



Your Home Business Firms are
THE HIGHEST BIDDERS
 for Your Shopping Dollar

**Here
 are the facts
 to prove
 it...**

Actually . . . no matter where you live . . . nobody . . . and that means **NOBODY** . . . can give you more for your dollar than your own home business firms. Let's look at the reason for this advantageous . . . to you . . . situation:

ANY MERCHANT . . . anywhere . . . is ordinarily going to sell goods for some more than he pays for them.

ON AN AVERAGE . . . when you spend a dollar in any retail store . . . here or anywhere else . . . about 70 cents of it pays for **GOODS**, and about 30 cents goes for rent, taxes, donations, hired help, etc., and a few cents (the national average is about 5 cents) pays the proprietor for his work, and for his investment in goods and equipment, credit losses, etc.

NOW . . . when you spend your dollar at home, you get the same 70 cents worth of merchandise that you would get for it anywhere else.

AND THE OTHER 30 CENTS stays here too, to help you pay for schools, churches, roads and streets; to vitalize the community so your property . . . or your job . . . is worth more; to keep more people here to share civic work and expense, and to serve **YOU** when you sometimes direly need their knowledge and their skills.

ONLY when you buy in **YOUR OWN HOME** community do you get back most of this 30-cent retail handling charge . . . and often a great deal more, as your job or your business prospers and your social life broadens with the growth of the entire 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

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

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