

COMPETITION TO BE KEEN IN 1928

General Business to Carry
Along on About Same
Lines, Is Prediction

By Earl C. Sans

(President J. C. Penney Co.)
TOLDO, O.,—General business during 1928 should continue along about the same lines that it followed during the year just passed. It will be a good year for such business enterprises as are properly adjusted to the general economic conditions of today.

General commodity prices will undoubtedly be subject to the usual short swings up or down depending upon local conditions and upon the changing phases of industrial and agricultural activities governing income and production. Any general movement in commodity prices should be downward but there is no reason at present to believe that there will be any marked lowering of prices.

The usual discussions which characterize any presidential election year will prevail but the economic structure of the country is on such a well defined basis of economy and progression that it is unlikely that political differences bearing on economic activities will have any pronounced effect on general business. Any differences which may exist in relation to the present economic standards on the part of political parties are apparently too slight to be disturbing in their import.

Keen Competition

Competition in all lines is increasing and the effects of this competition will be keenly felt during the present year. The margin of profit which may be anticipated by the distributor of general merchandise is growing smaller and greater efficiency is being shown in distribution methods.

We have been studying the elements of working efficiency in each of the retail store units and have been organizing all phases

These Children Came Two at a Time



The stork has been more than generous to Mr. and Mrs. Richard Dwyer of New Orleans. For here you see the Dwyer children, three sets of twins. On either side of the big arm chair are the oldest of the twins, John and Eva, ten years old. Seated and holding the tiniest of the three sets of twins are the second set, Bernadette and Blanche, 7 years old. The babies are Jerry and Mariah.

U. S. Experts Aid Dry Land Farmer Over the Nation

SHERIDAN, Wyo., (AP)—Once suspicious of "experts" from Washington and agricultural colleges who offered them assistance, dry land farmers have seen the results of expert guidance and today are beginning to realize the riches promised the western pilgrim years ago.

Federal experiment stations epitomize the hopes of every farmer in the west. The station at Sheridan was founded on barren fields. Today it approaches the model farm. Constantly experimenting with new crops, it has offered the farmer his first chance at diversified agriculture. After years he now has a type of wheat suitable to his needs. He has been helped to produce the right crops and taught how to market them.

The county agent has followed in the wake of the experiment sta-

tion. His services and knowledge are within the grasp of the progressive homesteader, and the dry land farmer, a hopeless, broken man a few years ago, now is a cheerful, sometimes prosperous citizen.

Broken down huts and shacks still dot the waste plains of Wyoming, mute reminders of a pilgrimage that ended in disaster for thousands. They were built when public lands first were opened to homesteaders, men from the east and south who believed that fortune awaited those willing to spend a few years turning untiled fields into green and prosperous farms. Unequipped for the struggle, unconscious of the terrific odds they faced, the newcomers waged a useless fight against a stubborn earth and a burning sun. Most of them gave up and went to more promising states.

Women ought to make good enough politicians. Since side-saddies have gone out of style they can sit on the fence as well as a

Soil's Moisture Affects Peaches

LOS ANGELES (AP)—Moisture content of the soil has a very definite influence on the growth and quality of canning peaches.

Irrigation engineers and pomologists at the University of California reveal that growth decreases immediately when soil-moisture is lowered to the wilting coefficient. Mature peach trees reduce the soil-moisture content from the maximum field capacity to the wilting point in from one to three weeks in sandy soil and in from three to four weeks in clay loam. Fruits from the dry plots, which experiments inadvertently subjected to drought conditions, were found to be slightly higher in acid and sugar content and lower in moisture than fruit from the wet plots. No differences, however, could be distinguished in the canned product from the two treatments. In cold storage the fruit from both plots held up equally well, while in common storage at room temperature the fruit from the dry plots kept slightly better than that from the wet plots.

Cliffs Record Art Of Vanished Race

DULUTH, Minn., (AP)—On the "Painted Rocks" of Lac La Croix, rising sheer out of the still waters of an almost inaccessible lake near the Minnesota-Canadian border, is written in crude but imperishable paintings the story of a vanished people.

Seventy to eighty feet the painted rocks tower above the deep lake and the sun's spotlight playing upon their somber sides throws the grotesque figures into startling relief.

Seven groups of paintings, with 10 to 15 drawings in a group, compose the legendary record. There are figures of animals, tracks of ancient beasts, hand and foot prints on a gigantic scale and figures of Indian lore such as the god of war with thunderbolt arrows clutched in one hand and a great bow in the other.

Explains How Much "Home Made" Static May Be Easily Eliminated

WASHINGTON (AP)—Static, the mysterious atmospheric kind, has harassed the radio fan and absorbed the attention of scientists for several years. But there is another brand probably responsible for many more cases of interference than that originating in the ether. This is known as "home made" static.

Realizing that electrical devices are prolific producers of interference, engineers of the big electric power companies are cooperating with experts engaged by the radio manufacturers association in an exhaustive investigation. The results, together with remedial measures, will be compiled in a revised edition of a manual on interference, published by the manufacturers association.

Potential static makers include lights, electric heaters and irons, percolators, electric curlers

Violet ray machines are among the worst producers of static. Generally a vibrator in the apparatus is the cause of the annoyance. If any one desires to use a violet ray outfit and listen to radio at the same time he may eliminate the noise by hooking a tapped condenser between the input terminals of the machine and grounding the center tap.

Doorbells, the engineers declare, generally are only a sporadic source of interference. If the antenna system is kept some distance away from the bell wiring, the interference is virtually unnoticeable. In one case it was found that the radio receiver picked up the ringing of the telephone bell. Tracing of the collector circuit showed that the set and the phone system were using a common ground.

The engineers declare it should be pointed out that most of the troubles arising from the use of electricity in the home are simple to trace and simple to remove.

SKAGGS SAFEWAY STORES

Distribution Without Waste

Jury of Public Opinion

Before the Court of
Her Honor, Mrs. Housewife

The ablest brains of the business world may plan—but you, Madam—decide, when, where and how you will be served the foods that go on your family's table. One of the first things the Satisfying Man learns is your absolute power to finally say whether or not our stores shall succeed. Because he is intelligently selfish enough to want to succeed and to want our organization to continue to serve you, as only our organization can, he gives you what has come to be known as "Safeway Service"—the sort of service that has won your hearty approval and support from Kansas to the Coast and Canada to Mexico.

Saturday and Monday Features

Flour Myrtle Brand. The market has taken two raises in the past ten days and the present outlook is there will be another advance very soon. We have a limited supply to sell at the old price. 49 Lb. Bag \$1.89 Bbl. \$7.39 (4 sacks)	Ole'margarine Nucua Brand. 1 Lb. 25c Crux Oleo. Our own brand. This is one of the best quality margarines we can buy. 4 Lbs. 89c	Hams 10 to 12 lbs. Mild sugar cured. We were fortunate in buying these high quality hams to sell at 1/2 or whole. Per Lb. 23c
Rolled Oats Kerr's plain cooking. 9 Lb. Bag 49c	Prunes Italian variety. A very healthful fruit at this time of the year. 5 Lbs. 49c	Bacon Nice lean streaked. 1/2 Eastern sugar cured. or whole side. Per Lb. 29c
Beans California genuine Bayos. These are the highest grade beans grown. 10 Lb. Bag 79c	Figs Black or White. 5 Lbs. 49c	Eggs Strictly fresh. 2 Dozen 75c
Beans Red Mexican. 10 Lb. Bag 75c	Raisins Seedless, fresh, clean fruit. 4 Lb. Bag 39c	Shortening Snowcap Brand. To introduce this high quality bulk shortening we will sell 3 Lbs. 53c
Rice Blue Rose Head. 10 Lbs. 75c	No. 10 Fruits Solid Pack BLACKBERRIES No. 10 Can 69c LOGANBERRIES No. 10 Can 69c PEACHES No. 10 Can 69c APRICOTS No. 10 Can 79c PRUNES No. 10 Can 49c	Cocoanut Long shred. 1 Lb. 25c
Coffee Safeway Blend. We are making more friends every day with this quality blend. 1 Lb. 50c 3 Lbs. \$1.47	Bananas Nice firm golden ripe fruit. 3 Lbs. 29c	Cocoa High grade bulk. 3 Lbs. 35c
	Fruits and Vegetables Lettuce Firm and crisp large heads. 2 For 23c	Honey Pure strained. 5 Lb. Can 69c 10 Lb. Can \$1.29
		Celery Clean, fresh, crisp hearts. Each 19c Exceptionally nice clean celery. 3 For 29c

Two stores in La Grande. Shop at your nearest store.

And everywhere along the Coast we asked women why they bought SNOWFLAKES instead of "just crackers". You'll be interested in the answers they gave us—they apply to you in your home

If you should drive down the Coast from British Columbia to Mexico, and then inland to the inter-mountain states over any one of many highways, you would find Snow Flakes on sale in practically every city, town and crossroad store. For today they are the largest selling soda wafers in the West—by far.

And if you should stop and visit the homes here and there—as we did—you would find the familiar red Snow Flake packages almost everywhere. The story would be the same that they told our investigators when we asked them why they bought Snow Flakes instead of "just crackers."

Hundreds said "Always fresh"

The greatest of all reasons was freshness. The wax-wrapped packages giving triple protection against moisture—the unqualified

"Guarantee of Freshness," exclusive in Snow Flake Bakers' Products—the large scale daily baking operations in six great Western plants—all these factors have made it possible for every home to enjoy crisp, oven-fresh Snow Flakes.

Snow Flake quality never varies

Many women based their preference on quality alone, saying, "Always good," "I can always depend upon Snow Flakes," etc., etc. These are natural answers because the quality and uniform goodness of Snow Flakes are zealously guarded. We adhere rigidly to one master formula and one unvarying standard of the purest ingredients obtainable. To maintain a uniform standard of flour, we own and operate our own wheat fields in a favored Blue Stem district in Eastern Washington and mill this choice wheat ourselves.

GUARANTEE of FRESHNESS

We guarantee unconditionally the quality and freshness of every package of Snow Flake Bakers' products. If not entirely satisfactory in every way you may return them to your grocer and your money will be refunded.

PACIFIC COAST BISCUIT CO.

Chas. M. Johnson

SNOW FLAKE WEEK OPENS SATURDAY!

SNOW FLAKE WEEK—January 21st to 26th—will be observed in a thousand cities and towns in the West. Ten thousand grocers from Canada to Mexico are joining us to make this coming week a worth-while event to every food buyer. We want you to sample oven-fresh Snow Flakes at your grocers. Watch for Snow Flake store and window displays. Remember the dates—January 21st to 26th.

PACIFIC COAST BISCUIT COMPANY
Seattle • Tacoma • Spokane • Portland • San Francisco • Los Angeles



Don't ask for crackers—say
SNOW FLAKES

Ask for
HONEYMAID
GRAHAMS!
—honey-sweetened!
—health-laden!