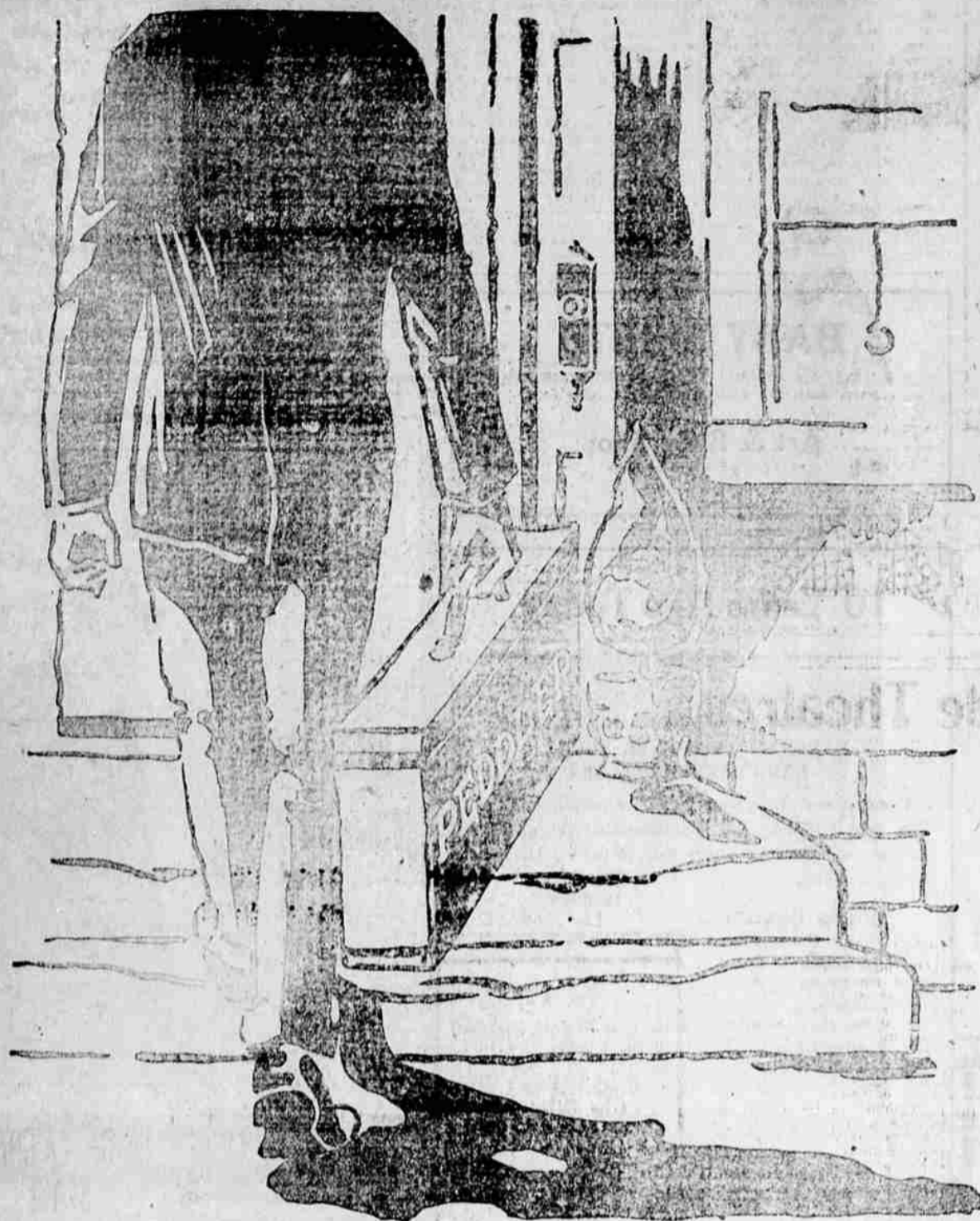


# DON'T LET THE FEET OF PEDDLERS

## Wear Down Your Door Steps

### It's Time To Call A Halt When This Begins To Happen



Don't think you are practicing economy when you buy from peddlers--rare bargains are never peddled. Invariably they get a real good price for their wares. They must do this in order to justify the fabulous commissions paid them. If there's a doubt in your mind about this glance at the headlines of some of these familiar advertisements-- "Here's \$20 a day--easy." "We want high-power men." "More money for you." "You can make \$8 to \$100 every day." "A profitable, dignified business can be yours."

## Let's Look Facts Squarely In The Face!

You've heard a lot lately about so-called "factory to consumer" concerns underselling retail merchants. Don't be deceived. It can't be done.

As a matter of fact it costs the manufacturer as much, or more, to sell through the peddler as through the local merchant, which contradicts all this talk you have heard.

He offers you the best merchandise the market affords--standard brands--in great variety. And he does this at a fair price--often lower than the peddler could ever hope to offer you.

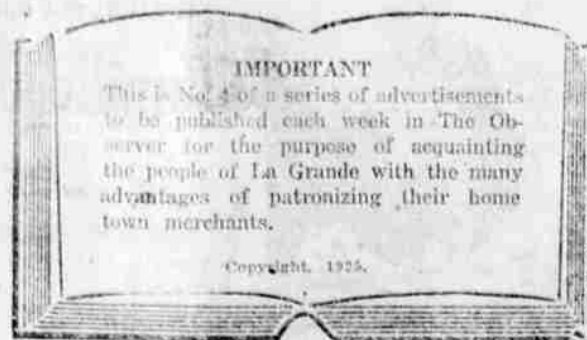
Stop and think. If these people could sell cheaper than the retailer or offer better merchandise there wouldn't be any retail merchant, for you wouldn't need him.

Your local merchant has been here a long while. He is an important factor in the business life of your city and he is here to stay.

What's more, your local merchant allows you the privilege of approval and exchange--and guarantees satisfaction.

## Save Money and Profit by Spending Your Dollars With Your Local Merchant

- N. K. WEST & CO.
- HILL'S
- J. C. PENNEY CO.
- CARR'S
- W. H. BOHNENKAMP CO.
- PUTMAN'S
- SAM HARRIS
- EASTERN OREGON LIGHT & POWER CO.
- U. S. NATIONAL BANK
- PERKINS MOTOR CO.
- WESTENHANTZ & GILBERT
- OREGON HARDWARE & IMPLEMENT CO.



**IMPORTANT**  
This is No. 4 of a series of advertisements to be published each week in The Observer for the purpose of acquainting the people of La Grande with the many advantages of patronizing their home town merchants.

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- CLINT'S CLOTHIERY
- F. L. LILLY
- NORTON'S KIDDY SHOP
- ASH BROS.
- THE TOGGERY

- GLASS DRUGS, INC.
- L. & L. DRUG CO.
- RED CROSS DRUGS
- HOME INDEPENDENT TELEPHONE CO.
- WALLING'S
- PLAYLE OIL CO.
- ART AND BABY SHOP
- NELSON PRINTING CO.
- BATTERY AND ELECTRIC SERVICE CO.
- LA GRANDE ELECTRIC CO.
- H. & S. ELECTRIC CO.
- NEW YORK STORE