EDITORIAL . . . . . .

Member
OREGON NEWSPAPER PUBLISHERS ASSOCIATION 1948

NATIONAL EDITORIAL ASSOCIATION 1948 Active Member

What Average Citizens Read

Newspaper publishers sometimes wonder what their readers are interested in and to settle the question surveys are taken from time to time. One such survey, made by an Illinois publisher at the request of the Advertising Research Foundation to use his newspaper for a pilot study the agency wished to make of readership in the weekly field, came up with the following results:

Average readership, men 89 per cent, women 93 per cent; local news, 98 and 99; county news and advertising, 84 and 88; society news, county news and advertising, 91 and 95; editorials, county news and advertising, 93 and 88; society news and advertising, 84 and 99; local news, society news and advertising, 80 and 96; county news, servicemen's news and advertising, 80 and 96; religious news, local news, and advertising, 87 and 94; local news, county news and advertising, 85 and 86; classified advertising, 91 and 84, and general news and advertising, 99 and 99.

Each classification represented one of twelve pages of the paper and the percentages give the women an edge over the men. The survey proves the efficiency of the average country weekly as an advertising medium. An average readership of 89 per cent of the men and 93 per cent of the women is something in which potential advertisers are interested. The country press, and by that is meant the weekly newspaper, today is the best in history for the publishers realize more than ever their obligation to the community as moulders of public opinion and leaders in civic enterprise.

Origin of Cattle Important Knowledge

Officials of the state department of agriculture's division of animal industry have issued a precautionary warning to Oregon buyers and breeders of livestock to investigate the origin of cattle moving into Oregon. It is pointed out that the department has been authorizing the movement of cattle into Oregon from border states—Arizona, Texas and southern California areas—subject to quarantine upon arrival and 30-day observation. This is a precautionary measure against any possible introduction of foot and mouth disease, which is not known to be present in any border states at this time.

In view of presence of foot and mouth disease in Mexico, state livestock sanitary officials feel that every effort must be made to protect herds in this state. The problem is complicated by several factors, including the present heavy movement of cattle which makes it almost impossible for officials to keep their thumbs upon every lot of cattle entering Oregon borders.

The movement of cattle through auction sales yards presents a problem in livestock sanitation, the department says. Some of the cattle marketed in this manner have come from earlier auctions in Nebraska and South Dakota and from direct country sales in other western states. It is probable that some of the cattle have originated in states bordering Mexico and for that reason officials urge full cooperation of buyers with the precautionary measures being undertaken by the department.

30 YEARS AGO

From Heppner Gazette Times
February 28, 1918

Charles J. Bookman and Louise Carroll were married in this city Wednesday evening by Recorder J. P. Williams. Both are residents of Heppner.

• • •

A number of Heppner Oddfellows went to Pendleton Saturday to attend the district convention of the order. Those going were W. E. Mikesell, Hanson Hughes, S. P. Devin, J. O. Archer and F. N. Frye.

• • •

The Hibernian division of Heppner is planning a patriotic celebration in Heppner on Saturday evening, March 16.

• • •

Miss Fannie Goodall, bookkeeper at Bert Mason's and Elmer Griffith of the Ione Dray line, surprised their friends by being married at Portland last Thursday.

• • •

The residence of John Nash on Willow creek was totally destroyed by fire on February 25.

• • •

Laxton McMurray who recently sold his farm has bought the Albert Petteys property and moved into Ione.

• • •

Arthur McAtee has purchased the residence property on Chase street from the Masonic lodge. Mr. and Mrs. McAtee have been living there for some time. The purchase price was $800.

• • •

J. W. Stevens, Hardman farmer, has purchased 480 acres of farm land from W. H. French of Forest Grove. The land adjoins the Stevens farm and will make a valuable addition to Mr. Stevens' holdings.

• • •

Martin Reid, local dealer for the Chandler automobile, is building a commodious garage on his property.

• • •

In arranging for street improvements this week, the city government was greatly helped in the proceedings by R. H. Baldock of the state highway department. Mr. Baldock and his crew have just finished a survey of the state highway through Morrow county.

• • •

Heppner streets will be macadamized, with the improvement work starting back of the school house. The contract calls for the expenditure of $19,000 at this time.

• • •

Mr. and Mrs. E. D. Brown arrived Monday from California where they spent several months for Mr. Brown's health.

W. H. French of Foest Grove spent several days last week in Morrow county looking after property interests in the Hardman section.

• • •

Mrs. W. G. Scott was elected to fill the vacancy of chairman of the Red Cross membership committee at Lexington, created when Mrs. E. G. Slocum resigned. Mrs. Slocum plans on moving to Heppner in the near future.

• • •

Mrs. Carrie Vaughn and Mrs. Celsus Keithley went to Portland Monday to attend a school of Sunday school methods conducted by the First Christian church of Portland.

AN APPEAL

To the Edtior:

All of us who know Pete Prophet know him as a grand old man—one of the finest characters we could ever wish to know. He once operated a store in Hardman, and later a store in Heppner, and was too generous and big hearted to ever refuse credit to anyone and as a result had to be closed out because he could not pay the wholesale firms from whom he purchased his goods, due to the fact that many to whom he had extended credit could not pay him. Times were hard in those days and when the doors of the Heppner store were closed, Pete had over $18,000 on his books.

Now poor old Pete is broke, unable to work because he is almost blind, and to say that he is discouraged is putting it mildly, yet he never complains nor has a hard word to say about anyone who owed him. Today some of his customers are dead but many still live and are able to pay him some, if not all, of what they owe him, and what a grand and glorious deed it would be if they would mail him a check or money and how good it would make you feel and it would without a doubt make him feel very happy for the rest of the days he has to live with us.

Please, won't you thing this over and do your best—and do not put it off too long.

Dr. A. D. McMurdo.

VALBY LUTHERAN CHURCH

Rev. Douglas Pearson of Portland will hold services at the Valby church in Gooseberry Sunday, February 29. The congregation has extended an invitation to the public to attend.

Continued from page 1

Tum-A-Lum Lbr. Co., Ct. House 4.10
W. H. Nichols, Ct. Hse. 2.50
West Coast Printing & Binding Co., Clerk 131.60
James H. Driscoll, Postmaster, current expense 108.20

Warrants Issued on General Road Fund

City of Heppner, Water D. 7.40
Western Auto Supply Co. 1.25
Industrial Air Products Co. .60
Rosewall Motor Company 4.36
Earl T. Newbry, Sec. of St. 17.00
Lexington Implement Co. 25.28
Feenaughty Mach. Co. 219.81
Gilliam & Bisbee 18.16
Pacific Power & Light Co. 1.97
Columbia Equipment Co. 13.10
Sam McDaniel 25.25

Warrants Issued on Misc. Fund

Loren Matteson, coyote bounty 6.00
Oregon State Game Commission, rodent fund 320.00
Alvin Barlow, coyote bty. 3.00
W. L. Cox, coyote bounty 3.00
James M. McCabe, coyote bounty 6.00
J. G. Miller, coyote bounty 3.00
Claude Hastings, coyote bounty 3.00

The Court drew the following names for a Circuit Court jury list for Morrow County for the year 1948.

Abercrombie, G. D., Heppner, farmer.
Acock, Chas. W. Irrifon, farmer.
Adams, Ethel N., Heppner, housewife.
Adams, Fred, Hardman, farmer.
Aiken, Henry, Heppner, pastime operator.
Aiken, Joe E., Heppner, laborer.
Akers, Berl, Ione, farmer.
Akers, Wilbur R., Ione, farmer.
Aldrich, F. C., Irrigon, farmer.
Allen, C. D., Irrigon, carpenter.
Anderson, Frank, Heppner, farmer.
Anderson, Hilma, Heppner, retired.
Anderson, Nellie A. Heppner, merchant
Archer, Lethia, Heppner, clerk.
Ayers, Clayton, Echo, farmer
Bailey, Jack, Ione, farmer
Baker, David, Ione, farmer
Baker, E. Markham, Ione, farmer
Baker, J. Henry, Ione, farmer
Ball, Archie, Heppner, farmer
Ball, William Y., Hppner, clerk
Ball, Matthew R., Ione, farmer
Banker, Gordon, Heppner, mechanic
Barkla, Beulah, Heppner, housewife
Barnett, James R., Ione, laborer
Barratt, Gretchen, Heppner, housewife
Barratt, William F., Heppner, farmer
Beach, Elsie M., Lexington, retired
Beamer, Ralph, Heppner, farmer
Beardsley, Jess, Heppner, railroad man
Bechdolt, Archie, Hardman, farmer
Becket, Harold, Heppner, blacksmith
Becket, Laurance, Heppner, farmer
Benge, Terrel, Heppner, farmer
Bennett, Ed, Heppner, clerk
Bergevin, Louis C., Ione, farmer
Bergstrom, Ruth, Heppner, clerk
Becket, Chas., Heppner, farmer
Beckner, Lee, Ione, farmer
Beckner, Tilghman, Ione, farmer
Bennett, Lola, Heppner, housewife
Bergstrom, Carl, Ione, farmer
Bisbee, Emeline, Heppner, housewife
Blake, E. J. Heppner, farmer
Bleakman, Bert, Heppner, forest guard
Bruce, Oran O. Ione, laborer
Breslin, Ed, Heppner, fuel dealer
Brosnan, Jerry, Lena, farmer
Bryson, John, Ione, bus driver
Bunch, Alvin, Ione, farmer
Burkenstine, Lloyd, Heppner, clerk
Buschke, Ed Morgan, farmer
Boschke, Max, Heppner, laborer
Campbell, Don, Lexington, farmer
Casebeer, A. L. Heppner, laborer
Casebeer, Prudy, Heppner, housewife
Carlson, Chas., Ione, farmer
Carmichael, Clarence, Lexington, farmer
Cason, Lewis, Heppner, farmer
Chaffe, Mabel F., Heppner, housewife
Chapel, Blaine, Heppner, farmer
Connor, Albert, Heppner, laborer
Cosner, P. H., Irrigon, farmer
Cox, Ben, Heppner, farmer
Cox, Clara L. Heppner, housewife
Cox, Dee Jr., Lexington, farmer
Cox, W. C., Heppner, merchant
Crawford, Viola D., Heppner, housewife
Crawford, Wate C., Ione, farmer
Currin, George, Echo, farmer
Currin, Hugh C., Heppner, farmer
Dalzell, Arthur, Condon, farmer
Dalzell, Vern, Condon, farmer
Davidson, James F., Heppner, laborer
Dick, L. E. Jr. Heppner, merchant
Dinges, Harry, Lexington, merchant
Dillon, Chas. Boardman, farmer
Dobyns, Noel, Ione, farmer
Doherty, Neil, Ione, farmer
Dolven, Raymond M. Lexington, farmer
Doherty, Wm. J., Lexington, farmer
Drake, Cleo, Ione, clerk
Drake, Emma K., Heppner, housewife
Drake, Ray, Heppner, farmer
Dobyns, Walter, Ione, farmer
Duran, Moses E., Heppner, farmer
Duval, H. L., Lexington, farmer
Edmondson, A. G., Heppner, farmer
Edwards, Alonzo, Lexington, well driller
Ekstrom, Herbert, Ione, farmer
Ely, Fred J., Ione, farmer
Ely, George N., Ione, farmer
Engelman, Joel C., Ione, laborer
Eubanks, H. W., Ione, laborer
Evans, Mrs. George, Heppner, housewife
Evans, Harold, Heppner, farmer
Farrens, Glenn C., Hardman, farmer
Farley, James J., Heppner, merchant
Farris, John, Ione, merchant
Ferguson, E. O., Heppner, farmer
Ferguson, Raymond, Heppner, farmer
Finch, Marion C., Heppner, farmer
Fisk, John S., Ione, farmer
Fitzpatrick, M. J., Ione, farmer
Florence, N. G., Heppner, farmer
Gay, Walter H., Heppner, laborer
Gentry, Edmund E., Heppner, merchant
Graves, John W., Cecil, farmer
Graybeal, W. E., Irrigon, farmer
Green, Herman, Heppner, farmer
Groshens, Emile, Heppner, farmer
Haddox, Thos. H., Irrigon, farmer
Hager, Lulu, Heppner, nurse
Hagaewood, O. G., Heppner, farmer
Hanna, J. I., Heppner, farmer
Harris, A. T., Heppner, farmer
Hayden, Marion, Heppner, laborer
Helliker, Donald, Ione, farmer
Helliker, Ernest, Ione, farmer
Hiatt, Elma, Heppner, housewife
Hiatt, J. W. Heppner, clerk
Hill, H. H., Heppner, merchant
Hirl, Chas., Lena, farmer
Holloke, Joe, Heppner, farmer
Hoskins, Fred, Ione, farmer
Hoskins, Fred Jr., Heppner, farmer
Houghton, A. C., Irrigon, clerk
Hubbard, Van, Ione, farmer
Huber, Alex, Ione, farmer
Hughes, Edwin, Lena, farmer
Hughes, Elwyn, Heppner, laborer
Hunt, Elmer, Lexington, lbaorer
Hunt, Mary, Lexington, housewife
Huston, Clive, Heppner, laborer
Hasting, W. C., Heppner, laborer
Hynd, David, Heppner, farmer
Hynd, Jack Jr., Cecil, farmer
Irby, Glenn A., Heppner, laborer
Johnson, Bertha, Heppner, housewife
Jones, Alva, Heppner, farmer
Jones, Floyd R., Heppner, farmer
Jones, Paul, Heppner, farmer
Jones, Ola N., Lena, housewife
Jones, Ralph L., Lena, farmer
Jones, R. V., Irrigon, farmer
Keithley, Howard, Heppner, aborer
Kenney, D. J., Irrigon, farmer
Key, J. B. Heppner, barber
Kilkenny, W. P., Heppner, stockman
Klinger, Chas., Lexington, farmer
Kristensen, Nels H., Boardman, farmer
Lanham, Conley, Heppner, merchant
LaTrace, J. E., Heppner, laborer
Lindstrom, Albert, Ione, farmer
Lindstrom, Franklin, Ione, farmer
Linn, Carl P., Ione, merchant
Levesque, Louis, Lexington, farmer
Lindstrom, Roy, Ione, farmer
Luckman, W. W., Heppner, farmer
Lundell, A. W., Ione, farmer
Lundell, Raymond, Ione, farmer
Lundell, Richard, Ione, farmer
Lindsay, James, Ione, farmer
Mackey, Hubert, Cecil, farmer
Majeske, A. F., Lexington, farmer
Mankin, Beulah, Ione, housewife
Mankin, Fred, Ione, farmer
Marquardt, Chas. A., Lexington, farmer
Marshal, Kenneth K., Lexington, farmer
Martin, Myles E., Lexington, farmer
Mason, Bert, Ione, merchant
Matheny, L. G., Irrigon, merchant
Matthews, Wallace W., Ione, farmer
Messenger, Truman E., Lexington, State Highway
Miller, H. M., Heppner, farmer
Miller, Russell, Boardman, farmer
Monahan, John, Heppner, retired
Moore, Clarence, Heppner, laborer
Moore, Ellen, Heppner, housewife
Moore, Russell, Echo, farmer
Moore, Mrs. Russell, Echo, housewife
Morgan, Lloyd, Ione, farmer
Morgan, Milton R., Ione, farmer
Myers, Jasper E., Echo, farmer
Mollahan, P. A., Heppner, farmer
McCabe, C. D., Ione, farmer
McCabe, Earl F., Ione, laborer
McCabe, Ernest C., Ione, farmer
McClintock, Tress, Heppner, blacksmith
McCurdy, H. D., Heppner, farmer
McDaniel, Chas. H., Hardman, laborer
McElligott, Chas. T., Ione, farmer
McKinney, Earl, Heppner, farmer
Nickerson, Fred, Ione, bus driver
O'Connor, C. C., Ione, laborer
Padberg, Louis J., Ione, farmer
Palmateer, Echo, Ione, housewife
Palmateer, Ted, Ione, farmer
Parker, Elmer, Heppner, farmer
Parker, Frank E., Heppner, farmer
Parrish, Fred A., Heppner, mechanic
Peck, Burton H., Lexington, farmer
Peck, George N., Lexington, farmer
Peck, Harold K., Lexington, laborer
Peterson, Elmer, Ione, farmer
Peterson, J. O., Heppner, jeweler
Peterson, Oscar, Ione, farmer
Pettyjohn, Fred, Ione, farmer
Piper, Rufus, Lexington, farmer
Parrish, Sadie, Heppner, housewife
Ransier, John C., Ione, farmer
Rasmus, J. O., Heppner, Watermaster
Rauch, Fred, Lexington, farmer
Rietmann, David, Ione, farmer
Rietmann, Juanita, Ione, housewife
Rietmann, Omar, Ione, merchant
Rietmann, Werner, Ione, farmer
Ring, Harvey, Ione, farmer
Rugg, E. E., Heppner, farmer
Runnion, V. R., Heppner, salesman
Rutledge, H. D., Irrigon, farmer
Rice, Lloyd, Ione, farmer
Shaffer, E. R., Heppner, farmer
Schunk, Albert, Heppner, carpenter
Seehafer, Wm. G., Ione, farmer
Sherman, M. H., Heppner, farmer
Smith, Hugh, Heppner, warehouseman
Smith, Fred, Boardman, merchant
Smouse, Kenneth, J., Ione, farmer
Snider, George L., Ione, farmer
Swaggart, Gerald, Lena, farmer
Snyder, J. B., Heppner, saddlery
Swanson, A. C., Ione, merchant
Thompson, R. S., Heppner, farmer
Thompson, Sophrona, Heppner, retired
Tash, D. R. Heppner, creameryman
Thomson, Jas. G. Jr., Heppner, merchant
Thorne, Cecil H., Ione, farmer
Troedson, Carl W., Ione, farmer
Thorpe, Ed, Heppner, laborer
Turner, F. W., Heppner, berchant
Turner Sam J., Heppner, farmer
Turner, Virginia, Heppner, housewife
Van Horn, Harry, Heppner, merchant
Valentine, James, Heppner, farmer
Warfield, Jess, Ione, farmer
Warren, Clarence, Ione, farmer
Wattenbergre, Bernice, Echo, housewife
Wells, Dick, Heppner, barber
Wells, Neva, Heppner, housewife
Wells, Sylva, Heppner, housewife
Wentworth, W. R, Ione, blacksmith
White, Gordon, Ione, merchant
Wightman, Hattie, Heppner, housewife
Wilkinson, Dick, Heppner, farmer
Wilkinson, Frank, Heppner, sheepman
Wilson, Robt. S, Boardman, farmer
White, Harvey, Heppner, merchant
Wright, Harold, Heppner, farmer
Wright, Mary, Heppner, retired
Wright, Silas D., Heppner, farmer

The Court selected the Judges and Clerks of election for the years 1948 and 1949 as follows:

JUDGES AND CLERKS OF ELECTION BOARDS—1948-49

Boardman Precinct—Judges: Grace Macomber, Mabel O. Peck.
Clerks: Daisy B. Gillespie, Flossie Coats, Evelyn Black.
Eightmile Precinct—Judges: Jesse Warfield, Marjorie Worden.
Clerks: Thomas C. Huston, C. F. Bergstrom, Hanna Anderson.
Hardman Precinct—Judges: Walter W. Wright, Henry Knighten.
Clerks: John E. Stevens, G. A. Farrens, Jess Coats.
Ione, 1st Board—Judges: H. E. Clark, Mary Beckner.
Clerks: George N. Ely, Elaine O. Rietmann, Mabel Cotter.
Ione, 2nd Board—Judges: E. R. Lundell, P. J. Linn.
Clerks: Charles Carlson, Gladys Drake, Juanita Rietmann.
Irrigon Precinct — Judges: E. L. Rucker, A. C. Houghton.
Clerks: Sedalia Dexter, Marguerite Houghton, M. Orlena Suddarth.
Lexington, 1st Board—Judges: E. J. Evans, B. H. Peck.
Clerks: Vera Whillock, Thelma Smethurst, Mary Edwards.
Lexington, 2nd Board—Judges: Louise Grant, L. A. Palmer.
Clerks: Marie Steagall, Juanita Martin, Cora Warner.
North Heppner, 1st Board—Judges: Alex Green, Eugenia Huston.
Clerks: Flora D. Nys, Elma Hiatt, Bertha Johnson.
North Heppner, 2nd Board—Judges: Joe Jewett, Ealor B. Huston.
Clerks: Thelma Pinckney, Lorena Jones, Margaret Miller.
Pine City—Judges: Phebe A. Bartholomew, Jasper E. Myers.
Clerks: Bertha Ayers, Helen Currin, Faye Finch.
South Heppner 1st Board—Judges: R. B. Rice, C. R. McAlister.
Clerks: Ella Benge, Oma J. Cox, Lola Bennett.
South Heppner, 2n dBoard—Judges: Maxine East, Edna Hamlin.
Clerks: Grace Nickerson, Sara McNamer, Laura L. Rice.

LEXINGTON . . .

Continued from page 1

basket and pie and cake auction following. Coffee will be sold in the basement. This is for the benefit of the GAA girls junior and senior classes. All in the community are urged to come out and give the local school your support.

The three groups of Campfire Girls are working on their birthday honors which is an imaginary trip to some far-away city. The local groups have received $100 from the community chest drive. The window display in Harry Van Horn's window was made by Elizabeth Edwards, the next one will be made by Ir Bloodsworth.

There will be a band concert March 5 in the schol auditorium. aughter are spending a few days in Forest Grove with Mrs. Campbell's parents.

Mr. and Mrs. Orville Cutsforth are spending a few days in Mexico where they flew with several others on a good will tour.

Charles Buchanan passed his G.E.D. tests and is now a member of the senior class, making total of four members.

sweeping the nation!

the new scientific

Helene Curtis

supersonic

PERMANENT WAVE

The most scientifically perfect, electronically-controlled wave. Try it today for the thrill of a lifetime.

call for an appointment today

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Phone 53

TO THE FIRST TEN CUSTOMERS

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Reduced 1-3

Mrs. Prock announces that she will work in the shop on a full-time basis.

Enter Spring

Herald early spring days with new wardrobe-refreshing

HATS and DRESSES

A new hat adds sparkle to your eye as well as your wardrobe . . . . .

And the fresh-looking gay striped, flowered spring dresses . . . shapely, fresh looking.

Give your wardrobe a Pre-Easter Lift.

Norah's Shop

Order Flowers Any Time

A blooming plant gives lasting pleasure—and some like plants best.

Others enjoy a bouquet of cut flowers.

We have either for your selection. Also such attractive

Brass and Pottery

Come in and see for yourself, or if you want, just telephone us.

The Flower Shop

What Does "Drug Store" Mean To You?

To the kids, it means: soft drinks, school supplies, and candy. To the women it means: cosmetics, snacks, and magazines, and to the men, drug store means: Havana cigars, shaving cream, and pipe cleaners. To most people, it's a real neighborly place where the druggist's understanding smile means credit "till the check comes."

But to all the folks, the drug store means dependable, precise compounding of their prescriptions and medicines for every ailment, from athlete's foot to dandruff.

Look to your druggist with confidence.

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Meetings 2nd and 4th Mondays at 8:00 p. m. in Legion Hall

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Heppner City Council
Meets First Monday Each Month
Citizens having matters for discussion, please bring before the Council

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Phone 2342 Heppner

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Heppner, Oregon

HEPPNER GAZETTE TIMES

The Heppner Gazette, estaulished March 30, 1883. The Heppner Times, established November 18, 1897. Consolidated Feb. 15, 1912.

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O. G. CRAWFORD
Publisher and Editor

YOU'LL ALWAYS BE GLAD
You Gave her the Best

Genuine Registered Keepsake DIAMOND RINGS

She'll be the happiest girl in the world . . . wearing the genuine registered Keepsake Diamond ring that means your love. Take lasting pride and satisfaction in the heirloom quality and distinctive styling of her Keepsake . . . for only one diamond in hundreds meets the exacting standards which Keepsake has maintained through six decades. Identify Keepsake by the name in the ring . . . and the words "guaranteed registered perfect gem" on the tag as illustrated. We invite you to see our fine selection of Keepsake Matched Sets.

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In platinum $300 to 3450

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Also $350 and 500

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

Peterson's
Jeweler