

Ladies' Home Journal PATTERN WEEK IS HERE

It will be celebrated all over the country from February 23 to February 28. This week has been set apart in 7,000 leading stores so that you may become better acquainted with

Ladies Home Journal Patterns

At any time during this week you can get from us—without charge and by simply asking—any one of the three patterns shown here. We will have these patterns in all sizes. We believe that they are the best patterns on the market today, and we want you to try one of them—any one you choose—so that you can prove it to your own satisfaction. Even if you have never been able to succeed with a pattern before, give one of these a fair trial. They are designed on a system new to pattern-making—so simple, so intelligent, so easily followed, there is no chance of error. The Guide Chart makes them easy to use.



Get one
of these patterns **FREE**
during
**Ladies' Home Journal
Pattern Week**
February 23rd to February 28th, 1914



The Peoples' Store

Union Made, Oregon Made, Hand Made
NUGGET
Mild, Sweet, and Satisfying

MAKE A NOTE

of the fact that an abstract is an absolute necessity when you purchase real estate.

No matter how well posted you might be—you don't have a full history of the parcel, as you do when we make an abstract of it. Accuracy guaranteed.

THE ABSTRACT & TITLE CO.
Foley Hotel Building

THE ART OF SELLING.

Real Salesmanship is a Light That Can't Be Obscured.

The boss wants lookers, because he knows the looker of today is the buyer of tomorrow and he wants to make the lookers feel that his store is "the best place to trade," which is only another way of saying that it is the best place to do one's looking. He also knows that the looker of today can sometimes be converted into a buyer before the day is over. All he requires to accomplish what he desires is salesmanship among his salespeople.

Does he get it? Not from all of them. If he did there would be less need for commissions to inquire laboriously into the relation between shopgirls' wages and shopgirls' chastity. For real salesmanship will get the money wherever it is practiced and by whomsoever it is practiced. Real salesmanship is one light that can't be hidden under a bushel. It's a light that can't be obscured. It's a light that will shine above department heads and floorwalkers and reach clear up to "the old man" in his private office. If you keep it burning long enough.

What is salesmanship? No one quite knows. But if you will take care of the lookers, if you will make all the lookers pleasantly remember what you showed them and how you showed it to them when they were merely looking, you will have mastered one very important branch of retail salesmanship.—Collier's Weekly.

SPEED OF GAME BIRDS.

The Hazel Hen Said to Be a Wonder in a Short Spurt.

What is the fastest game bird that flies? Of course, in seeking an answer to the question, as a writer in the Scotsman points out, one must assume equal conditions of atmosphere and cause for flight, for all creatures, human or other, seek their highest rate of speed under the influence of fear.

A recent writer declares that in a race of, say, 200 yards he would back a bird which, though not found in Britain, is indigenous to most of the rest of Europe and is especially familiar in Scandinavia—the hazel hen or gell-otte.

Yet, curiously enough, this is one of the forest haunting birds which, like the American "fool hen," usually fly up into a tree when flushed and, rejecting further attempts at escape, elect to be shot sitting. "But," says the writer referred to above, "on the rare occasions and that they are rare I readily admit when one catches a gell-otte in the open I have never seen any bird fly so fast nor move its wings with such extraordinary rapidity."

Next to it at any rate one must surely place the teal, which has a marvelous knack of getting under way quickly. Some experienced observers would give the third place to a bluerock pigeon—the wild, not the Hurlingham variety.

Inflammable Celluloid.

Celluloid, being first cousin of gun cotton and closely related to nitro-glycerin, is highly inflammable and should never be brought in close proximity to a flame. Celluloid is a compound of cellulose or vegetable fibrine, reduced by acids to gun-cotton. Cellulose is found in all vegetable life, particularly in young plants. It is a starchlike substance. Cotton fiber is principally cellulose. After the cotton fiber is cleaned it is submerged in acids, which quickly reduce it to cellulose in the form of a thick, pasty, semi-transparent mass. Camphor is added further to thicken it, and the required coloring matter is thoroughly mixed in, after which the celluloid is molded by heat and pressure into various useful and ornamental objects, such as combs, boxes, pins, paper cutters, ornaments, etc.—New York World.

Learn to Write Well.

First legibility, second slightness, should be the endeavor in handwriting and let the "character" and the "individuality" take care of themselves. If you wish to devise a signature hard to forge that is another thing, but one's everyday handwriting should be plain and as good looking as one can make it. The art of writing a neat, legible, well punctuated, correctly expressed and spelled letter should belong to every high school graduate, much more to every college graduate, and the thanks of the community are due to those who are testing and trying to improve our methods of education; but they must remember that the letter style is properly more loose and conversational than any other and therefore should not be criticised in just the same way.—Kate Upson Clark in Leslie's.

Within the Law.

A real negro nanny of the old type came up the walk through the old fashioned garden to the side porch. She had a basket of "fresh algs" on her arm and was offering them for sale.

"Are you sure they are perfectly fresh, auntie?" asked the lady who came out of the house.

"Yes'm, they sho is all right, Miss Bess. Ain't nary disorderly nig amongst 'em."—New York Post.

Read the advertisements too.

Want Ads

FOR SALE—New 4-room cottage, 1 acre ground in La Grande, monthly payments. Phone Red 1751. 2-12,tf.

FOR SALE—Two good brood sows and one boar. Phone Red 3372. 2-11,12t,p.

FOR RENT—3-room house partly furnished, 1803 Wash. avenue, or phone Black 1102. 2-10,tf.

FOR SALE—Black Minorca and White Leghorn setting eggs, from selected winter layers. Mrs. G. H. Chapman, La Grande, Or. 1-28,1m.

NEW FOUR ROOM HOUSE RENT—Inquire E. G. Adcock; phone Red 31 or Black 3102. 2-6,tf.

FOR SALE—Two new 126 Egg Pataluma Incubators at a bargain. E. C. Tuckey. 2-5,tf.

FURNISHED HOUSE-KEEPING ROOMS—Heat, light, water furnished, 1701. Wash. Ave. 2-3,tf.

FOR RENT—1512 Adams Ave., a large front bed-sitting room, also housekeeping rooms, with bath. Phone Black 1731. 1-22, tf.

FOR RENT—Modern rooms; 2 blocks from postoffice. 1904 3rd St. 1-27,tf.

FOR SALE—Dry wood; Phone Main 712. 1-15,tf.

FOR RENT—Furnished housekeeping rooms, Phone Red. 962. 1-5,tf.

FOR SALE—New 4-room modern cottage, 4 blocks from business center small lot, a good bargain, some terms. Edw. W. Kammerer, 20 1/2 Adams ave. 6-20 tf.

FOR RENT—Nice furnished housekeeping rooms; from two to five; reasonable; light and water. Call Red 3861. 2-14, 1mo.

FOR RENT—Housekeeping rooms on lower floor, furnished; 2107 Third street. 2-17,tf.

FOR SALE—One acre tract house, will take team of horses on the deal. Second & A. Phone Black 3721. 2-20,tf.

FOR SALE—Brooder, one inside, one outdoor at a bargain. E. C. Tuckey. 2-21,tf.

FOR SALE—At a sacrifice, 5-room modern house, close in; built in furniture; basement, cement sidewalks. Terms to suit. Investigate this if you want a home. Write L. W., care Observer. 2-23,6t,p.

FOR RENT—Furnished housekeeping rooms on ground floor. Phone Red 1751. 2-23,tf.

FOR SALE—One delivery hack, one two-seated buggy, one horse, incubator, and canned fruit. Call Black 1221. 2-23,tf.

FOR RENT—Furnished housekeeping rooms, 1311 N. Ave. 2-23,tf.

LOST—Child's white fur piece. Leave at Observer office for reward.

FOR RENT—Furnished housekeeping rooms; modern conveniences; no children. Phone Black 771. 2-21,tf.

FOR SALE—150-egg incubator, hot water, safety lamp, cost \$22, sell for \$9.00, almost new; also full blood Rhode Island Red hens, pullets and cockerels. Emil Niederer, 701 B. street. 2-23,3t,p.

FOR RENT—Four-room modern furnished house, close in. Inquire at Newlin Book and Stationery Co. 2-24,tf.

The Skin and Not the Blood.
Until recently it has been a generally accepted theory that eczema was a disease of the blood. Scientists have taught us that eczema is positively a skin disease and curable through the skin alone. Meritol Eczema Remedy is applied directly to the diseased skin. Do not delay trying Meritol Eczema Remedy.
NEWLIN DRUG COMPANY.

Saving money is like



WHEN you plant money in the bank you expect it to bring you a harvest of profit and pleasure—same as your garden.
And like the produce of your garden it grows best with careful attention—till it becomes a harvest—a fortune. Now is "planting time." Think it over.

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