



# the Sharp Trader

## buys at better than wholesale

*...because he buys where his bread is buttered*

A REAL sharp trader doesn't need "connections" or "special discounts" or catalogs, or any other gimmick to get what he buys at BETTER than wholesale.

Maybe you think we're kidding?

Not at all. It's a fact. When you BUY in the community you LIVE in, you know that every cent you pay for goods and services above wholesale cost stays here at home with you. By staying here, it can

get around to buying MORE good things for you and your family.

It's trading material . . . and TRADE ALONE builds communities with better opportunities, better schools, better churches, better neighbors.

Any ONE of these advantages could bring you returns beyond measure in a BETTER LIFE, as well as real CASH returns in the form of increased business,

improved property values, a better job, more people to help you carry the load of normal community expense.

All of this — which you don't get for your money when you buy somewhere else — makes the cost of the actual GOODS very low . . . when you buy them at home.

That's how the SHARP TRADERS get BETTER than wholesale values.

**It Pays to Buy  
where You Live**

These Heppner Business Establishments Are Genuinely Interested in the Future of This Community and in your Welfare---TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!

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|--|------------------------------|---|--|
| A. L. Daggett, Distributor                   | Farley Motor Company         | Heppner Hardware & Electric                 | Morrow County Creamery<br>W. C. Cox, Owner |
| Anderson's Builders Supply                   | First National Bank          | Heppner Nor-Gas                             | Northwestern Motel                         |
| Bank of Eastern Oregon                       | Ford's Tire Service          | Heppner Variety                             | Penney's                                   |
| Barratt Sales                                | Fulleton Chevrolet           | Hotel Grill<br>Ella Sargent                 | Peterson's Jewelers                        |
| Becket Equipment Company                     | Gazette-Times                | Hotel Heppner                               | Phil's Pharmacy                            |
| C. A. Ruggles Insurance                      | Gilliam & Bisbee Hardware    | Humphreys Drug Company                      | Red and White                              |
| Case Furniture Company                       | Gonty's                      | Inland Chemical Service                     | Ron's Flowers                              |
| Central Market                               | Hager's Dairy                | Jack's Chevron Station                      | Star Theater                               |
| Heppner-Morrow County<br>Chamber of Commerce | Helen Cox, Flowers and Gifts | L. E. Dick                                  | Tum-A-Lum Lumber Co.                       |
| Columbia Basin Electric Co-op                | Heppner Auto Sales           | Lott's Electric                             | Turner, Van Marter & Bryant                |
| Economy Market                               | Heppner Auto Parts           | MiLadies Apparel                            | Western Auto                               |
| Elma's Apparel                               | Heppner Cleaners             | Morrow County Abstract<br>and Title Company | Wilson's Men's Wear                        |
|  |                              |   | Winn-Dee's Snack Shack                     |