

WHEN Will RETAIL PRICES FALL TO PRE-WAR LEVELS

The country is full of amateur economists who predict that the prices of clothing, underwear, hosiery, shoes, overalls, ladies and gents furnishings, dry goods, carpets furniture, paints, hardware, implements, builders supplies, harness, crockery, groceries, flour, bread, confectionery, cigars, and tobaccos, electrical supplies, drugs and medicines, jewelry, paper goods and printed matter, phonographs and records, millinery, toilet articles, automobile accessories and repairs, vulcanizing, all these and thousands of other articles and services will soon return to pre-war prices.

Will They? They Will--But When? LET US TELL YOU

- When freight rates from Portland to Heppner, now \$1.12 are back to 75c
- When passenger rates are back to 3 cents a mile
- When house rent is back to \$10 per month
- When farm labor is back to \$25 a month
- When a square meal is back to a quarter
- When gasoline is back to 10c a gallon
- When interest is back to six per cent
- When shaves are back to 15 cents
- And you get a shine for a nickle

For the Love of Mike! Why expect the retailer to travel the road of reduced prices alone? Why expect us and no one else to go back to pre-war prices? Beg your pardon; there is someone else--the farmer and the stockman, they too, have been getting it hard. But why pick on the retailer?

Isn't it true that the retailers, as a class, have gone much farther and faster than the average in reducing prices and making re-adjustments? **WE'LL SAY IT IS!** The retailers, the farmers and the stockmen are away ahead of the procession in getting back towards pre-war prices and by the same token they are away behind in making excessive profits out of the misery of war, so now let the railroads, the oil companies, the telephone company, the landlords, skilled labor, the financiers, the milling interests and grain pit gamblers, the coal barons, the packers and scores of other lines of business get into the game with us, cut their prices and catch up with us. It's time for us to "pick" on somebody. The retailer has been the goat ever since the war began. We are doing our part to help bring conditions back to normal and are selling goods at the lowest possible price if we are to remain in business.

ALL WE ASK IS A FAIR PROFIT AND A SQUARE DEAL FOR OURSELVES AND OUR CUSTOMERS

Boost Your Home County, Home Town and Your Home Merchants And Thereby BOOST YOURSELF

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| THOMSON BROS.
General Mdse. | CASE FURNITURE CO.
Home Furnishers | HEPPNER TAILORING
& CLEANING SHOP | MORROW CO. CREAMERY CO.
W. C. Cox, Mgr. |
| HUMPHREYS DRUG CO.
Purola Line | PHELPS GROCERY CO.
Good Things To Eat | C. V. HOPPER
Tire Shop | WM. HAYLOR
Jewelry, Diamonds |
| MINOR & CO.
General Mdse. | TUM-A-LUM LUMBER CO.
Building Materials | PEOPLES HDWE. CO.
Hardware, Implements | FOUNTAIN OF SWEETS
J. E. Maxwell, Prop. |
| BATTERY ELECTRIC
SERVICE STATION | LLOYD HUTCHINSON
Cleaning, Pressing, Tailoring | PATTERSON & SON
"Rexall Store" | E. G. NOBLE
"Noble Saddles" |
| HEPPNER GARAGE
Auto Supplies | BOWERS SHOE SHOP
"Make 'em Like New" | SAM HUGHES CO.
General Merchandise | B. P. STONE
Harness and Auto Tops |
| CURRAN & BARR
Pastime | MRS. L. G. HERREN
Millinery and Suits | GILLIAM & BISBEE
Hardware, I. H. C. Line | COHN AUTO CO.
Gas, Oils, Accessories |

UNIVERSAL GARAGE
Supplies and Repairs