

THE OBSERVER

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EDITOR AND OWNER.

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FAIR PLAY FOR THE BANKERS.

Reform of our banking and general currency system is needed, says Leslie's magazine. While our bank note circulation is absolutely safe, it is too rigid. Elasticity needs to be imparted to it, under which it may expand and contract rapidly to meet changing conditions.

The banker is one of the most important factors in the nation's business life. Without him the exchanges of a nation of 96,000,000 people—which doubles its trade every 12 or 15 years—would be impossible. He is the balance wheel of our system. In some degree this is true of the state banker, the trust company chief, and of the head of the savings banks, particularly of the latter.

The national bankers floated hundreds of millions of government bonds during the civil war days, furnished much of the money by which the government paid its army and navy and its legitimate expenses, and contributed materially toward making the United States an indestructible union of indestructible states.

COLORADO ROAD BUILDING.

The entire country is not aware of the phenomenal strides that have been made in road-building in the mountain sections of Colorado within the last few years. This road enterprise has not been confined solely to highways from city to city, selecting the shortest route; rather scenic roads have been engineered and built especially for the mountain panoramas which they afford, and through the deepest canyons the motorists' narrow stone road is now an accompaniment of the ever present mountain river or creek, and the pioneering railroad track. Practically all of the important passes have

improved roadways. It is true that these are narrow, but they are adequate. The owner-motorist, who is accustomed to drive his car over the varied roads of the country, will not have any difficulty in a two-weeks' mountain trip. At times he will skirt apparently fathomless canyons, but there is no immediate danger. At other times he will be far above the timber line, but the roadway is as safe as through the corn fields of Illinois. In a two-weeks' trip, if he has his car in rational condition, it will not be necessary to have to be towed in a single instance. He will find comfortable hotels and inns within reach nearly every day. He will have no difficulty in purchasing gasoline. He will have no difficulty following routes from place to place; in fact, he will find touring in many of the most beautiful sections of the Rocky mountains as easy as in the central states and some parts of New England.

DECEPTION HURTS.

A member of one of the large Chicago advertising agencies recently said: "Honest advertising is being given a severe blow by the mail order houses." When asked for an explanation he declared that advertising, to remain on a high level, must assure the customer an article which is exactly as expected.

"That is something the mail order houses are not doing," he added. "So many customers are being deceived by mail order advertising and buying of so much stuff that does not come up to representation that they are losing faith."

Now, what the Chicago advertising man says meets exactly the Chicago or large center situation. He is telling of a situation that the honest manufacturer or jobber in the large cities is facing, due to fraudulent methods on the part of the mail order houses. But these same fraudulent practices in an advertising way only strengthen the position of the local merchant.

The local merchant advertises his bargains, and the customers can step into the store and see if the advertised representations are true. No fraud can be practiced by the home retailer. What he offers for sale must be exactly what he says through the columns of the local newspaper.

The oftener the people of our community who patronize the mail order houses get "stung" in their purchases, the sooner they will come back to the old basis of being strictly home buyers. What Abraham Lincoln said about "fooling the people" is true in the merchandizing fields as well as in others, and the mail order institutions are the ones who are going to find out the truth of it. They can't continue to conduct fraudulent advertising methods and retain the confidence of their customers. However, the very thing they are doing is affording the home merchants the very best instrument of warfare in fighting the mail order evil.

A miser is not an economist.

Boston woman asking a divorce, complains that her husband pounded her on the ankles with his fist. Low down trick.

A COMPLAINT.

This town is going to the dogs—I always said it would; The people don't turn in and help A neighbor like they should. I've always thought we all should see A fellow in his fights, And, when he gets the worst of it, Should help him get his rights.

But do the people do like that In this community? When I have trouble like I have, Do they come helping me? For instance, with the railroad I Have got some trouble now; Have people helped me as they should To fix that little row?

You see I bought some shingle from Chicago, where they're cheap; I saved a dollar on the lot, For here they're pretty steep. I needed them, and right away, The rainy days were near, The railroad took a month at least To get the shingles here.

And, when I got them, half a bunch Was missing from the lot; I guess it was the better half— The poorest ones I got. The freight bill was another fright— They overcharged me, too; And I won't pay it, not a cent— I won't be robbed, would you?

But I can't get the shingles now. Nor get my money back. The railroad will not give them up— It's raining in the shack. The merchants they won't do a thing— I think it is a crime. They ought to rise and make a kick And bring that road to time! —Selected.

MOVE POSTOFFICE.

(Continued from Page 1)

es. The postoffice will be seriously handicapped tomorrow and patience for the employees is asked.

The task is a huge one and the time allotted is short but as the leave expires soon, the only avenue remaining is to move tomorrow and avoid closing the postoffice on a day not a holiday.

REPAIR OLD SITE.

Plans Afoot to Add Story to Building and Repair First Floor.

While plans are now under way looking toward extensive repairs and enlargement by the I. O. O. F. building committee, will not be, definitely passed on until next Saturday night. Indications now point to substantial changes. The scheme is to make a store room of every modern appliance and convenience of the rooms now being vacated by the postoffice. It is also planned to run the structure back to the alley and add another story. This will make a desirable structure and lodge room facility and it is now being brought to a final head.

IMPERSONATION IS COSTLY

Night Operator Clark of Huntington Is Fined \$35.00.

Huntington, Feb. 20.—(Special)—Night Operator Clark of the Western Union was arrested last night and fined \$35 before Justice of the Peace Woods for impersonating an officer. It appears that he got a deputy sheriff's badge from a boy named Porath, who claims that he got it from a passing hobo, and Clark flashed the badge in the lunch room at the de-

NOSE AND HEAD STOPPED UP FROM COLD OR CATARRH, OPEN AT ONCE

My Cleansing, Healing Balm Instantly Clears Nose, Head and Throat— Stops Nasty Catarrhal Discharges, Dull Headache Goes.

Try "Ely's Cream Balm." Get a small bottle anyway, just to try it—Apply a little in the nostrils and instantly your clogged nose and stopped-up air passages or the head will open; you will breathe freely; fullness and headache disappear. By morning! The catarrh, cold in head or catarrhal sore throat will be gone. End such misery now! Get the small bottle of "Ely's Cream Balm" at any drug store. This sweet, fragrant

pot, when the railroad officer took him before the court.

A new picture show is slated for Huntington in the near future. It is to be located in the saloon building vacated by Cunningham and next door to the present show house. This will give the town two moving picture shows with a population of less than 700.

Grade Schools to Have Track Meet.

(Baker Democrat.)

A new departure in high school athletics is planned and if carried out as it seems likely to be will prove very beneficial to the grade students who, under the present system, do not get to take active part in school athletics until they enter the high school.

The new plan is the outgrowth of an idea formed by Earl Conde, the manual training teacher, who has charge of the high school track team. He plans a four cornered meet in which teams representing the four grade schools of the city shall take part. The idea has been met with much enthusiasm and the grade schools are largely organizing their teams for the meet, which will be held the middle of May, according to the present plans.

The new arrangement will not only admit the younger students to a part in school athletics and stimulate their interest in general school work, but will tend to give high school coaches a line on material for future teams. Medals will be offered to the various winners and an attractive program will be offered so that the event should be one of much interest, especially to all interested in outdoor sports.

Plain United States.

The noted Armenian at the dinner of state wished to compliment a beautiful young woman upon her complexion. Armenians have no such word. So he ventured

"You have a beautiful hide, Miss Allen."

The young woman patiently explained that only animals have hides and that he should have used the word "skin." He was very much abashed and promised to do better.

At church a few days later, he was astonished beyond measure to hear the announcement of the hymn, "Hide Me, O My Saviour, Hide Me." He wasn't going to get caught again. So the congregation heard his deep bass voice singing, "Skin Me, O My Saviour, Skin Me."

IMBLER SOCIAL ITEMS.

Imbler, Ore., Feb. 21.—(Special)—Mrs. Huron and Mrs. Barrett very pleasantly entertained Berlin Lassall, at the home of the former a few days ago. The spacious rooms were profusely decorated with hearts and cupid. The amusements were in keeping with St. Valentine's, and the new progressive game of Hearts proved intensely interesting. A most delicious luncheon was served. The musical numbers given by Mr. and Mrs. Williams were appreciated.

Mrs. McKelvey who has been visiting her daughter for several weeks, has returned to her home in Portland.

Miss Mary Warnick of La Grande spent the week at the Cleaver's. Invitations are out for a party to be given at the home of Mr. and Mrs. G. L. Cleaver on Washington's birthday.

NEW SPRING SHOES

Just Arrived

SHIPMENT OF NEW SPRING SHOES IN ALL STYLES IN WIDTHS FROM AA TO E. WE CAN INSURE YOU A FIT THAT WILL MAKE YOUR FEET GLAD.

L. J. French Shoe Co. EXCLUSIVE AGENTS FOR ONYX HOSIERY

Old Age. health, despondency and misery. This is almost every instance wholly unnecessary. One of Chamberlain's Tablets taken immediately after supper will improve the digestion, tone up the liver and regulate the bowels. That feeling of despondency will give way to one of hope and good cheer. For sale by all dealers. Old age as it comes in the orderly process of nature is a beautiful and majestic thing. It stands for experience, knowledge, wisdom, counsel. That is old age as it should be, but old age as it often is means poor digestion, torpid bowels, a sluggish liver and a general feeling of ill

You Are Entitled to What You Pay For

There are two kinds of lights used in La Grande. Electric lights and kerosene lamps. Naturally, we are interested in replacing the latter with electricity. It is to our interest to do so. But it is to your interest, also. If you can get electric lights for no more than you are now paying for oil lamps, surely it is to YOUR interest to make the change. Let us prove it to you. YOU ARE ENTITLED TO YOUR MONEY'S WORTH. Call, or phone, Main 34 for rates.

Eastern Oregon Light & Power Co.

Cleaning Talks NO. 2

The pores of the skin exude oily substances which get on our clothes and act as a "fixer" for dust and dirt.

The "dry" cleaning process dissolves the grease and rinses out dirt particles with liquids other than water.

Thorough immersion, agitation and rinsing are just as necessary in "dry" washing as in the water and soap process.

You know that requires either a liberal use of muscle or power. We use power because it doesn't tire before the job is finished.

Cherry's New Laundry Geo. Gilbert Manager

The Test of Time

Time determines whether the policies under which a bank is operated are safe. This bank has been in business twenty-six years. It has grown steadily until it has become one of the strongest and most prosperous financial institutions in the West. The soundness of its policies is attested by the long list of conservative business men who transact their business here; also by an earned surplus of \$130,000.00, the work of time and the result of conservative management. This bank has facilities for taking care of more high grade business and offers its services to those who appreciate the best in banking.

La Grande National Bank La Grande, Oregon

Capital, \$100,000.00 Surplus, \$130,000.00 Resources, 1,100,000.00 DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT. UNITED STATES POSTAL SAVINGS DEPOSITORY.