

MERCHANT OF THE MONTH

Come In And See Our Complete
NEW
SEWING CENTER

Lines Greatly Expanded —
THREADS — BUTTONS — ZIPPERS
BRAIDS — ACCESSORIES — RIBBONS
KNITTING YARNS — KNITTING NEEDLES
CROCHET HOOKS

VAN'S VARIETY
Heppner Wilbur and Mary Van Blokland Ph. 676-9417

This Month Featuring PETERSON'S JEWELERS



RANDALL PETERSON, owner of Peterson's Jewelers, displays one of the fine lines, Accutron watches, carried in the store. Peterson started in the store doing chores for his father, J. O. Peterson, at the age of 10. The father opened the business here in 1928, and the son assumed full operation in 1959. The jewelry store has developed into one of the best in any small town of the state.

Regardless of How Much or Little
You Own —
Where You Are Going or
What You Are Doing —
We Can Provide The Protection You
Need.
— See Us —
For All Your Insurance Needs
C. A. RUGGLES AGENCY
(CHARLES AND HELEN RUGGLES)
P. O. Box 247 148 W. Willow St., Heppner Ph. 676-9625

FENCING TIME IS NEAR
5 1/2 FT. 1.01 STEEL
'T' POST

SIGN UP NOW AT THIS CAR-
LOAD PRICE — UNLOAD OUT
OF CAR AND SAVE — DE-
LIVERY ABOUT MARCH 1. **79¢**

Also we have purchased Gilliam and Bisbee's window
glass — Call us for your needs.
PETTYJOHN'S
Farm and Builder's Supply
PH. 676-9157 Heppner

Valentine SPECIALS
PANEL PARADE
Prefinished Panels, 4x8,
From **\$3.95 To \$5.95**
6 VARIETIES TO CHOOSE FROM
SEE US FOR ALL SPRING REDECORATING
NEEDS
TUM-A-LUM LUMBER CO.
Ph. 676-9212 Heppner

OPEN AT 5 A.M.
Wagon Wheel Cafe
You'll Enjoy Our—
—SEA FOODS —STEAK SANDWICHES
—STEAKS —PAN FRIED CHICKEN

Banquet Room Facilities

FEATURING FINE FOODS EVERY DAY OF THE WEEK
FRED and CECILE OTT
216 N. Main Heppner

**1/3 OFF ON CASUAL
DRESSES**
One Rack Jackets 1/2 Off
And Another Rack of Dresses
1/2 OFF
(HALF PRICES APPLY FRIDAY & SATURDAY ONLY)
MILADIES
S and H Green Stamps Ph. 676-5561

**BRONCO
DEMONSTRATOR**
WHITE STATION WAGON
Special Price **\$2795⁸³**

HEPPNER AUTO SALES, Inc.
124 N. Main Heppner Ph. 676-9152



AMONG THE MANY gift lines in jewelry offered at Peterson's for such occasions as Valentine's Day is the big stock of costume jewelry, some of which is shown here.



MRS. DEAN (SHIRLEY) CONNOR, clerk at Peterson's, stands beside some of the fine Chipa lines carried in the store. She is ready and able to counsel on wedding and anniversary gifts.

REMEMBER FEBRUARY 14!
VALENTINE'S DAY VALENTINE HEARTS
with... **Whitman's** CHOCOLATES
MURRAY'S REXALL DRUG
Ph. 676-9610 ROD AND MEG MURRAY Heppner

Come To Central Market
For The
Most Complete Food Service
FRUIT—VEGETABLES—MEAT

And S and H Green Stamps, Too!

Central MARKET
PH. 676-9614 GROCERIES
PH. 676-9288 MEATS

**CLEARANCE ON
CHILDREN'S CLOTHING**
— MATCHING SETS OF CARTER'S CAPRIS
AND KNIT TOPS
— INFANTS' SIZES TO 6X
— WHOLE TABLE FULL MARKED DOWN
One-Third OFF
BOY'S JACKETS ALSO 1/3 OFF
ELMA'S APPAREL
Ph. 676-9426 Heppner

See Us For
All Types of Insurance
Protection Costs Little

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— FIRE — HEALTH AND ACCIDENT
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LIABILITY

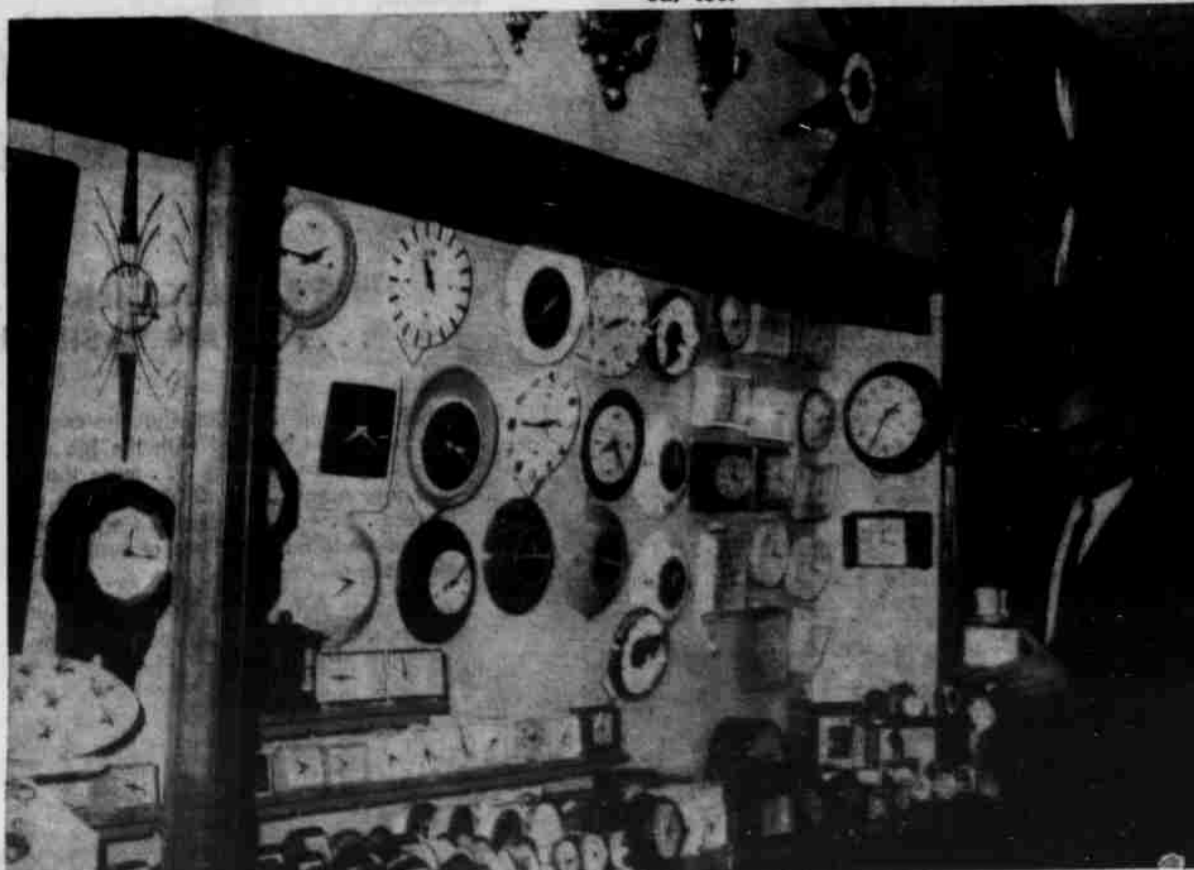
TURNER, VAN MARTER and BRYANT
INSURANCE
Ph. 676-9652 Heppner



RANDALL demonstrates the versatility of the Speldel Twistoflex watchband, a popular seller in his store. The owner, last year president of the Chamber of Commerce, is an active leader in Heppner business and civic circles.



SILVER SERVICE makes fine gifts for many occasions, and Peterson's has a full stock to offer. All kinds of rings are carried, too. Peterson's has gifts in all price ranges and is known for its reasonable prices. Complete watch and jewelry repair service is maintained, too.



THIS IS WHAT makes a jewelry store tick. Watches and clocks of every description are available at Peterson's Jewelers. Alarm clocks, wall clocks, sunburst clocks, travel clocks, cuckoo clocks. Fortunately, all are not running at once.

We Sell and Install

- Williams Oil Furnaces
- Floor Coverings
- Refrigeration
Domestic and Commercial

Plus Complete Repair Service
And Equipment Rentals
**M&R FLOOR COVERING
AND HEATING CO.**
MATT PH. 676-9418 RAY