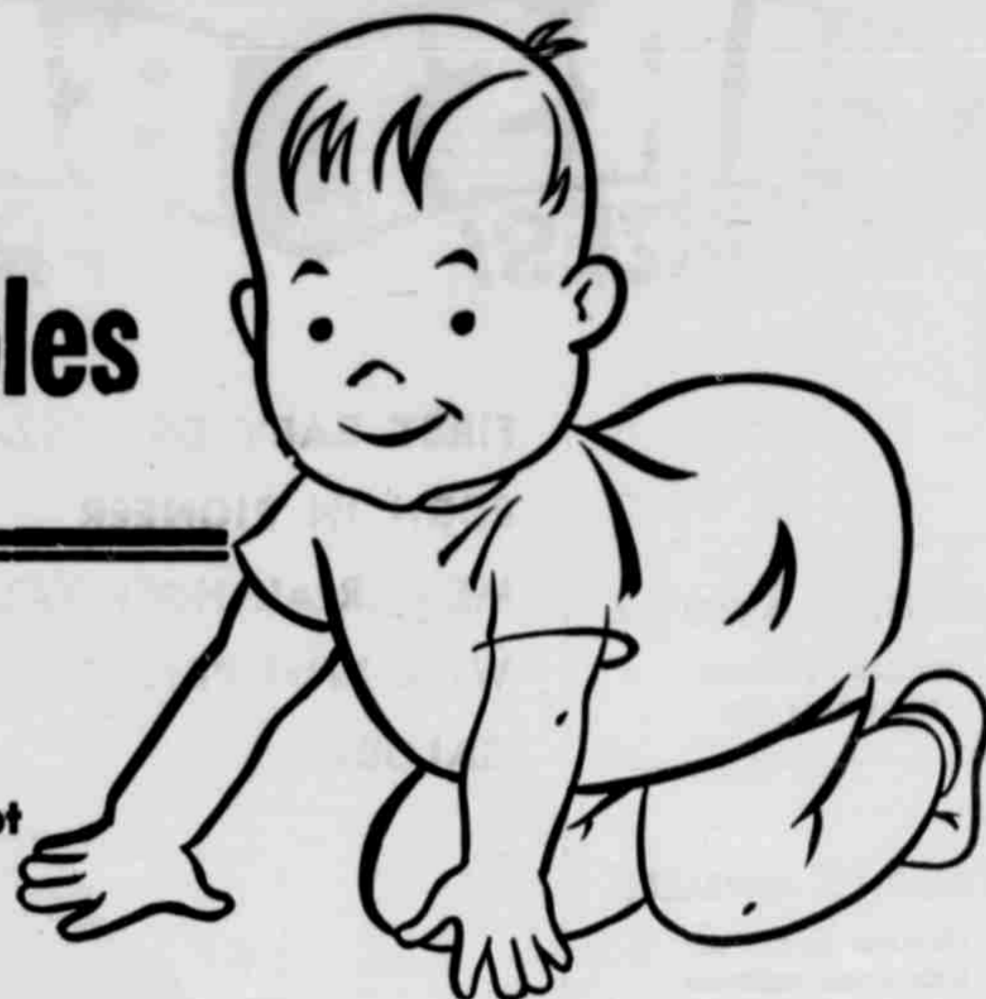


Picture of a Man with Troubles

(whether he knows it or not)



Nobody asked him if he wanted to come here to live
 Somebody signed his name to a note for \$1700 worth of National Debt
 He isn't big enough to enforce his rights
 And a lot of people in his community have

The City-Shopping Habit

... a disease which, if let to gain too much headway, can short-change him on schools, churches, friends, neighbors, and his old man's pay check.

And he's helpless to do anything about it - until, when he grows up, he has to take off and try to find opportunity somewhere else . . . in the far places where his neighbors have scattered the community substance which Providence entrusted to their care.

We often hear folks around here complaining that our young people nearly always have to hunt their fortunes in other places because we don't have opportunities for them.

Home-spent dollars create those opportunities . . . help to keep our sons and daughters content and prosperous in our own midst.

Let's Give Our Junior Citizens a Better Break

Small communities . . . like this one of ours . . . are the finest places in the world for youngsters to grow up. They are the strongholds of the real American way of life and our country's greatest source of leadership.

Away from the regimented bee-hive life of the cities, a child has a better chance to develop the broad and independent viewpoint that makes useful leaders.

But . . . if we keep our small communities intact, with good schools and churches and comfortable living standards, we're going to have to slow down on the Great Give-Away . . . small town people giving away their community assets to Big-City business.

**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

Barratt 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

Pennoy'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