

LA GRANDE Shoe Merchants Are Abreast of the Times

THE WINGED SHOE OF MERCURY, expressing the speed and change of the world, is symbolic of the shoe men of La Grande. For nowhere can be found better shoes, either in style, quality, variety or price, than offered here in this city.

These progressive minded men realize the importance of keeping pace with the current day improvements in the shoe industry and the closeness with which they follow the style trends of the world—the speed with which they stock their shelves with this new merchandise for your selection—is equaled only by the skill and courtesy of their sales organizations, and the beauty and comfort of their establishments.

Ever on the alert to give better service—afford finer surroundings for the selection of their wares—and to make their stocks the most infinite in quality and variety—they make a point of spending many days of the year at the shoe marts of the country, painstakingly searching out those essentials of good merchandise which have made them so competent to serve you in the needs of footwear.

You will enjoy buying your shoes from such men who exert their utmost efforts to see that you are thoroughly satisfied with every detail of your purchase... that you enjoy the skillful fitting and quiet, courteous service which they have perfected for your enjoyment.

Buy shoes in La Grande, where quality, variety and courtesy are always at your command.

During 1929 the 15 stores in which shoes are stocked in La Grande, used the Evening Observer to broadcast their messages of style, quality and price. This is further evidence that Observer advertising reaches the buying power of this territory, quickly, thoroly and economically.

THE EVENING OBSERVER