



Buyer... vs. Seller

Most of us lead a double life.

One minute we're a BUYER. The next minute we're a SELLER . . . of goods, services, time, or talents.

Of course, there's some incompatibility in a Buyer-Seller combination. About like you'd expect in a dog-and-cat mixture.

Consequently, we sometimes get to playing our part as Mr. Buyer with such enthusiasm we forget that our other self, Mr. Seller, has to

put dollars in our pocket before our Mr. Buyer self can spend them out of it.

And every time we, as Mr. Buyer, take one of those dollars out of circulation here by spending it out of town, we shrink Mr. Seller's market so it's a little harder for him to get us some more dollars.

It's too bad we don't get more teamwork out of our two personalities. When Mr. Buyer is cutting Mr. Seller's throat, we need to recall that they are both using the same throat.

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
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
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 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 and Title Company | Wilson's Men's Wear |
| | | | Winn-Dee's Snack Shack |