

WANT ADS

Classified Rates

2c per word—minimum 35c per insertion

CHILI SUPPER—Served by Heppner P-TA before Heppner-Ione game Feb. 9—5 to 7:30, school cafeteria. 47-48c

FRIDAY, February 1st is the day that Ford changes all ideas about what a modern truck should look like. See it on display in Rosewall Motor Company's showroom, Friday sure.

FOR SALE—1948 Ford 2 door sedan in good condition. Joe Gaarsland, phone Ione 8-7188. 46-47c

APARTMENT for rent. Water and heat free. John Hartman. 43tfc

FOR RENT—3 bedroom house in Lexington. \$55 per month. Phone Lexington 3-8170. 45tfc

THE 1957 Ford takes "nothing, from nobody!"

DR. JAMES NORENE will be out of town Thurs., Fri., Sat., Sun., Jan. 31 through Feb. 3. 47c

WANTED—single or twin beds. Phone 6-9203. 46-47c

TWO STORY, three bedroom house at Lexington for sale, \$5,000. Phone 3-8170. 32tfc

WE have received a fresh shipment of head-bolt heaters for Ford cars and several other makes. Rosewall Motor Company.

MAKE YOUR RUGS and carpets look like new. Call Case Furniture Co. for carpet cleaning service. 46tfc

FOR RENT—two bedroom furnished apartment. Mrs. N. D. Bailey, phone 6-9491. 46-47c

FOR SALE—Frigidaire double oven electric range, 2 outlets and one unit is deepwell or surface. One oven and one outlet automatic, fluorescent light, excellent condition, \$125, cash or terms to right party. Also for sale, Frigidaire 10 cu. ft. refrigerator and large capacity freezer with separate door, \$110. Will deliver either article within 60 miles. Ray Ayers, box 74, Heppner or phone 6-9108. 45-47c

BUICK 1955 Hardtop sedan. Pay \$695.00 down. Rosewall Motor Company.

FOR SALE—Baled alfalfa hay. Art Keene ranch, Rhea creek. 46-48p

FOR RENT—1 bedroom apartment. See Mrs. Ulrich. 44-47c

2 BEDROOM unfurnished apartment for rent. Dick Meador, phone 6-9192. 43tfs

PIERSOL CLEANERS pickup and deliver Monday and Thursday in Heppner. Write Heppner P. O. box 26 for pickup. 28tfc

RAMBLER 1955 Hardtop. Pay \$565.00 down. Rosewall Motor Company.

APARTMENT for rent. See Bob Buschke. 43tfc

FOR SALE, reasonable or will trade equity in 1956 Ford 4-door sedan with 7500 miles on it, for older model. Also tandem wheel trailer \$75. Cecil Hicks, phone 6-9463. 46-47p

FOR LOCKER BEEF, shop at home and save on your meat. Buy by the case and save. Heppner Market, W. Willow St. 20tfc

RUGS AND CARPETS cleaned in your home. Wool or cotton Fast Service. Phone 6-9432. 46tfc

FOR SALE—Baled alfalfa hay, with or without feed lot. Plenty of running water. Ralph Scott, phone 6-9904. 47-49p

IT would be wise to stop at Rosewall Motor Company and buy a set of chains before starting that trip. On some of the roads the state patrol requires them.

PEA VINE SILAGE delivered in 20 ton loads \$9.00 per ton. Contact Bob Rynnion, phone 6-9166. 41-48p

LOST—gray and white Australian shepherd male dog, one brown eye, one white, named Whimpy. Reward. Call 8-7227. 46c

LAWNMOWERS sharpening and repairing. N. D. Bailey, Phone 6-9491. 7tfc

WE SPECIALIZE in case lot sales of frozen foods. Check our prices before buying out of town. Heppner Market, W. Willow St. 20tfc

WEATHER forecast: The coldest week of the winter will be from February 10th to February 16th. It may be wise to let Rosewall Motor Company install a head bolt heater before the supply runs short. It will keep your motor warm.

DR. L. C. RICHEY, Optometrist, 207 S. Main St., Pendleton, Office Phone 609. 48tfc

FOR SALE—quality baled hay. John Proudfoot, Ione, Oregon. 46-51c

ROSY SAYS: That chinook will have to hurry or the all new 1957 Ford truck will get here first. We have shown a good many new model cars and trucks, but never have we been so enthusiastic about a new model truck as we are about the new Ford truck that goes on display in our showroom Friday, February 1st. The new pickup is so beautiful that a lot of people will get it confused with Ford's new Ranchero. P. S. Don't forget to buy your wife a Ground Hog Day present Saturday.

ARE YOU A "DO-ER" OR ARE YOU A DREAMER?

We need a young man, (21-37), for work in our Oregon Division, who is eager for advancement, capable and willing to assume responsibility, but limited in his present job. If you are this man—have an automobile—willing to spend 5 days a week working in a limited territory—high school education—good character references—have determined you are going to do something about your lot in life, then write to Employment Manager, Box 633, Johnstown, Colorado for a personal interview in this locality. You may be the man we are seeking. We will begin training a man to fill this \$600—\$1000 per month position within a short time. 46-47c

IF your antifreeze is low on protection, Rosewall Motor Company has the Real McCoy to bring it up to par.

FOR RENT—one 2-bedroom apartment and one 3-bedroom apartment. Call 6-9686. 44tfc

FOR BABYSITTING—Call 6-9635. 29tfc

NEED FINANCING?—Our ABC financing plan is available for anything we sell, lumber, building supplies, tools, paints etc. in amounts up to \$1,000. No down payment, up to 36 months to pay. Ask us at Tum-A-Lum Lumber Co., dial Heppner 6-9212. 7tfc

BUY Atlas tires from Rosewall Motor Company and ride on a guarantee.

CARD OF THANKS

We wish to express our heartfelt thanks and appreciation to the many friends and relatives for the beautiful floral offerings and cards, for the Heart Fund contributions, and for the thoughtfulness and assistance rendered by the Maranathas and the Valby Missionary Society, in the loss of our loved one.

Mrs. Beulah Lundell Mr. and Mrs. Charles Lundell and family Mr. and Mrs. Raymond Lundell and family Mr. and Mrs. Wallace Lundell and family 47p

CARD OF THANKS

The family of Elizabeth Campbell sincerely thank all neighbors and friends for their kind expressions of sympathy and the lovely floral offerings, and to those who donated to charities in her memory.

Mr. and Mrs. Arthur Keene Mr. and Mrs. W. T. Crow Mr. and Mrs. R. A. Campbell Dr. and Mrs. Arthur Campbell and families 47p

CARD OF THANKS

I take this means to thank those who visited me during my recent stay in the hospital and those who sent cards and good wishes.

Arthur Keene 47p

CARD OF THANKS

We wish to express to our friends our heartfelt thanks for their expressions of sympathy. The cards and flowers were especially appreciated.

Mr. and Mrs. Ray Wright and family Mary M. Wright and family 47c

Legal Notices

NOTICE TO CREDITORS

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

A most hotly debated merchandising issue of the times is the spread of trading stamps.

While one huge advertising agency through surveys tries to establish that trading stamps are vital to operation of a store, less biased studies of situation point to the contrary.



A University of Michigan survey finds stamps are not important in attracting new customers. A University of C. W. Harder Richmond study found that 90% of shoppers report they would not stop dealing with a store if it stopped giving trading stamps.

Use of trading stamps goes back before turn of century. Historically, their popularity has risen and fallen periodically. A few years ago nation broke out into rash of trading stamps.

It seems apparent that first stores to adopt trading stamps did benefit, at least superficially.

But now, with practically all competitors in some areas giving trading stamps, advantage held by any one stamp giving store appears to have been cancelled out.

In addition, serious disadvantages are making themselves felt. One is cost of a stamp program. If stores pass on this cost to their customers, their prices are no longer competitive.

On other hand, if stores absorb costs, it cuts deeply into already narrow profit margins.

Some merchants have tried compensating for this loss by reducing their legitimate advertising, and have found their trade actually falls off.

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County Agent's News

(Continued from page 2)

Leaders and members of 4-H agricultural clubs have been busy lately completing a program of work for their club for the year.

During the past several years much progress has been made in the developing new alfalfa varieties for dry land and irrigated sites. There is a selection of various varieties now to meet almost any need.

Vernal a relatively new variety which is becoming very popular because of its heavy yield and ability to make a fast regrowth after cutting is seeded on many farms here. It is a variety which comes early in the spring and with good irrigation can make as many as four cuttings a year.

Farmers who are interested in dryland plantings of grass and alfalfa should consider Nomad. Seed is selling fast and may be

limited this spring. Other alfalfa seed seems to be in good supply. There are several suggestions that might be made for increasing the alfalfa plantings on your farm.

When U. S. Supreme Court ruled states have a right to outlaw stamps plans, it called them "An appeal to stupidity." Few states have ever passed laws outlawing them. At present time Federal Trade Commission is reputed making study of matter on the usual FTC operative plan of too little, too late.

There seems substantial evidence great national stamp rash is passing as fads usually do. But long ago FTC should have completed thorough study of situation.

In fact, FTC should also employ its talents attacking a basic reason for the spread of trading stamp plans. That has been the FTC failure to enforce anti-trust laws which prohibit a favored few from getting special discounts, phony advertising allowances which permit them to engage in ruinous price competition.

Consumers are also apparently becoming aware of situation as one university survey found 14% of those who once saved stamps have lost interest and quit.

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WEDDING INVITATIONS

As important as the trousseau, - to invite friends to your wedding or to announce that you are married.

Unsurpassed in quality; velvety raised lettering on Strathmore Expressive paper at a price that you can afford; no finer paper ever made.

"Now that you are to be Married!" by Virginia Courtenay, contains many helpful suggestions and intimate chit-chat on important social customs before and after the wedding. Each bride-to-be may have a copy, call for yours.

Heppner Gazette Times

BUSINESS-PROFESSIONAL DIRECTORY

Table with multiple columns listing various businesses and professionals such as Marion C. Green, Wallace H. Wolff, The Heppner Clinic, Gilliam & Bisbee, etc.

OUR READERS ARE NOT— TRAINED SEALS BUT THEY RESPOND TO AD SUGGESTIONS

USED CARS WITH AN OK THAT COUNTS

- 1954 Packard \$1150
1955 Chevrolet Sport sedan, V-8 and Power Glide \$2460
1950 Chevrolet Bel Air sedan \$525

- Trucks - Pickups
1954 Jeep Pickup, 6 cylinder, new engine \$1250
1949 Chevrolet pickup \$400
1949 Ford Pickup \$400
1948 Chevrolet 1 1/2 ton truck \$550

Thrifty Financing Of Course! FULLETON Chevrolet Co.