



Kings Can Command No Better Food Than You Can Buy At La Grande FOOD STORES

DID YOU EVER stop to think that when you buy dates, for instance, from your local food store that it is the final link in a great chain of service that started in Egypt?

Your local merchant is as important in this great system of food distribution as the railroad itself with its marvelous systems of electric refrigeration.

He it is who must keep one step ahead of the times by anticipating your needs and tastes with hundreds of different food items, garnered from the gardens of the earth and four corners of the globe. Your desire for Brazil coffee, Spanish olives, Russian caviar or Alaskan salmon is realized in one visit to his store.

But even that is only a part of his great public service. He gives you every modern device to

make your shopping convenient. He gives you the utmost in sanitation to maintain the health-giving qualities of his merchandise. In his busiest hours he gives you efficiency and courtesy, whether your purchase be large or small. He shaves his profits to the marrow to give you daily bargains and food specials.

Yes, you can look with pride upon your food stores, for the immeasurable services they render to this community, all in a day's routine, cannot be amplified in a few brief words.

Do your part. Acknowledge your appreciation with your complete patronage. To these food stores of your city who give you health and quality—who give you prompt and courteous service—lend your full support and co-operation. Kings can command no better food or service than they offer.

Food Merchants Advertise Heavily in the Observer

Food advertising must reach the home owner and the family food buyer. Advertisers of food products, realizing the important home coverage of this paper, advertise heavily in it. The Observer in 1929 carried 593,922 lines of food advertising. Is any further proof was exclusive with this paper. Is any further proof of result-getting efficiency needed?

THE EVENING OBSERVER

LA GRANDE, ORE.