

When You're Shopping



don't forget!

The Hidden Values

**you get
with every
purchase
in your
home town
stores**

YOUR DOLLAR spent in your home community will get you just about the same size package of merchandise or service that a dollar will buy anywhere else.

But there's a **BIG BONUS** you get when you buy where you live . . . an extra reward for buying at home.

YOU DON'T ALWAYS NOTICE IT or think about it when you're buying, but it's there just the same . . . hidden in the intricacies of modern life.

IT COMES TO YOU in the form of a busier and more prosperous community . . . a place

in which you can make a better living . . . easier. This premium for buying in your own community includes better schools, stronger churches . . . and neighbors who are more able to share in the work and the expense of all community projects.

This **EXTRA VALUE** that you get for your home-spent dollar also includes greater opportunities for you and your children . . . better shopping facilities and more skilled service people conveniently at hand, and . . . most important of all, the quiet and full life that only those can know who live in a prosperous American rural community.

**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!**

A. L. Daggett, Distributor

Anderson's-Builders Supply

Bank of Eastern Oregon

Barrett Sales

Becket Equipment Company

C. A. Ruggles Insurance

Case Furniture Company

Central Market

Heppner-Morrow County
Chamber of Commerce

Columbia Basin Electric Co-op

Economy Market

Elma's Apparel

Farley Motor Company

First National Bank

Ford's Tire Service

Fulleton Chevrolet

Gazette-Times

Gilliam & Bisbee Hardware

Gonty's

Hager's Dairy

Helen Cox, Flowers and Gifts

Heppner Auto Sales

Heppner Auto Parts

Heppner Cleaners

Heppner Hardware & Electric

Heppner Nor-Gas

Heppner Variety

Hotel Grill

Ella Sargent

Hotel Heppner

Humphreys Drug Company

Inland Chemical Service

Jack's Chevron Station

L. E. Dick

Lott's Electric

MiLadies Apparel

Morrow County Abstract
and Title Company

Morrow County Creamery

W. C. Cox, Owner

Northwestern Motel

Penney's

Peterson's Jewelers

Phil's Pharmacy

Red and White

Ron's Flowers

Star Theater

Tum-A-Lum Lumber Co.

Turner, Van Marter & Bryant

Western Auto

Wilson's Men's Wear

Winn-Dee's Snack Shack