to paint and put on a new roof.

---

10 squares of roofing will cost you $61, or 10 squares of cedar shingles, and we stain them after they are put on, will cost $48.

PROVE EVERYTHING WITH Pioneer ROOF
GET OUR ESTIMATE

STAR THEATER

SUBJECT TO CHANGE WITHOUT NOTICE
Picture Starts 7:45—Doors Open 7:30 Every Evening.

FRIDAY AND SATURDAY, JULY 31-AUG. 1:
JACK LONDON'S GREATEST ROMANCE
"THE SEA WOLF"
With Milton Sills, Raymond Hackett and Jane Keith.
A story of the sea—the Pacific's most ruthless skipper, Wolf Larsen, in action.
Also the Leather Pushers in THE COME BACK, and STRANGE AS IT SEEMS. Evenings only, 20c and 40c.
Saturday Matinees will be Discontinued Until Further Notice

SUNDAY AND MONDAY, AUGUST 2 AND 3:
ROBERT MONTGOMERY in
"THE MAN IN POSSESSION"
With Irene Purcell and Charlotte Greenwood.
A delightful fun film. As a sheriff's officer he was put in charge of the house of a pretty widow. He was told to make himself useful and pleasatn. He did his duty, and how! A riot of mirth, wit, action.
Also AMBITIOUS PEOPLE, two reel colortone revue.
MATINEE at 2:00 P. M., 15c and 30c. Evenings 25c and 50c

TUES., WEDS. AND THURS., AUGUST 4-5-6:
MARY ASTOR, ROBT. AMES and RICARDO CORTEZ in
"BEHIND OFFICE DOORS"
Does Big Business mix with Romance—Stocks and Bonds with Stockings and Blondes? Thrill-loaded drama with brilliant cast.
Also Oswald in MEXICO.
Silverware Cards given each Tues.-Wed.-Thurs. with each ticket. 20c and 40c

COMING NEXT WEEK:
Wallace Beery in THE SECRET SIX, August 7 and 8.
Robt. Woolsey in EVERYTHING'S ROSIE, August 9 and 10.
Conchita Montenegro in NEVER THE TWAIN SHALL MEET, August 11, 12 and 13.