

## A FINE TRADE BOOSTER.

Turn a Smiling Face on Your Customers and Watch Results.

"In my opinion, about the greatest natural asset a man can have," said a retailer a few days ago, "is that of good nature. And I am speaking entirely from a business point of view too. Aside from the happiness that good nature brings to the individual himself, it has distinct business advantages that should not be lost sight of for an instant.

"In the first place, the good natured man has lots of friends, and the value of friends who may be made customers or who may be depended upon to give one the benefit of any good thing they may have is in itself a good thing. Then, too, the good natured man is one who is confident, optimistic and willing to take a bigger chance in the course of his daily work than the suspicious and ill tempered individual, and, since all business is taking a chance to a greater or less extent, this is another resource that should be taken into account.

"Now, it is easy enough to say be good natured, but perhaps for some of us it is not the easiest thing in the world to become. To get away from the grouchy habit, if we have it, is undoubtedly difficult, but it can be done, and all of us know of people who have overcome it. What I do want to say, and it applies to the merchant and his clerk with equal force, is that the result is worth the effort, not alone in making life more worth living, but in putting a larger cash balance on the right side of the account, and that is what all of us who are in business are striving to accomplish."—Boot and Shoe Recorder.

## WINDOW DECORATING.

German Mercantile Associations Give the Storekeepers Lessons.

Deputy Consul General Simon W. Hanauer writes from Frankfurt that to cultivate the artistic taste of German storekeepers and their sales people the German Association for Mercantile Education, with the aid of the German Work League, has recently instituted instruction courses of six weeks' duration in the cities of Berlin, Leipzig, Halle, Halberstadt, Magdeburg and Brunswick. A number of other German cities will now also receive these instruction courses, which are directed by distinguished art critics, experts in trade, design and fashion.

Subjects of instruction have hitherto been the art of decorating dwellings, draperies and clothing, the man-

ufacture of artistic small wares and the decorating of shop windows. There is no doubt that this system of educating manufacturers and sellers so as to attain high artistic taste and beauty of style in production will enhance German reputation and promote the sale of German productions to foreign countries.

## GET THE STICKER HABIT.

This Form of Town Boosting Fast Growing in Favor.

Use of the advertising sticker as a means of boosting towns and cities is growing rapidly in popularity throughout not only the United States, but in foreign countries. Many communities in Europe are fast forming the habit, which is considered by many to be an excellent one. The sticker is affixed to all correspondence and packages leaving the town or city in which the boosting enthusiasm has taken hold. Any ambitious townsman can design one in any shape or form. Here is a sample sticker:

**NEW LAKE**  
Gem of Inland Waters  
Unexcelled Shipping Facilities  
FREE FACTORY SITES  
**TOWN OF NOTOWN**  
N. Y.  
BEAUTIFUL HEALTHFUL  
Residential Locality  
The Garden Spot of Northern New York

The latest sticker is that of the Esperanto advocates. The International Esperanto congress will be held in Washington in August, and these language enthusiasts are now using Esperanto stickers to exploit the meeting.

## Playgrounds for Children.

Though but a few years have elapsed since the advent of public playgrounds, the movement has taken such a strong hold upon the affections of the people that we see them pop up all over the land. In Los Angeles so many communities are enthused on the subject that efforts are now being made to obtain recreation spots for our progeny in at least a dozen different sections of the city, not in Greater Los Angeles, but in the city proper, as the older residents understand the term. Time will see them in all great cities by hundreds or at least by scores.

## Winning Success.

The advertising merchant is the one who does the business in these days of push and enterprise. There are more newspaper readers today than ever before in the history of the world. The newspaper places your business under the eyes of the buyer.—Commercial Journal.

## His Athletic Neighbor.

A young man inmate of a boarding house had been disturbed night after night by the boarder in the next room doing things with a punching bag he'd rigged up in the room some way. At breakfast each morning the young man would look over the crowd and wonder who the bag puncher might be, but there was no one in sight but a bunch of women and eight or ten men with narrow chests and retreating chins. One night he made up his mind to knock on the bag punching roomer's door and ask him to put over his exercise until daylight when all the world's awake. The man might be small enough to bulldoze even with all his athletics. The door opened and there, clad in a tight fitting red jersey, was a robust, buxom woman of perhaps thirty summers.

"And what did you say to her?" the young man was asked.

"I was so startled," replied he, "that I asked what afterward seemed to me the most natural request I could have made. I asked her if she'd lend me a couple of matches."—Cleveland Plain Dealer.

## Not Bitter Talk.

"I cannot live but a week longer without you."

"Foolish talk, duke. How can you fix on a specific length of time?"

"Ze landlord fix on it, miss, not I."—Louisville Courier-Journal.

## Easily Convinced.

Would Be Contributor (at editor's desk)—Here's a joke, Mr. Editor, that I'll guarantee was never in print before. Editor (after reading it)—Don't doubt your word in the least, sir.—London Tit-Bits.

## The Outlet.

Physiology Teacher—Clarence, you may explain how we hear things. Clarence—Pa tells 'em to me as a secret, and ma gives 'em away at the bridge club.—Cleveland Leader.

## His Question.

Edgar, aged six, was recently sent to school for the first time, and upon his return home he asked, "Papa, who taught Adam the alphabet?"

## Market Quotations.

SUGAR—Cash price—Sugar, 8.75; best sugar 8.25.

VEGETABLES—Dry onions, 2c; parsnips, 2 1-2c; spinach, 3 lb for 25c; fresh peas, 15c; asparagus, 3 lb for 25c; rutab, 5c; celery, 10c a bunch; hot house lettuce, 2 bunches for 15c; head lettuce, 10c; radishes, 3 bunches for 10c; green onions, 5c a bunch; fresh Florida tomatoes, 10c; new potatoes, 3 lb for 25c.

FRUIT—Oranges, 40c doz; lemons, 35c; bananas, 40c; strawberries, 15c per box; cherries 2 lbs for 25c; gooseberries, 2 qts for 25c.

MEATS—Hogs, live weight, well finished, 10 cwt; cows, 3 1-2 to 4c; veal 4 to 4 1-2c; mutton, 5 1-2; chickens 13c.

## Portland Markets

BUTTER—Extra Creamery, 29c; store 20c 23.

BUTTER FAT—Deliver f. o. b. at Portland sw, cream 27 1-2; sour 25 1-2 @25c.

POULTRY—Mixed chickens, 18 1-2c; fancy hens, 19c; turkeys, alive, 20 @ 21c; dressed, 27 @ 28 c; pigeons squabs, 22.50; dressed chickens, 1 to 2c higher than alive.

BARLEY—Producers price, 1909—Feed, 23; rolled, 25; brewing, 24. WHEAT—Nominal—Track, club, 80@81c; bluestem, 83@84c; Willamette valley, 81c.

MILLSTUFFS—Selling price—Bran \$19.50 @ \$20; middlings, \$29.80; shorts, 21@22.50; chop, \$19@23.

FLOUR—New crop patents, \$5.15



**Marlin**

WHETHER you live in the city or country, you'll find no .22 caliber repeating rifle like the Marlin Model 1897.

For the city man it is a perfect companion for the vacation or outing trip. It's light, takes down and packs in a small space. The ammunition is inexpensive. The gun can be used with .22 shorts for target and is equally capable of handling .22 long or long-rifle cartridges without change of mechanism.

On the farm the rifle is a necessity. The .22 caliber is sufficient for quail, squirrel and small game; and the long-rifle cartridge makes the Marlin Model 97 a distinctive weapon for game, foxes, hawks, etc. up to 200 yards.

The "Marlin Book" of 128 pages, with handsome art cover, is jam full of up-to-date information for all gun-lovers and gives full description of all Marlin repeaters. FREE for 3 stamps postpaid.

2 Willow St., The Marlin Firearms Co., New Haven, Conn.

## DRY CHAIN WOOD

I am prepared to furnish Dry Chain Wood, also partly seasoned wood, to all corners. Kindly phone your order to

**V. E. BEAN**  
PHONE RED 3741

**DIRECTORY**  
OF THE  
**FRATERNAL ORDERS**  
LA GRANDE, ORE

## M. W. A.

La Grande Camp No. 7703 meets every Monday in the month at the I. O. O. F. Hall. All visiting neighbors are cordially invited to attend.

## I. R. SNOOK, C.

D. E. COX, Clerk.

## Women of Woodcraft.

Grande Ronde Circle No. 47 meets every first and third Thursday evening in the month at the I. O. O. F. Hall. All visiting members welcome.

## CHLOE ROBINSON, G. M.

LIZZIE ELLSWORTH, Clerk.

## A. F. &amp; A. M.

La Grande Lodge No. 41, A. F. & A. M. holds regular meetings first and third Saturdays at 7:30 p. m.

## JOHN C. HODGINS, W. M.

A. C. WILLIAMS, Secretary

## B. P. O. E.

La Grande Lodge No. 433 meets each Thursday evening at 8 o'clock in Elk's club corner of Depot street and Washington Avenue. Visiting brothers are cordially invited to attend.

## DR. G. L. BIGGERS, Ex. Ruler.

HUGH McCALL, Rec. Sec.

## I. O. O. F. Subordinate

La Grande Lodge No. 16 meets in their hall every Saturday night. Visiting brothers cordially invited to attend.

## GEO. GROUT, N. G.

J. R. SNOOK, Rec. Sec.

W. A. WORSTELL, Fin. Sec.

## Rebekahs

Crystal Lodge No. 50 meets every Tuesday evening in the I. O. O. F. hall. All visiting members are invited to attend.

## MRS. CORA FITZGERALD, N. G.

MISS SUSAN McILROY, Sec.

## Knights of Pythias

Red Cross Lodge No. 27 meets every Monday night in Castle hall, (old Elk's hall). A Pythian welcome to all visiting Knights.

## ED. WRIGHT, C. C.

R. L. LINCOLN, M. of R. & S.

## O. E. S.

Hope Chapter No. 13, O. E. S. holds stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.

## MARY A. WARNICK, Sec.

PAULINE LEDERLEE, W. M.

## Woodmen of the World

La Grande Lodge No. 169 W. O. W. meets every second and fourth Tuesday in the month. All visiting members welcome.

## NERI ACKLES, C. C.

J. H. KEENEY, Clerk.

**Why pay Rent? We loan you money to build, and you pay us as you would rent.**

**J. R. OLIVER.**

**THE CLASSIFIED**  
**COLUMN ALWAYS**  
**BRINGS RETURN**

## KEEP CLEAN

A Towel rack and a cake of soap, and every day a clean Roller Towel, for \$1.00 a month.

Phone us about it.  
Both Phones.

## Cherry's New Laundry

"Best by Test."

LOST—Lady's watch with pin attached. Suitable reward paid if returned to La Grande Investment company.

WANTED—Board and room. Address postoffice box No. 82.

ROOMS FOR RENT—1612 Adams avenue. Phone red 471.

FOR SALE—Heed river berries, 50c a gallon at L. C. Smith's.

FOR SALE—Cabbage plants, 15c a hundred at L. C. Smith's.

TO TRADE—160 acres of timber land to trade for city property. Mac Wood, Golden Rule store.

LOST—Brown nurse containing about \$15.00, some Canadian coin, owner's card in side; in Union or on road to La Grande. Phone or notify Observer.

FURNISHED ROOMS—1612 Adams Ave., \$8.00 per month. phone red 741.

BUSINESS OPPORTUNITY—Invest \$250 in personal appearance and have the man in Pennington's keep your clothes cleaned and pressed for one month. Call up 411 or black 851.

WANTED—Lady to mend underwear. Inquire at once. Cherry's New Laundry.

GIRL WANTED—For general housework; apply at 1312 Pennsylvania avenue.

LOST—Elk's tooth in setting; "D. A. E. Olympian, 186" on back. Return to Observer office and receive suitable reward.

FOR SALE—Seven room modern house and eight lots, young orchard. Inquire of Earl Zundel at the La Grande National Bank.

WANTED—Lady cook for the Savoy hotel.

ROOM and BOARD—1617 Fourth St.

FOR SALE—The Snodgrass residence in the Old Town consisting of ten room house, and the E. W. Bartlett house in the Old Town, consisting of seven rooms. Will be sold cheap if taken at once. Inquire at the Snodgrass grocery.

FOR SALE—A windmill and tank holding 400 gallons. Inquire 2103 First street or phone Black 2761.

FOR SALE—Household goods for sale, consisting of 6 dressers, 7 bed springs and mattresses, 5 rugs, 2 carpets, 3 stoves, library table, 6 commodes and wash stands, sanitary couch, 2 rockers, curtains, kitchen utensils, etc., linoleum enough for 3 floors. Inquire at 1307 Madison Ave.

WANTED—Clean cotton rags. Observer office.

LOST—A locket, one side fully engraved, other side plain. Leave at Observer office.

FURNISHED ROOM—For gentlemen only. Nice location. Close in. Call up Red 952.

WANTED—Boy to sell Observers on the streets. Apply to the circulation manager of the Observer.

FOR SALE—Old papers at the Observer office.

**Making Pure Candy**  
Is a Mission  
Modern Sweets—A Mission Fulfilled  
Patronize the "Modern Dealer"  
Modern Confectionery Co., Inc., Portland, Oregon

Chas. E. Cochran Geo. T. Cochran  
**COCHRAN & COCHRAN**  
Attorneys  
La Grande National Bank Bldg.  
La Grande Oregon

**DR. H. L. UNDERWOOD**  
Physician and Surgeon  
Over Red Cross Drug Store  
Special attention to diseases of Eye, Ear, and Ear.  
Office phone Main 22; Res. Main 729.

**DR. P. A. CHARLTON**  
Veterinary Surgeon  
Office at Hill's Drug Store, La Grande  
Residence phone, Red 701; Office phone, Black 1381; Independent phone 53; both phones at residence.

**J. C. PRICE, D. M. D.**  
Dentist  
Room 23, La Grande National Bank Building. Phone Black 3991.

**N. MOLITOR, M. D.**  
Physician and Surgeon  
Corner Adams Ave. and Depot street.  
Office Main 68 Residence 69

**DR. M. P. MENDELSON**  
Doctor of Optics.  
All Errors of Refraction Corrected  
1105 Adams Ave. Opposite P. O.  
La Grande, Oregon

Fully nine out of every ten cases of rheumatism is simply rheumatism of the muscles due to cold or damp, or chronic rheumatism, neither of which require any internal treatment. All that is needed to afford relief is the free application of Chamberlain's Liniment. Give it a trial. You are certain to be pleased with the quick relief which it affords.

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**D. W. C. NELSON**  
Mining Engineer  
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D. G. BRIGHOUX,  
Proprietor.

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**HENDRICKS & HALL**  
Painters, paper hangers, decorators. Estimates furnished free.

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European Plan Only  
Rooms 50c to \$1.50  
First class Throughout