

### Store Takes Cracks at Itself In Ad Belittling Its Goods

Rock Island, Ill. (AP)—A department store here took a full-page advertisement to tell its customers how absolutely vile its merchandise is.

The McCabe-Hause advertisement announced that it was "Cat and Dog Day, when all our year's mistakes are turned out into the open with the hope that our kind friends will call them bargains and take them out of store forever."

Some of the items were advertised as follows:

"Ish! These are awful These combed cotton knit polo shirts are guaranteed to make any little tot howl but, after all, a youngster wearing a size 1 to 6 is helpless."

Lamp shades were described as "handsewn but ugly." Belts were "odd sizes, odd belts, in fact, an odd idea that we could get up to \$2.95 for the stringy old things. How about a dime?"

Handkerchiefs were "good for drop the handkerchief because you just could forget to pick them up. But we don't care how you use them just so you take them out of here."

The lace curtains were admittedly full of holes but "what else do you expect of lace?"

"We'll be generous and give you everything you need to complete a perfectly useless embroidered map of the middle-west. Don't ask us where to put it when you've finished. We can't give you everything."

### Bollman to Operate Own Funeral Home

Dallas — Lenthal Bollman, who has been associated with his brother, Paul, in the Henkle and Bollman funeral home, stated Tuesday that he has purchased the Clarence L. Booth funeral home at Enterprise. He plans to move with his family to Enterprise about September 17.

The former owner is retiring after 32 years in the business.

Bollman worked with C. W. Henkle and his brother, Paul, in the local mortuary from 1937 until the outbreak of World War II when he entered the navy and served for 52 months. During the war Henkle retired and Paul Bollman purchased his interest. When Lenthal was discharged, he joined his brother again.

Paul Bollman states that he plans to employ another assistant to fill the vacant position.

The Enterprise mortuary is the only funeral home in Wallowa county.

### Northcoast Bus Strike Continues

Seattle, Aug. 31 (AP)—The strike that has tied up North Coast Greyhound bus line operations between Vancouver, B.C., and Portland, Ore., for 11 weeks is going to continue.

Ray Jensen, president of the Motor Coach Employees' union,

division 1348, said last night that members had rejected the company's latest offer, made after a series of day-long meetings with Governor Langlie during the last fortnight.

Jensen did not disclose the vote count but said the rejection was by a "very large majority."

In stewing prunes or raisins add a few slices of lemon or orange for piquant flavor.

### National Magazine Tells About Cougar

Turner — The September issue of Hunting and Fishing, national sportsman magazine published in Philadelphia, carries the picture of Marion Towery and Margaret Prather with the cougar that was killed near Turner earlier in the summer.

Captioned "Bumper Bounty," the item relates that the 140 pound cougar, measuring seven feet, two inches — leaped onto the highway directly ahead of Marion Towery and Margaret Prather. Hoping to clip the cat with his bumper, driver Towery speeded up and the cat did likewise. The cat hit 40 miles an hour before Towery could smash into it.



**Don't Let Money Slip Through Your Fingers!**

Yes... it takes money to make money! So enjoy Salem Federal's better rates. Put your money to work by starting a regular savings account or investment today!

**Salem FEDERAL Savings**

500 STATE STREET - Facing Court House - Salem, Oregon

### HISTORIC MEDICAL HIGHLIGHTS—No. 49



DR. FLEMING'S PENICILLIN

It was in 1928 that Dr. Alexander Fleming discovered the wonderful potency of penicillin in his University of London laboratory. In studying staphylococci (causes boils and abscesses) cultures he'd grown, he found that a blue-green mold had spoiled them. Investigating, he found part of his cultures were free of staphylococci... the areas around the spots of mold. Further study disclosed that penicillin instead of killing germs, prevented their multiplying... making it possible for the body to combat various diseases and infections.

**The Quisenberry Pharmacies**

THE QUISENBERRY CORNER COURT & COMMERCIAL Phone 3-9173  
MEDICAL CENTER BRANCH 2440 GREAT STREET Phone 3-2127

*That operate as one!*

# There Are Some Headaches Aspirin Won't Cure!

and how well we know it. For instance—it's a real headache for the average housewife trying to figure out how to set a good table without spendin' all of her man's hard-earned dough, as one housewife happened to mention to us the other day, never dreamin' she was talkin' to our ad writer.

Anyway, here's what she said as she pushed her cart right square against our ad writers sore corn. "I just know this is the most congenial store in Salem. Everyone seems to be just hoppin' around to help you." "Yep", he says over his left shoulder as he beat it to the back room to kick our cat all over the warehouse till his corn quit achin'. When he limped back, she probably hadn't noticed he'd left, for she was sayin', as she selected some of the finest cheeses ever seen around these parts, that if more housewives visited this store and spent a few minutes lookin' around, there'd be fewer spots at the dinner table. "And believe me," she says, "that saves many a headache." Do you know, that made our ad writer feel so good he almost forgot his sore corn. He went right over to one of the nicest meat displays we've seen in a coon's age, and selected a nice piece of liver and gave it to our cat, and told the cat to stay out of the way the next time someone gets his toes stepped on.

Here are a few of the myriad of cheeses cut and displayed so sanitarily in the most modern case seen around these parts.

**AMERICAN CHEDDAR**  
A favorite for sandwiches.

**BEL PAESE**  
Delightful with fruit or crackers

**BLUE CHEESE**  
For tossed salad and salad dressing, or as canape spread with fruit or crackers.

**BRICK CHEESE**  
For lunch or lunch box sandwiches. Use sliced to fill out the meat platter.

**CAMEMBERT CHEESE**  
Almost a universal favorite as a dessert or salad cheese.

**CHANTELLE CHEESE**  
Delicious sliced and served on meat tray.

We could list a lot of other varieties of cheeses. Better tho that you come in and take your choice. We can't think of anything better.

In keeping with our policy of supply our customers with the best of foods obtainable, we offer

**SWIFT'S Premium Bacon**  
lb. 59c  
Not just as good—no sir! Better! That's a must at our meat counter.

For an all purpose shortening, try this one

**SWIFTNING**  
3 lb. can 73c

**PREM**  
reg. size can 39c

**CRISCO SPRY or SNOWDRIFT**  
3 lb. cans 83c

**BISQUICK**  
1 lb. pkg. 39c

**PILLSBURY'S PIE CRUST**  
17c

**CLABBER GIRL Baking Powder**  
10 oz. 10c

**Grapefruit Juice**  
sugar added Blue Bird 46 oz. can 29c

**GERBER'S BABY FOODS**  
3 for 20c

**Beautifully Marbled Beef**  
Many of our customers are agreeing with our butcher boys that for real satisfaction and economy, quality in meat is important.

**Boned and Rolled Roast**  
lb. 79c

**Pot Roasts**  
lb. 59c

**Rump Roasts**  
lb. 65c

**Standing Rib Roasts**  
lb. 75c

**Leg O' Lamb**  
lb. 79c

**WINS THE FAMILY FROM THE START**

**Allsweet**

30c lb.

"Was that just a gag findin' that birthday present you mentioned in your ad the other day?" We were asked by one of our more curious customers. No! Little George Eyre lost the gift meant for little Frankie Shafer. It had real foldin' money in it too. Frankie has it now. He has if he isn't a spendthrift like your ad writer. There are no gags in our ads—well—hardly any. Sometimes when we try to read one of 'em if we don't watch ourselves pretty close we might.

**Wilton's SARDINETTES**

These sardines are really good, delicious on snacks, hors d'oeuvres and lunches.

27c

**SILK BRAND LUNCH BAGS**  
Pkg. of 20 bags ..... 10c

**CHERRO BRAND BUTTER**  
lb. 69c

**SHERIDAN BRAND BUTTER**  
lb. 67c

**NUCOA**  
1 lb. 30c  
2 lbs. 59c

**Cottage Cheese**  
Pint 27c

**OLD GOLDEN WHOLE ROAST COFFEE**  
Ground as you like it at the time you buy it.  
lb. 49c

**Big, Red Luscious Tokay Grapes**

So crisp our boys in the fruit department, knowin' our proclivity along that line remarked to us, "Watch your step when you bite into one o' those grapes. They're so fresh and crisp they snap when you bite 'em." And what's more, the price kinda sizzles, too.

2 lbs. for 15c

We'll put some on every well-set table. Oh, by the way, these are the large red Tokays, not the pale, sickly ones.

A customer asked us, "How's your herring?" Us, bein' polite like, piped up, "Oh, our hearin's purty good. We may not look so good, but our hearin's O.K." "Oh, no. I mean fish. Herring like you use to make hors d'Oeuvers." Coverin' our face—it bein' a little red, like the outside of our building, and puttin' on our nonchalant air, we pointed out to the lady what she said was the finest display of nick-nacks she'd seen in a blue moon, displayed right alongside our beautiful display of fine cheeses.

**Peaches— Apples— Pears**

are in plentiful supply now. Priced right for canning.

not for years have you seen such a value at such a price . . .

Expensively hand-picked detail on the proud jut-collar of this very long . . . very full wool fleece coat with great slash pockets and imposing buttons!

*Your Rosewin coat is Stroock fabric at only \$65*

with EARL-GLO rayon satin lining! Mist O'Down STROOCK fleeces!



Other Rosewin coats from 39.95 up.

Exclusively at . . .

**Kay's** 460 State St.

### So's Your Aunt Sue 49c

We admit it. We have a lot of Aunt Sue's Self-Polishing Wax. It's a good wax, too. We know because we've tried it. Not down on our knees of course—you don't hafta get on your knees with aunt ue's Self-Polishing Wax. Because it's unknown, it doesn't sell, regular price is 98c, but we're tired of lookin' at it, so we're cutting the price right smack in the middle

Yeah . . . 49c

# J. L. BUSICK & SONS

Court Street at Commercial Street

Phone 3-9176