

YOU KNOW THE MAN

HOW MUCH DOES THE PERSONAL EQUATION ENTER INTO THE AVERAGE BUSINESS TRANSACTION? YOU WOULD SOON FIND OUT THAT IT IS OF THE GREATEST IMPORTANCE IF, FOR INSTANCE, YOU SHOULD START SOME WEEK AND DO ALL YOUR TRADING FOR THE WEEK IN SOME OTHER CITY, THROUGH THE MEDIUM OF THE MAIL-ORDER CATALOGUE, OR BY AN OCCASIONAL PERSONAL VISIT TO A CITY WHERE YOU WOULD DEAL WITH ENTIRE STRANGERS.

ONE OF THE GREATEST THINGS ABOUT TRADING AT HOME IS THAT YOU KNOW THE MAN YOU ARE DEALING WITH. THAT IS A GREAT ADVANTAGE TO YOU. THE AVERAGE MERCHANT KNOWS MORE ABOUT HIS GOODS THAN YOU POSSIBLY CAN. YOU CAN ASK HIM ABOUT AN ARTICLE AND HE WILL TELL YOU EXACTLY ALL ABOUT IT. IF YOU SEND OUT OF TOWN FOR IT YOU ARE MERELY TAKING THE WORD OF A CATA-

LOGUE AND WHEN YOU GET THE ARTICLE IT MAY LOOK LIKE THE PICTURE YOU SAW IN THE CATALOGUE BUT IT MAY BE FAR FROM WHAT YOU THOUGHT IT WAS.

WHEN YOU BUY OF A HEPPNER MERCHANT YOU KNOW THAT HE CAN BE DEPENDED UPON TO GIVE THE VERY BEST SATISFACTION. IF HE IS A GOOD BUSINESS MAN HE WILL TAKE A PERSONAL INTEREST IN YOU AND YOUR WANTS. HE DESIRES TO KEEP YOUR TRADE, TO HAVE YOU CALL AGAIN AND HE WILL PUT HIMSELF OUT TO PLEASE YOU. NO MAIL ORDER HOUSE IS GOING TO ANY SUCH TROUBLE. YOU DON'T MEAN ANYTHING TO IT EXCEPT THE DOLLARS AND CENTS IN YOUR ORIGINAL ORDER.

ONE OF THE GREAT ADVANTAGES OF TRADING IN HEPPNER IS THAT YOU KNOW THE MAN YOU ARE TRADING WITH.

The prosperity of the individual depends in a large measure on the prosperity of the community in which he lives.

FIRST NATIONAL BANK
Resources \$1,422,481.76.

THOMSON BROS.
General Merchandise.

OSCAR BORG
Jeweler and Optician.

MINOR & COMPANY
General Merchandise.

SAM HUGHES COMPANY
Groceries, Provisions, Men's Furnishings.

PEOPLES HARDWARE COMPANY
Hardware, Implements, Plumbing.

GILLIAM & BISBEE
Hardware, Implements, Paints, Plumbing.

PATTERSON & SON
"The Rexall Store", Drugs, Toilet Articles, Periodicals.

CASE FURNITURE COMPANY
Furniture, Carpets, Undertaking.

WM. HAYIOR
Jewelry and Japanese Ware.

FARMERS & STOCKGROWERS BANK
Established 1917. Resources \$462,393.47.

PHELPS GROCERY COMPANY
Staple and Fancy Groceries, Fruits and Vegetables.

THE FOUNTAIN OF SWEETS
"Made in Heppner" Confectioneries and Ice Cream.

THE BATTERY ELECTRIC SERVICE STATION

J. W. FRITSCH
The Best Battery Money Can Buy.
Automotive Electricians.

HEPPNER GARAGE MACHINE SHOP
Machine Work, Welding, Radiator Repairing.

HEPPNER FARMERS ELEVATOR COMPANY
Manufacturers of White Star Flour.

MORROW COUNTY CREAMERY
Manufacturers of Willow Brand Butter and Ice Cream.

MRS. L. G. HERREN
Millinery and Ladies Apparel.

BOWERS' SHOE SHOP
Full Line Men's Work and Dress Shoes. Repairing.

G. FRANZEN
Merchant Tailor.

HEPPNER GARAGE
Morrow County's Most Complete Garage.

TUM-A-LUM LUMBER COMPANY
Dealers in Lumber and All Building Material.

MRS. F. LUPER
Millinery and Ladies' Ready-to-Wear Garments.

HEPPNER BAKERY
Fresh Bread Baked Every Day in Heppner.

If you buy in Heppner you encourage the merchants to carry a larger and more complete line of goods. They are desirous of pleasing you and will carry in stock the lines of merchandise you desire, or will order any article you need on short notice.