

EXTRA

SPECIAL EDITION

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Vol. 1

CRIME WAVE AT IRISH-SWARTZ

Scenes of Atrocious Crime Wave—

Murdered in Department
Shoppers will make Swartz their headquarters for all their grocery needs. They can rely on Irish-Swartz to bring them the best in groceries, meats, produce, plus friendly, prompt service and plenty of parking at no extra charge. They know that Irish-Swartz prices are always

Wholesale Murder Cost of Living
Recent bystanders are amazed at the tremendous savings offered at this pre-arranged murder of high prices. When interviewed, Ed Carlson explained, "Don't miss the price of every item on the shelves at Irish-Swartz."

Weather
Weather Bureau today predicted fair weather for the remainder of the week. On High Prices.

Dismissed Employees Optical But
Checkout clerks at Irish-Swartz Markets are frankly terrified of the planned slaughter, and are making calculations on the store will stand the consequences.



Irish & Swartz Markets

The 4 stores above where the price murders were committed were identified as headquarters of the Slash Gang.

Manufacturers Warn Irish-Swartz

Several representatives of large national food manufacturers showed up at Irish-Swartz today complaining that they were having trouble explaining this situation to the food wholesalers.

They said Irish-Swartz was selling food way below wholesale costs and warned them that this practice must not continue.

From latest reports, these representatives were locked in one of the Irish-Swartz Markets until they cooled off.

Texas Food Rangers To Be at Irish-Swartz

It was learned today that three food detectives would be at Irish-Swartz Markets Saturday to help control this murderous situation.

General manager Ed Carlson stated, "I understand they have been hired by the store owners to be sure I don't give the store away."

Food Prices Victims of Slashing

Probably the most astonishing crime ever perpetuated in Eugene against the high cost of living is taking place at Irish-Swartz Markets. Dozens of grocery items will go under the axe in a price-cutting spree expected to benefit every homemaker in Eugene and surrounding area.

Headman Carlson, in announcing his criminal intentions, said the big price-slashing event will run for 3 days. He gave this reason for keeping special prices in effect from Friday thru Sunday: "By extending the time limits of the sale thru next Sunday, we hope to let all the shoppers in the area reap the benefits from the lowered prices, regardless of where they are in the habit of shopping."

Ed Carlson Admits Guilt, Explains Lust for Volume

HI-C Orange-Aid

6-oz. Cans 4 CANS 98¢

SUNSHINE KRISPIE

CRACKERS 12 Lb. Box 23¢

WESSON OIL Quart 59¢

Mayonnaise BEST FOODS QUART JAR 59¢

COFFEE CASWELLS Lb. 99¢

TUNA STARKIST CHUNK STYLE 3 Cans 79¢



Ed "Chopper" Carlson, 11th St. Shopping Center

"Actions Justified" Claim Accused—Mr. & Mrs. Buying Public to Direct Defense

Quiet, mild-mannered Ed Carlson sat in his office at Irish-Swartz Market today and calmly told his story. The manager of Irish-Swartz, the Eugene's chain of food stores, is charged with committing murder against the high cost of living.

The accused man readily admitted his guilt. Although there were accomplices who worked with him, he said the crime was instigated by him and carried out under his direction.

Speaking in a clear, unwavering voice, Carlson explained his motives.

"The reasons for this action are quite clear," he said. "We buy from week to week and are therefore able to keep our stocks balanced at all times. We have no middleman or warehouse expense and this means lower handling costs on every item. Decreased handling costs

mean lower overhead which is passed on to the consumer in the form of rock-bottom prices on almost every item."

Add to these savings the savings gained by buying the dollar specials and you find that shoppers who buy the dollar specials and in case lots do so at the very lowest prices at Irish-Swartz.

"By keeping our prices low every day," Carlson said, "we have kept our business fairly evenly divided between each day of the week. The savings gained by this even distribution of business have as usual been passed on to the shopper."

Although he confessed his guilt, Ed was confident he would be acquitted. The accused man insisted that housewives will free him after they discover he is offering the lowest prices ever to hit Eugene. Evidence offered includes:

WHITE KING Detergent
Giant Package 63¢



"Cabbage Head" Mel

One Slayer Still Free

"Cabbage Head" Mel Still on the Loose

"Cabbage Head" Olsen, another prominent member of the murder mob, was still at large this afternoon, but had been seen making preparation for his own fiendish part in the Irish-Swartz Markets price murder this morning. Armed to the teeth with a bucket of ice and a vegetable knife, he was carving huge chunks out of produce prices throughout the FRUIT AND VEGETABLE DEPARTMENTS. He was seen attacking the following victims:

- Lettuce Large Solid Heads 2 Heads 19¢
- Carrots 3 Bunches 25¢
- Cranberries Pound 25¢

FREE BREAKFAST

THIS SATURDAY 9:00 TO 12 NOON

At Our

SOUTH WILLAMETTE STORE

(Home of "Pretty Boy" DOUGLAS)

- MENU . . .
- Alber's Flapjack—Made with Carnation Milk
- Nebergall's Sausages
- Lumberjack Syrup
- Nucoa
- Campbell's Tomato Juice
- Caswell's Coffee

BRING YOURSELF AND THE FAMILY

GOLD MEDAL FLOUR 10 LB. BAG 79¢

WHITE KING SOAP Giant Pkg. 2 For 1⁰⁰

BORDEN'S COTTAGE CHEESE Any Flavor Pt. 27¢



Bud "Pretty Boy" Douglas, Mgr. of So. Willamette Store

Checking Service Set, Say Managers



Charley "Horse" Farley, W 11th Shopping Center



BHI "Baby Face" Knebel, Franklin Shopping Center

Although Ed Carlson realizes his crime committed against high food costs will draw a penalty as serious as packing Irish-Swartz Markets with customers, he is confident that the efficient checkout services will handle purchasers with the speed and courtesy that is due each, no matter the size of his grocery bag.

- Cake Mix** Pillsbury 23¢ With Coupon
- Cookie Mix** Pillsbury 25¢ With Coupon
- SUGAR** SPRECKELS OR C&H 10 Lbs. 89¢

Ruthless Gang Confesses - Guilty Victims Are Identified

The 4 managers of the meat departments at Irish-Swartz Markets have admitted that they played a vital part in the planning of the price murder now under way at Irish-Swartz. In a signed statement, handed to newsmen early this morning, they confessed their part in the crime and explained the reasons for their conduct.

The victims were neatly laid out in the handy self service meat counter and they were identified as follows:

- NEBERGALLS SKINLESS PURE PORK LINK SAUSAGE** 12-OZ. PKG. EACH 35¢
- PORK ROAST** SHOULDER LB. 39¢
- BACON** SWIFT'S ORIOLE SLICED LB. 53¢
- GROUND BEEF** LB. 39¢
- RIB STEAK** U. S. CHOICE AND GOOD LB. 69¢

Weston Caught Slaughtering Prices

Ed Weston, manager of W. 11th store of the Irish-Swartz Garden Department, was caught red handed in his back yard brutally slaughtering prices. This crime may prove very serious, as it was committed out of season, after dark, and the culprit was using a flashlight to spot them with.

Ed was also caught giving a flat Discount on all store items in the West 11th Store.

"Meet Your Candidate" Fair Veterans Memorial Bldg. Eugene 8 p.m. Fri., Oct. 22 Sponsored by Citizens Committee

KLEENEX LARGE 300 COUNT BOX 3 BOXES 59¢

CARNATION MILK TALL TIN 10¢

WE RESERVE THE RIGHT TO LIMIT QUANTITIES