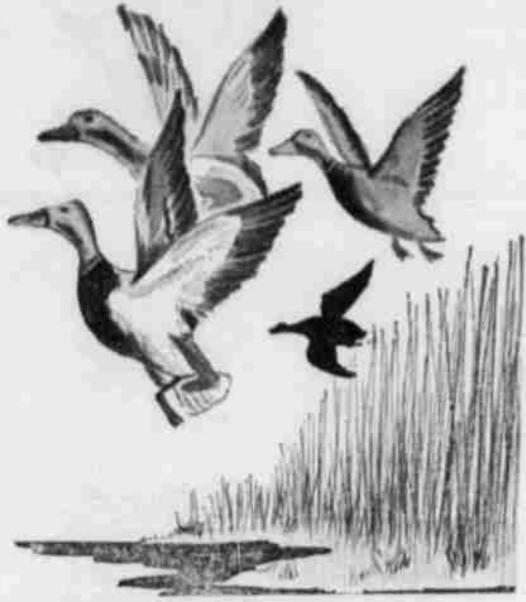


HAPPY HOLIDAY SEASON



AYERS PEST CONTROL
CLAYTON AND SOPHIE



We wish our friends and patrons the blessings of a warm and happy holiday.

AKERS MOTOR SERVICE

lone
MARGARET, DANNY and ELBE AKERS

MERRY CHRISTMAS

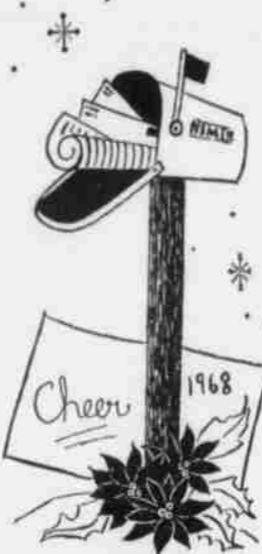


1967

Again, 'Tis the season of Great joy and happiness. Sincere holiday wishes to all.

JORDAN ELEVATOR

IONE, ORE.



We send our best wishes for the New Year.

CHARLES O'CONNOR

IONE

Project to Check Economic Impact Of Ski Areas

The economic impact of Oregon ski area operations is the subject of a special research project directed by Dr. Arthur I. Stonehill, Oregon State University assistant professor of business administration.

The research, which involves an analysis of 10 selected Oregon ski areas, is supported by a \$2,000 grant from the Pacific Northwest Ski Areas Association and funds from the OSU Graduate Research Council. As part of the project, ASU student interviewers visit the areas on specific week-ends to have questionnaires completed by a sample of 2500 patrons.

The ski areas in the study include Mt. Hood's Timberline, Ski Bowl, Multnomah, and Summit; Mt. Hood Meadows, south of Hood River; Bachelor Butte, west of Bend; Hoodo Bowl, at Santiam Pass; Willamette Pass, southeast of Eugene; and Northwestern Oregon's Spout Springs, north of La Grande, and Anthony Lake, between Baker and La Grande.

According to Dr. Stonehill, an important consideration in the research is the non-skier patron. Many statistics make reference to the skier only. Recent U. S. Forest Service studies indicate about 650,000 skiers can be expected to spend \$8 million in Oregon alone.

Assisting Dr. Stonehill with the research project is Dr. Philip B. Schary, OSU assistant professor of business administration, and James D. Noteboom, Salem, graduate student in the School of Business and Technology.

Recent week-end visitors at the home of Mr. and Mrs. Allen Hughes and family were Mrs. Hughes' brother and sister-in-law, Mr. and Mrs. Arnold Coe and family, and Mrs. Hughes' mother, Mrs. Edwin Coe, all of Milton-Freewater. The group spent Sunday in the mountains cutting Christmas trees.

Unwed mothers-to-be can't go home for Christmas, but The Salvation Army has warm-hearted holiday observances at its 35 maternity homes and hospitals, where these young girls receive fine care and help in preparing for the future.



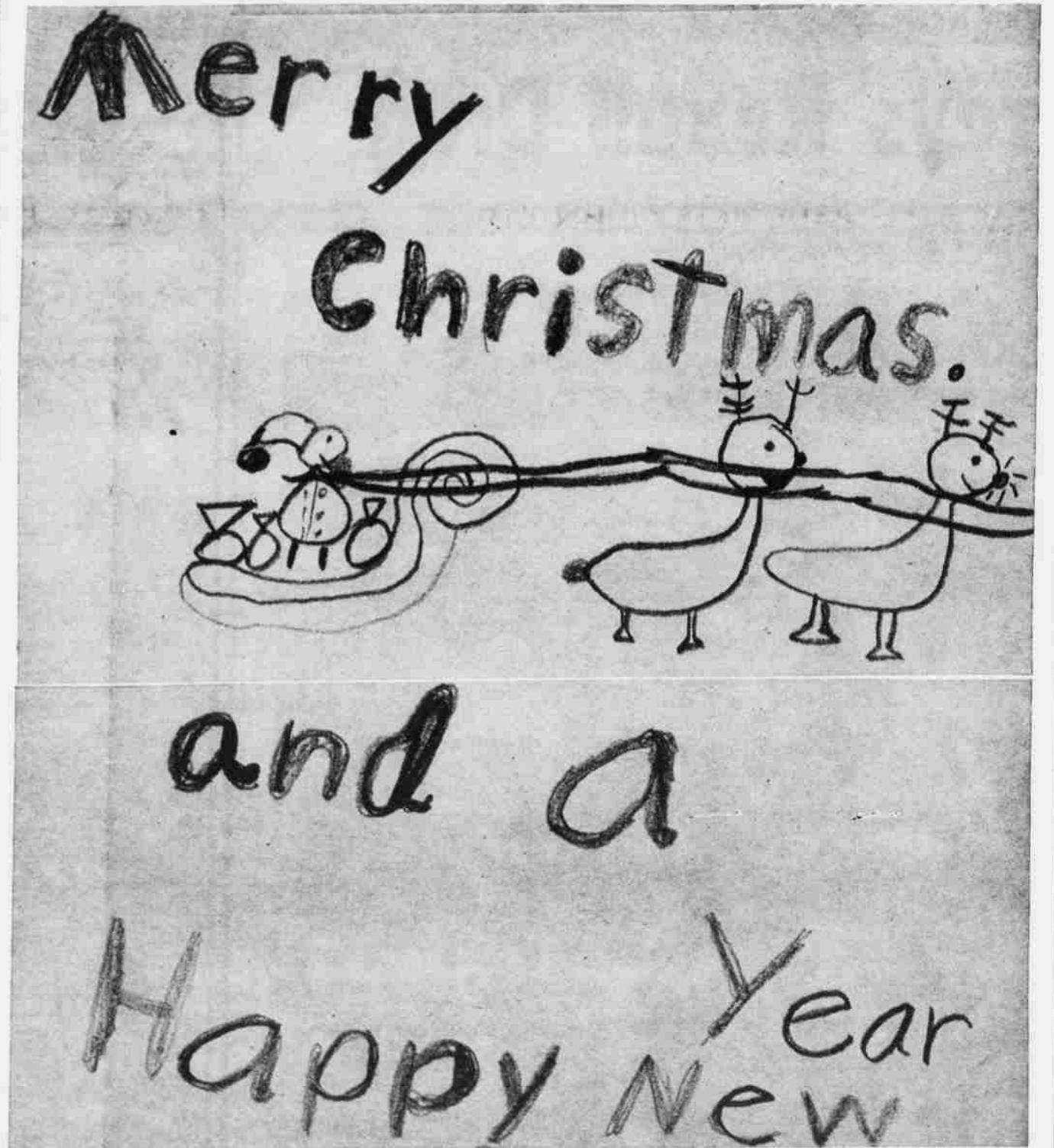
DRAWN BY ABBIE WILSON, 7th GRADE

CARL SPAULDING

HOLIDAY CHEER



Greetings Of The Holiday Season From **PETTYJOHN'S Farm and Building Supply**



DRAWN BY TAMI BOSCHEE, 1st GRADE

Columbia Basin Electric Co-op

Serving Morrow, Wheeler and Gilliam Counties

DRAWN BY BOBBY MOORE, 6th GRADE

ELMA'S APPAREL