

EDITORIAL

Business Outlook in 1949

As in years past, the Gazette Times will again publish Roger W. Babson's business and financial outlook for the ensuing year.

We are bringing this article to your attention because we feel that our readers deserve the best and most accurate material available. Because of Mr. Babson's outstanding record for accuracy in his annual forecasts we are publishing this feature to help you chart your course for 1949.

Mr. Babson's 1949 Outlook will contain 50 forecasts covering such important topics as: General Business; Commodity Prices; Taxes; Retail and Foreign Trade; Labor; Inflation; Farm Outlook; Stock Market; Real Estate, and Politics.

Mr. Babson, a pioneer in the field of business and financial statistics, enjoys a truly remarkable record for accuracy in his annual forecasts. His score for 1948 was ninety-one percent correct. On January 1, 1948 Babson was the only commentator who dared to predict that there would be no World War III in 1948; that "due to bungling of the price controversy Mr. Truman has a fair chance of re-election;" that the Dow-Jones Industrial Averages would fluctuate between an upper ceiling of around 185 and a floor of around 165, and that commodity speculation would be curbed.

Watch for Mr. Babson's Outlook in our issue of December 30.

Mrs. Terrel Benze entertained 36 guests Saturday evening at the family residence, corner West Willow and Gale streets, in honor of her husband's 38th birthday anniversary. A buffet dinner was served. The group later assembled at the Elks building to participate in the smorgasbord party.



The Most Welcome Gift of All Is JEWELRY

The last issue of the Gazette Times failed to summarize jewelry as gifts. We wish to emphasize that jewelry is one of the oldest and most cherished of gifts and we are proud to present a complete stock of—

Silverware in sterling and plate

also Diamonds, and complete line of Watches, simulated Pearl Necklaces, Ladies' and Men's Rings, and other Miscellaneous Jewelry.

Stop by today . . . Something from the Jewelers is always something special.

PETERSON'S JEWELERS

30 YEARS AGO

Dec. 8, 1918

At the meeting of the city council on Monday night it was decided to again enforce the influenza ban in order to combat the disease which is causing much serious illness again.

A daughter weighing nine pounds was born to Mr. and Mrs. Jimmie Cowins on Dec. 17.

Walter Eubanks, accompanied by his wife was transacting business in Heppner Saturday. Walter has recovered from a serious attack of typhoid fever which kept him confined to his home north of Lexington for about three months.

J. T. Ayers went to Hot Lake Saturday with his son Frank who will remain there for a while taking treatments for rheumatism.

Willie Whitney, a young Irishman who has been in the employ of John Kilkenny was taken

Many Books Added To Library Shelves

A quantity of new reading has been added to the shelves of the Heppner library during the past few weeks, and Josephine Mahoney, librarian, has prepared a list of those now available to patrons.

In the fiction division are to be found The Cleft, Rock, Hobart; The Tower of Terrel, Van Passen; Chinatown Family, Lin Yutang; The Loved One, Waugh; The Wild Country, Bromfield; West of Texas Law, Tompkins; The Fire Balloon, Moore; The Big Fisherman, Douglas; Shake Well Before Using, Cerf; Westward Ho! Perelman; Claudia, Granken; Call the New World, Jennings; For My Great Folly, Coslain; Four

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PORTLAND FEDERAL SAVINGS
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sick early last week with influenza. It quickly went into pneumonia and the young man died Monday.

Mr. and Mrs. A. A. McCabe of Rhea creek are rejoicing over the arrival of another heir last Sunday but failed to say whether it is a boy or a girl.

Mrs. Charles Hay of Monument passed away in Heppner Dec. 8, leaving an infant son who was born Nov. 30.

There is a serious epidemic of flu on Butter creek in the Lena neighborhood and scarcely a family has escaped. Among those most seriously afflicted are Mr. and Mrs. Waldo Vincent and Percy Hughes.



Telegraph Flowers This Christmas

The holiday is only days away, but you can still please distant friends and relatives with floral gifts. Step in today and place your order. We'll wire it to any point in the continental United States. . . .

Delivery absolutely guaranteed to be satisfactory and in time for Christmas.



Mary Van's Flower Shop

Jills in a Jeep, Landis; Cabin Fever, Bower. Mysteries—Easy to Kill, Poirot; Loses a Client, Christie; The Dragon's Teeth, The Dutch Shoe Mystery, The Pent House Mystery, The Tragedy of Y, Ten Days Wonder, Queen; Charlie Chan Carries On, House Without a Key, Biggers; Murder Up My Sleeve, Gardner; Death in Ecstasy, Marsh; A Puzzle for Fools, Quentin; Strong Case of Lucile Clerly.

Shearing; Margaret Travels South, Simonen; Edgar Wallace, Reader, Wallace; Mahatma Gandhi, Jones; Hollywood Without Makeup, Martin. In the juvenile division we find The Littlest Angel, Tazewell; Tell Me About God, Jones; Cheer Leader, Singer; King of the Wind, Henry; I'll Take Cappy, Fagan; Jibby, the Cat, Salten; Rennet Dessert is Nice, Kunhardt.

CHRISTMAS PARTY 19TH
The annual Rhea Creek grange Christmas party has been scheduled for Sunday evening, December 19. Beginning at 7 o'clock there will be program and gift exchange as the evening's entertainment. Mrs. Marvin Wightman and children, Jimmy and Peggy, drove to Portland today for a short business visit in the city.

BIG VOICE IN A TINY PACKAGE

How a new voice booster the length of a shoelace tip may help with your telephone call



1. It's a mighty mite, that tiny cylinder. Tests have shown it can amplify sound at least 100 times . . . just like the vacuum tubes in your radio. It is a brand new invention from Bell Telephone Laboratories. It's called a "Transistor" . . . and is so small you could hold a hundred in one hand.



2. A giant model lets you look inside the Transistor . . . it contains only two tiny wires or "cat's whiskers" . . . touching a bit of the rare metal germanium. It is much simpler than a vacuum tube and does not require continuous heating . . . an important item in the 24-hour-a-day service we render.



3. It will take some time for engineers to perfect this invention. They're working ahead at it and some day it may be used in central offices and repeater stations up and down the Coast. It's one example of how research helps improve service . . . making your telephone a better buy year after year.

4. Such inventions as the Transistor and coaxial cable . . . as well as better day-to-day operating methods and more efficient equipment . . . are developed for Pacific Telephone and other Bell System companies by a centralized laboratory and engineering group. This has been working successfully for years. Combining efforts and sharing costs in this way have proved to be much more economical and effective than if Pacific Telephone tried to make such developments alone . . . developments which have steadily improved service and have resulted in a saving of untold millions of dollars to Pacific Coast telephone users.

The Pacific Telephone and Telegraph Company
More than 70,000 people working together to furnish ever-better telephone service to the West

"Say, Santa's Only 7 Days Away!"

If you've forgotten someone on your list and here it is almost time for Santa's arrival . . . don't despair . . . we've been expecting you here in our great Christmas Store and we're all wreathed in readiness for any last minute shoppers. Our Gift Aisles are still packed with wonderful gift items from which to choose.



Whatever those last minute needs, we're on the job from now till the first Christmas bell tolls Christmas Day and ready and anxious to help you! You'll find everything from toys to trimmings here. . .

The choices of candies . . . A perfect gift to a gracious hostess, or a pleasant surprise for the family circle.

SAAGER'S PHARMACY

MAYFLOWER PURITY

Begins On The Farm!





Mayflower Milk comes to you from the finest herds and the cleanest dairy farms in the Northwest. Mayflower methods protect its purity at every step from the dairy to your refrigerator.

AT YOUR STORE OR AT YOUR DOOR

MAYFLOWER Milk

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