

THE OBSERVER

BRUCE DENNIS, Editor and Owner.

Entered in the Post Office at La Grande, Oregon, as second class matter.

Advertising rates on application. All copy for display advertising must reach the office the day before the ad appears.

Address all communications to THE OBSERVER, 1710 Sixth Street. SUBSCRIPTION RATES: Daily, single copy .50c Daily, per week 1.50c Daily, per month 4.50c Daily, six months in advance \$3.50 Daily, per year in advance \$7.00 Daily, by mail per year, in advance \$4.00 Weekly Observer-Star, per year in advance \$1.50

HELPING THE SAVING HABIT.

In recent years many of the banks have become good advertisers and make liberal use of the various forms of publicity. Their purpose, like that of the advertising merchant, is to increase their business, to secure a greater number of customers, and to swell their deposits. It is a question if any advertising that is being done today is having a wider or better influence upon the habits of the people and their prosperity.

As a matter of course in their advertisements the banks tell of the advantages they offer to patrons in the way of accommodations and security, but very often this is little more than incidental to the appeals they make to those human instincts which lead men to become money-savers. They appeal to parental love and the desire that the baby shall have a nest egg, to the school boy and his ambition to start right in life, to the young man and his ambition to be in business for himself, to the newlywed and their hopes for a home of their own, to the middle-aged and their need for a provision against old age and to the aged with their love for their children or grandchildren.

They tell how rapidly is the accumulation of small amounts deposited at regular intervals. They tell how opportunity comes to those who have ready money and passed by those who are without. They preach thrift and the saving habit and there can be no doubt but that what they preach is having a widespread and beneficial influence on the community. Its influence that encourages sobriety and orderly living and that promotes domestic happiness, that adds to our commercial strength and that wards off poverty.

In addition to their advertising, the banks are making it easy for savers to enter the fold. The small depositor is cordially received. Foreigners find clerks at the windows who can speak to them in their own language. Special attentions are given women and children. In fact everything possible is done to make it pleasant for the depositors and to make them want to come often and regularly. They

are offered practical encouragement in the acquiring of the saving habit with all the good that comes from it.

The president used four gold pens in signing the reformed currency bill, giving them away as souvenirs. We expect that with his usual luck Vice President Marshall got the blotting pad.

Hudson Maxim says the \$20,000,000 spent yearly in the United States for chewing gum would pay for three dreadnaughts. Sayre. And the jaw action would take up all the recoil from the 12-inch guns.

Mr. Bryan amiably drinks pineapple juice at diplomatic dinners because it looks like champagne. Next they will have that good man drinking red ink because it looks like burgundy.

Mr. Schwindler is in jail in Philadelphia for fraudulent use of the mails. Yet Shakespeare says there is nothing much in a name.

ADDITIONAL PERSONALS.

Father Driscoll went to Baker on ten this morning and will return this evening.

Miss Faye Milligan returned this morning from a visit with her sister at Hilgard.

Mrs. Lou Given and daughter Lois, returned this morning after a two weeks visit with friends and relatives in Portland.

Mr. and Mrs. Charles Reynolds, accompanied by Everett May, left this morning by automobile for Portland and interior Oregon points.

Bruce Scroggs of Atlanta, Ga., and

TURN HAIR DARK WITH SAGE TEA

Grandma kept her locks dark, glossy and thick with a simple mixture of Sage Tea and Sulphur.

The old-time mixture of Sage Tea and Sulphur for darkening gray, streaked and faded hair is grandmother's treatment, and folks are again using it to keep their hair a good, even color, which is quite sensible, as we are living in an age when a youthful appearance is of the greatest advantage.

Nowadays, though, we don't have the troublesome task of gathering the sage and the mussy mixing at home. All drug stores sell the ready-to-use product called "Wyeth's Sage and Sulphur Hair Remedy" for about 50 cents a bottle. It is very popular because nobody can discover it has been applied. Simply moisten your comb or a soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, but what delights the ladies with Wyeth's Sage and Sulphur is that, besides beautifully darkening the hair after a few applications, it also produces that soft lustrous and appearance of abundance which is so attractive; besides, prevents dandruff, itching scalp and falling hair. Adv.



Society Brand Clothes

N. K. West & Co.

N. K. West & Co. THE QUALITY STORE

N. K. West & Co.

There are None Better at \$15 Upward

That's why the popularity of our men's store has doubled and trebled within the last few years. There are other clothes at lower prices, but

None Cheaper in the Long Run

Hirsch-Wickwire, Benjamin Washington, Society Brand, and Fidelity \$15.00 Suits—four of the greatest lines of suits in America—ready for your inspection, at our store.

Straw Hats Shoes The New Shirts are now in order. Our Hats whatever style of shoe you may want, it is here for you in "J. E. Til" Shoes, and you'll find in Til's, more style, comfort and service than in any other shoes at the same price, \$4.00, \$4.50, and \$5.00. Our customers say that we have the greatest line of Shirts in town. Let us show you. Here you'll find both soft and pleated shirts, detached or attached collars, some with French cuffs, percales, madras, soisettes, and finest silks at 75c to \$5.00.

Oscar Ford of Caldwell, are guests at the Cicero Beardon home in South La Grande. Mrs. Beardon and the two men are relations.

Mr. and Mrs. R. E. Reynolds left last night for Corvallis where they will make their future home while Mr. Reynolds is connected with the extension department of the college.

Mining Man Here.

William Muir, who lives at Starkey, and who owns the silver mines up the Grande Ronde river, was in the city today on business matters.

The leading doctors of France have for years used a prescription of vegetable oils for chronic stomach trouble and constipation that acts like a charm. One dose will convince you. Severe cases of years' standing are often greatly benefited within 24 hours. So many people are getting surprising results that we feel all persons suffering from constipation, lower bowel, liver and stomach troubles should try Mayr's Wonderful Stomach Remedy. It is now sold here by Hill Drug Store. —Adv. 6-25-14.

Former Recalls Custer Massacre.

Evans, Ind., June 26.—Thirty-eight years ago today General George A. Custer and 600 of his heroic command were slaughtered by ten times their number of Sioux Indians under the terrible Sitting Bull. The event was recalled here today by George H. Welch, 69, formerly an Indian fighter now a farmer living two miles west of Evans. "Under Captain T. B. Weir, we were ordered to the rear by Custer, said Welch. "There were three commands out to round up Sitting Bull, who had led his braves off their reservation and was causing trouble. Custer miscalculated and was tricked into an ambush that left him surrounded by 6,000 blood-hungry Indians. The terrible thing was that we could see the plight of Custer and his band, but could not even help him. After the massacre we held Sitting Bull on the banks of the Little Big Horn until reinforcements came from Ft. Lincoln. Because the Indians held Custer in such reverence—they called him Big White Chief—Custer was the only member of the band who was slain that day who was not scalped or otherwise mutilated. "One man who participated in the battle with Custer, alone survives. He is Curley the Crow, one of Custer's scouts.

CLIMATIC STATISTICS.

(Readings taken from Government instruments by Observer Benham, and cover the 24 hours ending at 6 p. m. yesterday.) Maximum, 69; Minimum 46. Temperature at 1 p. m. today 69.

Read the advertisements too.

LOST—A small pigskin pocketbook containing \$25 in gold. Liberal reward will be paid to finder returning same to N. Kanpurs care of Foley Hotel. 6-26-2tp.

LOST—A lady's gold watch. Return 1307 U Avenue and receive reward. 6-26-2tp.

FOR RENT—Five room modern house, close in, apply to S. F. Andrew, Golden Rule Co. 6-26-6t.

FOR RENT—An 8-room house. Inquire 1609 Fourth St. 6-26-6t.

TIME CARD. HANSON AUTO STAGE LINES. Phone Red 3562.

Leaves Daily—except Sunday. Special trips on Sunday. La Grande for Cove, 7:30 a. m. and 3:00 p. m. Cove for Union, 9:00 a. m. and 4:30 p. m. Union via Hot Lake for La Grande, 10:00 a. m. and 5:30 p. m. La Grande via Hot Lake for Union, 9:00 a. m. and 4:00 p. m. Union for Cove, 10:30 a. m. and 6:00 p. m. Cove for La Grande, 11:30 a. m. and 7:00 p. m.

FARES: Round Trip. Between La Grande and Cove \$1.00—\$1.50 Cove and Union 50c—\$1.00 La Grande and Union, \$1.00—\$1.50 La Grande and Hot Lake 50c—\$1.00 Leaves La Grande From NEWLIN DRUG STORE CORNER

JOY IN A BROWN WRAPPER



Picadura Import 5c Cigar. OREGON GROCERY CO. DISTRIBUTORS.

For an Impaired Appetite.

To improve the appetite and strengthen the digestion try a few doses of Chamberlain's Tablets. Mr. J. H. Seitz, of Detroit, Mich., says: "They restored my appetite when impaired, relieved me of a bloated feeling and caused a pleasant and satisfactory movement of the bowels." For sale by all dealers.

FOR SALE—A first class meat market with fine refrigeration plant. One of the two markets in Ontario. Both doing a fine business. On account of sickness this market can be bought at a snap. Address REALTY EXCHANGE, ONTARIO, OREGON. 6-26-2t.

ROOMS TO RENT—Mrs. J. E. Reynolds, 1508 Second St. Phone Blk. 792. 6-26-tf.

Get Rid of Your Rheumatism.

Now is the time to get rid of your rheumatism. You can do it if you apply Chamberlain's Liniment. W. A. Lockhard, Homer City, N. Y., writes, "Last spring I suffered from rheumatism with terrible pains in arms and shoulders. I got a bottle of Chamberlain's Liniment and the first application relieved me. By using one bottle of it I was entirely cured." For sale by all dealers.

Notice.

Any one having bills against the Merchants Entertainment Committee will please present them to the secretary, J. G. Snodgrass at once. G. L. LARISON, Pres. 6-25-2t.

FOR SALE—At a bargain, household goods 1404 Fourth St. Owner leaving the city. 6-26-2t.

Loganberries

Season for Loganberries is about over. If you want them, phone us your order soon. Dewberries will be at their best next week.

Phone us your Order

J. G. Snodgrass, Grocer

MAIN 43

La Grande National Bank

Organized in 1887.

DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT. UNITED STATES POSTAL SAVINGS DEPOSITORY.

Capital \$100,000.00 Surplus \$140,000.00 Total Resources \$1,000,000.00

For twenty years, in all kinds of financial weather, we have successfully catered to the monetary wants of the people of La Grande and the Grand Ronde Valley.

We respectfully solicit your business.

La Grande National Bank

La Grande, Oregon