

Safeway Stores Advertise Only In Newspapers

Handling and featuring nationally advertised foods, particularly those advertised in local newspapers, has proved so satisfactory for Safeway stores that, according to M. B. Skaggs, this big food distributing concern will, in the future, confine practically their entire effort to this policy.

"We have found," Skaggs said, "that the buying public is much less skeptical and better satisfied when offered brands with which they have become intimately familiar through reading about them in their own newspapers than is the case when they are offered an unknown brand, even though the quality of the unadvertised article may be fully as good as that of the well advertised item. Somehow, people seem to instinctively mistrust merchandise which makers are unwilling to come out in black and white and tell the public about it.

"Advertised brands, particularly those featured in the local papers in which we have stores, require little or no selling effort and there is rarely any complaint about their quality or price. If anything should be wrong with the advertised goods the purchaser does not blame but places the blame upon the manufacturer, where it properly belongs. Moreover, when buyers see an item advertised by the manufacturer in the same issue of the paper in which they know, immediately, right where they can get it and we, as well as other merchants, find our own advertising more effective and satisfactory. In fact our experience with the sale of foods advertised by the manufacturer in the same local papers in which we advertise has been so satisfactory that we plan to lend our major support to such items."

Skaggs further announced that his concern had practically discontinued the use of handbills and circulars and would, hereafter, confine their advertising almost exclusively to newspapers. He said their experience in nationwide merchandising had convinced them that the local newspaper is the most economical and effective medium for reaching the public and they were, therefore, eliminating practically all other forms of printed advertising.

DIES AFTER OPERATION

PHILADELPHIA, Aug. 18 (AP)—Colonel Henry W. Coulter, 56, wealthy Greensburg coal operator, sportsman and soldier, died today following an operation.

Col. Coulter was a veteran of three wars, his military career beginning in 1897 when he enlisted in the Spanish American war and ended when he returned from overseas during the World War. He also served on the Mexican border.

Three golfers tied for first place and two for fourth place at the sweepstakes of the Coronado, Cal., country club.

Capt. John Hart, Animal Trainer, Mangled by Lion

Forty years ago in Posen, Germany, was born a child who in later years was to follow a strange and dangerous occupation. That child was Capt. John Hart. As a child he saw a trainer train and handle a black-maned



African lion, and in the child was born a desire to know more of wild animals and their habits. In his first encounter with a lion in a steel arena, he was dragged from the arena, badly mangled and more dead than alive, and from that first encounter he learned that all lions are killers, and all killers are vicious. Capt. Hart has climbed the ladder of success in his chosen calling, and today is recognized as one of the greatest trainers of wild beasts in the world. He will be in La Grande with Schell Bros. circus which will give two performances on Aug. 23, afternoon and evening, risking his life twice daily, working his mixed group of lions, tigers, leopards, pumas, hyenas, etc., in the steel arena.

One can attend this circus at reduced prices provided one buys the tickets from merchants.

Scandinavians in Santa Barbara, Cal., have organized a soccer team.

JOY BATH TAKES OUT CORNS NEW ENGLISH WAY

Now you can dance to your heart's content, run and walk and have good feet free from corns, callouses and hard skin.

The soreness, aching and burning quits with one exhilarating Radox Bath—3 or 4 baths, as many nights in succession and you lift out corns roots and all.

No more foot agony—instead strong, vigorous feet that will never go back on you. Red Cross Drug Store sells Radox—do all leading drug stores. Adv.

Prominent Eastern Oregon Man Passes

THE DALLES, Aug. 18 (AP)—J. T. Rorick, 79, prominent Eastern Oregon attorney and educator, died at his home here Wednesday. He had lived here 40 years.

Rorick was a graduate of the University of Michigan law school and for eight years published a newspaper in that state. He came to The Dalles in 1892 and established a dairy farm of purebred cattle. He was a member of the school board and member of the city works commission. He later served as director and vice president of the Oregon state chamber of commerce. Two sons and two daughters survive.

LA GRANDE RETAIL MARKETS

Table listing various retail market items and prices such as Sugar, Vegetables, Fruit, Dairy, Eggs, Flour, Meat, Fish, and Poultry.

STOP! LOOK! LISTEN!

WE DON'T KNOW WHAT ELSE TO CALL IT - BUT CAN YOU IMAGINE SUCH A THING AS THE

CINDERELLA SHOP

ANNOUNCING A

RUMMAGE SALE

HERE'S THE WHOLE THING IN A NUTSHELL

At the close of our Consolidated Sale of the Two Big Stocks of Corvallis and La Grande we have approximately 500 of this season's Coats, Dresses, Suits and accessories left. We are going to sell these if we only get the express charges. Hundreds of people took advantage of our first sale but now we have our neck bowed and we're going to sell the rest in the shortest time possible, even if we have to call them rummage.

BUT THEY AREN'T

Because every garment is of this season's buying from the fashion centers of New York and Hollywood. Now don't let an opportunity of this kind miss you.

COME IN -- LOOK -- BE CONVINCED

Beautiful Dresses

Values to \$22.50 Now \$2.95

Seasonable Coats

Values to \$34.95 Now \$4.95

THEY WON'T LAST LONG -- SO HURRY!

We Start Friday Morning at 9 O'clock

Cinderella Shop

La Grande, Oregon

La Grande, Oregon

COMMUNITY CASH STORE

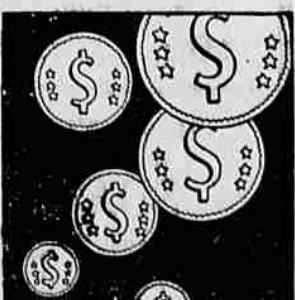
SPECIALS FOR FRIDAY & SATURDAY AUG. 19-20

Community Cash Store specials including Salt, Mayonnaise, White King, Milk, Sugar, Flour, Pineapple, Soap, Snowdrift, Dutch Oven, Spuds, Peaches, Boned & Rolled Plate of Beef, Fresh Hamburger & Sausage, Fancy Pot Roasts, and Pure Lard.

How One Woman Lost 20 Lbs. of Fat

Lost Her Prominent Hips - Double Chin - Sluggishness

Found Physical Vigor - A Shapely Figure. If you're fat - first remove the cause! Take one half teaspoonful of Kruschen Salts in a glass of hot water in the morning. To hasten results go light on fatty meats, potatoes, cream and pastries - in three weeks get on the scales and note how many pounds of fat have vanished. Notice also that you have gained in energy - your skin is clearer - you feel younger in body - Kruschen will give any fat person a joyous surprise. But be sure it's Kruschen - your health comes first - and SAFETY first is the Kruschen promise. Get a bottle of Kruschen Salts from Red Cross Drug Store, L. & L. Drug Co., Glass Drugs, Inc., Moon Drug Co., or any leading druggist anywhere in America (lasts 4 weeks) and the cost is but a trifle. Adv.



EXTRA MONEY. YOU can use it can't you? Why not sell some of those things you no longer have use for... you can do it with a Want-Ad in the OBSERVER. Want-Ad Columns PHONE MAIN 600

FIND IT HERE

Copy for this Column must be in by 9 A.M.

DETOUR - EPILEPTIC! Detroit lady finds complete relief for husband. Specialists home-abroad, failed. Nothing to sell. All letters answered. Mrs. Geo. Dempster, Apt. 16-5, 6900 Lafayette Blvd., West, Detroit, Mich. 8-18-1 tp

WHY WORRY With a broken side glass or windshield in your car when you can have one fitted for the least cost that you have ever had glass work done any time. Take your car to Richardson "The Art Man" at Richardson's Art and Gift Shop. 8-18-3 t

TOMORROW When you are down town remember to take your pictures to Richardson's Art and Gift Shop for framing. A special discount on all frame jobs is offered to you at this time. 8-18-3 t

NOTICE The H. & S. Electric Co. is the only authorized dealer for Eureka Vacuum Cleaners in La Grande and we suggest that you consult your local dealer for service. We repair all makes. Inspection free. Phone Main 127. 8-17-3 t

Hemstitching, pleating, button holes, etc. Norton's Kiddy Shop. Adv.

MR. AUTO OWNER When you break your windshield or side glass you will save both time and money by taking your car to Richardson's Art and Gift Shop. They specialize in all kinds of car enclosure glass work. 8-18-2 t

BEAUTIFUL Your pictures will be done beautifully when you have them developed, printed, enlarged, tinted and framed by Richardson "The Art Man" at Richardson's Art and Gift Shop. 8-18-2 t

LIQUIDATION NOTICE The La Grande National Bank, located at La Grande, in the State of Oregon is closing its affairs. All note holders and other creditors of the association are therefore hereby notified to present the notes and other claims for payment. F. L. MEYERS, President. Dated June 13th, 1932. 8-14-80 t

NOTICE OF STREET VACATION Notice is hereby given that on August 8, 1932, Ellen I. Stoddard and others filed a petition for the vacation of part of the alley running east and west through Block 67, Chalmers addition to La Grande, Oregon, particularly between Lots 6 and 7, 4 and 9, and 3 and 10 thereof and that on the 7th day of September, 1932, at 7:30 p. m., at the Commission Chamber of the Commission of the City of La Grande, Oregon, said petition and any objection or remonstrance made in writing up to that time, will be heard and considered. Dated at La Grande, Oregon, this 4th day of August, 1932. J. E. STEARNS, City Recorder. Aug. 4-11-18-25-Sept. 1.

NOTICE TO CREDITORS Notice is by this given that the undersigned has been appointed administrator of the estate of Anna K. Westenskow, deceased, by the County Court of the State of Oregon for Union County; that all persons having claims against the estate of the deceased should present them duly verified to the undersigned at his home at Imbler, or at the law office of J. S. Hodgkin, his attorney, at La Grande, both Union county, Oregon, within six months from the date of the first publication of this notice which is August 11th, 1932. WILFORD WESTENSKOW, Administrator, Imbler, Oregon. Aug. 11-18-25. Sept. 1.

NOTICE TO CREDITORS Notice is by this given that the undersigned has been appointed Executor of the estate of James B. Quinnland, deceased, by the County Court of Union County, Oregon; that all persons having claims against the said estate should present them duly verified at the law office of the undersigned in La Grande, Union county, Oregon, within six months from the date of the first publication of this notice, which is on the 11th day of August, 1932. J. S. HODGKIN, Executor, La Grande, Oregon. Aug. 11, 18, 25. Sept. 1.

SCHOOL DISTRICT NO. 1 WARRANTS CALLED School District No. 1, Union County, Oregon Warrants numbered 420 to 432 inclusive are hereby called and same will be paid when presented at the office of the District Clerk in the High School building, La Grande, Oregon. Interest ceases after date of August 18, 1932. R. O. WILLIAMS, District Clerk. 8-18-1 t

NOTICE TO CREDITORS IN THE COUNTY COURT OF UNION COUNTY, STATE OF OREGON IN THE MATTER OF THE ESTATE OF JOHN GAVIN, deceased. Notice is hereby given that the undersigned has been appointed administrator of the estate of John Gavin, deceased, by the above entitled Court and has qualified. All persons having claims against said estate are hereby notified to present the same at the office of Hugh E. Brady, in the City of La Grande, Union County, Oregon, with vouchers and duly verified, within six months from the date hereof. Date of first publication, August 11th, 1932. Date of last publication, September 8th, 1932. CHARLES E. GUMP, Administrator of the Estate of John Gavin, deceased. HUGH E. BRADY, Attorney for Administrator. Aug. 11, 18, 25, Sept. 1, 8.

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SCHELL BROS. GREATER COMBINED WILD ANIMAL SHOWS. 2 SHOWS DAILY 2:00 & 8:00 P.M. THREE TIMES ITS FORMER SIZE. 4 BIG RINGS 4 Spectacular Pageant "SUNNY SPIN" HEED UPON HERDS OF ELEPHANTS, CAMELS, HORSES, ETC. HUNDREDS OF PEOPLE. La Grande Tuesday August 23 Special Merchants Tickets 10c Ask Your Merchant

MAKES REFRESHING AND DELICIOUS ICED TEA. LIPTON'S ORANGE TEA PEKOE

LIPTON'S ORANGE TEA PEKOE

GOLDEN DAYS OF HEALTH. 1. You're NEVER wrong when you choose "Meadow Harvest" Butter and "Uccoo" Eggs. The superior quality of these products will convince you that you are right. And they cost no more. 2. HOW DARE YOU SHOOT ME WITH YOUR BOW AN ARROW. 3. YOU'RE WRONG, MISTER - IT AIN'T MINE - IT'S HIS. GRANDE RONDE CO-OP CREAMERY ASS'N. MEADOW HARVEST BUTTER UCCOO EGGS It's the better Cream that makes it better.