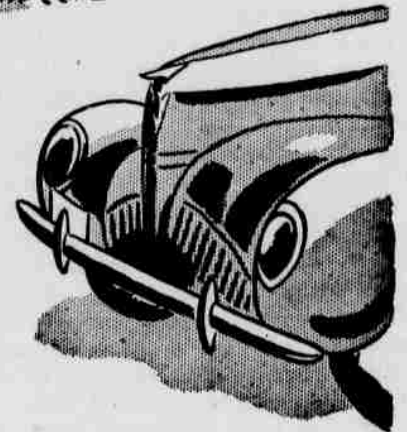


ATTENTION Motorists! Children!

Heppner's leading merchants call on you to cooperate in safeguarding the health and lives of our future citizens. Join our safety campaign and prevent accidents! Obey these simple regulations during the morning and noon rush, and at ALL times!



HEPPNER SCHOOLS

Will Open September 2nd

OBEY All Traffic Signs

Even if there are no cars in sight, do not cross streets against traffic lights - obey all Slow and Stop signs.

LOOK Both Ways at Crossings

Never start to cross at an intersection until you have made sure there are no vehicles (or pedestrians) near.

AVOID Busy Streets If Possible

Take the side streets whenever possible during the rush hours and prevent the traffic jams that cause accidents.

STOP at Main Intersections

It only takes a few seconds to make sure that your right of way is clear. Spend those few seconds and save lives!

During the time that children are going to school and returning the traffic hazard increases. To prevent the possibility of a rising accident rate the Heppner merchants listed on this page are inaugurating a safety-campaign, and we invite all motorists, school children, parents and teachers to participate. Let's make Heppner a better place to live in by making our streets SAFE. This can be done if we co-operate, and certainly it is worth doing! So with the welfare of Heppner in mind, and confident that you will respond 100%, we are calling upon you all to do your parts.

CHILDREN: Do not play in the streets on the way to school! Pay attention to the patrol boys! Never cross in the middle of the block! Be careful at all times!

MOTORISTS: Increase vigilance while the children are going to and from school! Try to avoid driving in the school zone whenever possible!

PARENTS: Instruct your children to avoid the busy streets! Make the older children feel that they are responsible for the youngsters' safety! — **All together now, let's make Heppner safe for our children!**

This SAFETY CAMPAIGN Sponsored by These Local Merchants



- F. W. Turner & Co.**
INSURANCE
- Thomson Bros.**
GENERAL MERCHANDISE
- M. D. Clark**
RED & WHITE STORE
- Ferguson Motor Co.**
CHEVROLET SALES & SERVICE
- Gilliam & Bisbee**
GENERAL HARDWARE

- Rosewall Motor Co.**
FORD SALES & SERVICE
- Central Market & Grocery**
CHOICEST HOME-GROWN MEATS
- Case Furniture Co.**
YOURS FOR BETTER HOMES
- Elkhorn Restaurant**
GOOD MEALS, FOUNTAIN SERVICE
- Gordon's Drug Store**
CONFECTIONS, SCHOOL SUPPLIES

