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Idaho Is Stecond State in thion In
Rate of Agricultural Girowit Hate of Agriculurat Grow
In Past Ten Years


Newspaper Value

WISE business men are alive to the fact that the actual advertising value of a newspaper lies not so much in size, circulation or rate charged, as in its news
value. The local newspaper that gives the value. The local newspaper that gives the
news of its town and county is the paper the people want to read badly enough that they are willing to buy that paper and pay for it in order to get to read it regularly.

Heppner Herald makes a specialty of giving its readers the week. It maintains a capable corps of correspondents in all parts of the county and is con-解g to this service

The Newspaper That Counts As An Advertising Medium Is The Newspaper That Gives Good, Honest Service Service To Its Subscribers Every Issue.

Heppner Herald Is That Sort of a Newspaper

## The Olympic Cine

You Make the Final Test
 at every phuse of the mitling. Each sack must register uniform thavor and baking qualities. In order to appreclate this gord heur we subgest goti test it in your
own kitchen. Sa Energy and strenich are aupplied it the
concentrited nutrition of artare What Hearse. It's the ideal breakfast food.
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# The Season is Here for Breakfast Cereals 

## Cooked and Ready to Eat

 CORN flakes, Krumbles, post TOASTIES, GRAPE NUTS, SHREDDED wheat, puffed rice, wheat AND CORN.
## To Be Cooked

rolled oats - mothers, golden ROD, KERR'S, ALBERS. ROLLED WHEAT -GOLDEN ROD, ALBERS. Wheat nuts, pearls of wheat, CREAM OF WHEAT, CREAM OF BARLEY, GRANULATED HOMINY, TWO MINUTE OAT FOOD, ROMAN MEAL, RALston's bran, kellog's krumbled BRAN.

## Phelps Grocery Co.

## LOOK!

## Mr. Ford Owner

You can get your Ford overhauled at our shop at Ford schedule prices

## Ford Garage ${ }_{193}^{\text {Phod }}$

Suits and
Overcoats

## $\$ 30$ to $\$ 75$

We have without doubt the best values in

## Fall and Winter Clothing

you can find in Morrow County. You will find our line the best-made for the money at prices ranging from $\$ 30$ to $\$ 75$
LIOYD HUTCHINSON

## Cleaning

Pressing Pepaing
WE GET YOUR WORK OUT PROMPTLY

