

There is such a thing as being too clever. Advertising is a business-booster, but it doesn't work itself. Disappointments are inevitable if you have ambition or hope. Jealousy and envy affect nations, as well as men and women.

Greetings of the Season
WITH BEST WISHES
FOR YOUR HAPPINESS

And as we extend our thanks, we hasten to add our best wishes to you for the Holiday Season. May it be one of manifold blessings

CORNETT GREEN FEED
 HEPPNER, OREGON



THANKS
 and have a *Merry Christmas*
 "won't you?"

LOTT'S ELECTRIC

NOVEMBER
 SEASON'S GREETINGS AND
 SINCERE BEST WISHES TO
 OUR FRIENDS, OLD
 AND NEW
 To wish you
 the joys
 of Christmas

CARL SPAULDING
 PUBLIC ACCOUNTANT

Greetings and
Best Wishes

We hope this Christmas is the best you've ever had, filled with every good thing to make it a favorite in your memory book.

HEPPNER VARIETY STORE



THERE'S SANTA . . . Father and son pause in their window shopping to inspect Santa Claus surrounded by huge candy canes in window of Chicago department store. Boy! Get a load of those lollipops, pop. They'd last a fellow an awfully long time!



MIXED REACTIONS . . . The young lady seems pleased but the reaction of her young gentleman friend is a bit different. He isn't quite sure of his opinion regarding the new boy dolls on the holiday market this year as companion to more familiar girl-type dolls. "Well-I . . . if you like dolls. . ."

**More Fires, Less
 Total Acreage
 Loss This Year**

National forests of the Pacific Northwest region this year have recorded the greatest number of fires of any season on record, but acreage burned is far below that of the severe 1960 season.

To November 1 this year 2,827 fires burned 22,899 acres of forest service-protected lands in the region, which includes most of Washington and Oregon and a small area of northern California. In 1960, 1,925 fires burned 79,126 acres, the highest acreage burned since 1931.

Acreage burned his year is comparable to the five-year average, but Forest Service records going back to 1908 show no higher number of fires for one reason.

This year's high number of fires is attributed primarily to heavy lightning storms, according to Kenneth O. Wilson, Regional Fire Control Chief. Of the total number of fires, 2,106 fires were caused by lightning. However, he total of 721 man-caused fires is 170 above the 5-year average. Fires occurring from recreation use and smoking led the list in a breakdown of man-caused fires.

National Forests in Oregon had 1,559 lightning fires and 492 man-caused fires by November 1. Washington forests had 541 lightning fires and 228 man-caused fires.

It is always pleasant to receive money from unexpected sources to apply to unexpected bills.

You may have a wonderful excuse for your failure but the world pays cash only for success.

Happy Cookies Meet

The Happy Cookies 4-H meeting came to order on December 6, with Patty Howell, president, presiding. The 4-H pledge was lead by Mary Alice Bauer and we sang some songs. Our roll call was called and minutes read by the secretary Christie Taylor. We welcomed Carolyn B. as a new member. Our club now twelve members. There was no old business. On new business it was suggested we go caroling the shut-ins on our next meeting day. We will meet at 6:30 at our leader's home Wednesday. Christie gave a demonstration on fruit drink. She made a lemon orange punch and served it with cookies. We played "Old Witch" and adjourned the meeting.

Reporter, Betty Greenup

Mrs. Mattie Green returned last Sunday evening from a 10-day visit with daughters in Portland and Gresham. She was a guest at the home of Mr. and Mrs. Omar McCaleb in Portland

and with Mrs. Mildred Green and family in Gresham. She accompanied Mr. and Mrs. Marion Green to Portland and returned with Mr. and Mrs. Joe Green as they returned home to Pendleton.



For your patronage we extend our warm thanks

WESTERN AUTO

John and Betty Pfeiffer

CHRISTMAS GREETINGS

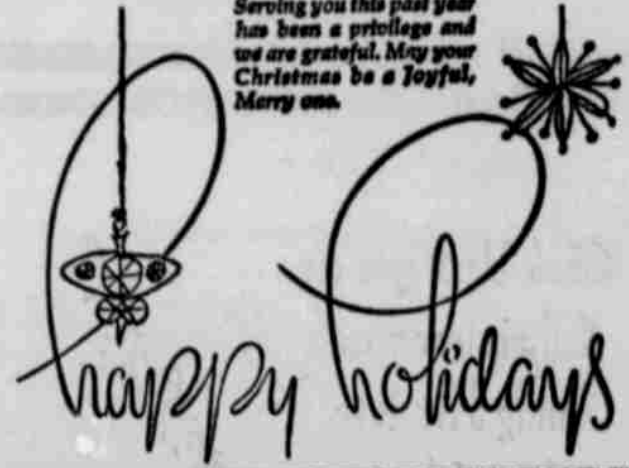
and
 all good wishes
 for your happiness



BARRATT SALES

MR. AND MRS.
 FRANK HAMLIN

Serving you this past year has been a privilege and we are grateful. May your Christmas be a joyful, Merry one.



HOTEL GRILL

ELLA SARGENT

**Merry Christmas
 OREGON!**

**Best Wishes for A Happy
 Holiday Season and a
 Prosperous New Year!**

Your friends and neighbors at your nearby First National Branch want to thank you for making First National "My Bank" for so many Oregon people. As we meet you at a desk or over a counter, we are reminded again and again that we live and work in a land of truly wonderful people. Thanks to you, Oregon, we look forward to another pleasant, stimulating year.

HEPPNER BRANCH



THE FIRST NATIONAL BANK OF OREGON, PORTLAND • MEMBER FEDERAL RESERVE SYSTEM



"My Bank" FOR OVER 600,000 OREGON PEOPLE!