



IMPORTANT...

CONLEY LANHAM Announces:

**A Change of Name --- BUT
No Change in Policy!**

For 5 years, I have operated in Heppner as a Gamble Dealer, and I fully appreciate what that name has come to mean to you in quality merchandise and economy in price.

However, in order to give you even swifter and better service because of Western Auto's more accessible warehouses and nearer home office, I have joined with the many Western Auto Stores here in our West, and henceforth will operate—at the same address as a Western Auto Dealer.

To many friends I say ... I know you have become accustomed to greater savings and friendly service at my Gamble dealer store. I now pledge myself to offer you the same helpful service, and the same savings on guaranteed merchandise. Both Gamble's and Western Auto were founded and have grown on the same high merchandising standards. There will be **NO CHANGE!**

I sincerely hope to continue your friendship and patronage, and I will do everything in my power to make you feel just as much at home as a Western Auto dealer customer as you were when I operated under the Gamble name.

**REMEMBER
The
Address Is
The Same**



Conley Lanham, Owner
Western Auto Stores

Masonic Building, Heppner, Oregon

Old and New West To Be Featured in Airport Dedication

Joseph, Ore., April 25 (Special)
—A three-day celebration, "Chief Joseph Days" sponsored by the Joseph chamber of commerce, scheduled to be held at Joseph Friday, Saturday and Sunday, July 26, 27 and 28, in connection with dedication of the recently constructed Joseph Municipal Airport, will combine the color and beauty of the "Old" and the "New" west with presentation of a rootin', tootin', bang-up western style celebration and a modern air show.

Plans are being formulated for an extensive program for the three day jamboree and will include dancing, concessions, airport dedication ceremonies and air show, a cowboy breakfast served in western outdoor style, a parade and many other entertaining attractions in addition to "Hell's Canyon" where visitors will be entertained with features typical of the "Old" west, here in a setting of unsurpassed scenic beauty; an area rich in Indian legend and history at the upper end of the Wallowa valley.

The celebration will have as its theme the "spirit" of the colorful and historic leader of the Nez Perce Indian tribes, Chief Old Joseph, whose grave centers the Indian burial ground located on the banks of beautiful Wallowa lake, just one mile from the town which bears his name—Joseph, Oregon.

Indian tribes from nearby reservations will be invited to the three day affair and will be camped near the airport and will appear in full regalia in the parade and demonstrations of Indian lore, legend and history.

In 2046 A.D.

we may be able to plastic-coat youngsters to keep them clean.



But in 1946, it takes soap to keep both them and their clothes clean. Use and re-use food fats and then turn them in to your meat dealer for four cents a pound to make soap and other household essentials. Fats and oils are short the world over. By conserving fats you help to feed the starving millions.

VICTORY CAFE

**Ione's Popular
Eating Place**

**UNDER NEW
MANAGEMENT**

We are featuring
**SPECIAL
SUNDAY
DINNERS**

(You may have to make reservations)

MR. and MRS LEWIS BALL