

THE OBSERVER

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Address all communications to THE OBSERVER, 1710 Sixth Street.

IDEAS BEST BUSINESS ASSETS.

In the August American Magazine a prominent business man describes the way in which originality and radical ideas won him a salary of \$60,000 and promotion to corporate president after starting as handy boy in a bank. He says: From my first job as handy boy about a bank in my home town at a wage of \$15 a month, up to my present position as president of a corporation at \$60,000 a year, there is a trail so clear that today I can almost check off every step in it. For every step is an idea.

The revelation came to me—when I was till young enough to build on revelations—that ideas are the most valuable possessions in the business world. I have never had occasion to change my mind. Where my associates have saved money I have saved ideas. And my rewards have always been greater than my expectations.

I was business adviser to dozens of large firms. Some of them were swinging more business than their capital permitted, and consequently were riding for a fall. Half a dozen of my customers were trying to do more business than their brain capacity allowed. Some men can run a \$50,000 corporation successfully, but will leave only crashes and ashes in their wake when they attempt to direct a \$200,000 concern, just as some women might run a side street boarding house, but would fail utterly with a large hotel. I made a serious study of the business problems of every big concern with which I came in contact. I devised means of raising capital, extending credit, and keeping the proper balances between liquid assets, plants, merchandise, and so on.

After I had spent four strenuous years with this trust company, a Chicago leader of finance invited me to call on him. During those four years I had raised my institution's deposits from \$2,780,000 to \$5,300,000. The number of depositors had grown from 3,324 to more than 8,000.

So I went to call on the multimillionaire.

I have never known why a board of bank directors offered me that morning a vice-presidency of a prominent Chicago bank at \$10,000 salary.

Why did they single me out? I put this question to a railroad official last night when we were discussing success. His road, he said, employed detectives to travel their lines hunting men worthy of promotion. Perhaps the captains of capital have their scouts out scanning the field for promising material. Who knows?

T. R. AND L. A.

"Dr. Lyman Abbott, editor of the Outlook, has had a long and exceedingly useful life as minister and editor. He has always been progressive in his views, theologically and politically, transparently sincere, vigorous in expression, but never bitter, always fair and impartial," says the Kansas City Star. "Never robust, he has not been a follower of outdoor sports, although he has had remarkably good health."

"This is by way of introduction to the fact that Theodore Roosevelt pays a generous tribute in the current issue of the Metropolitan Magazine to Doctor Abbott and the Outlook. For the six years that he was in close association with the staff he says he came to have not only the highest regard for Doctor Abbott's ideals, but also great admiration for the practical way he worked to carry them out. He left the Outlook and his associates there, he adds, with his desire to work for what is good greatly strengthened and accentuated by his companionship with them. 'I owe them much,' is his concluding sentence.

"In temperament Doctor Abbott is almost the opposite of Colonel Roosevelt. It is interesting to learn what regard two men of such divergent types have had for each other—for Doctor Abbott often has expressed his feeling for Colonel Roosevelt—and to what extent each has been indebted to the other."

THE COATLESS MAN.

"Coroner Hoffman, of Cook county, Illinois, has risen in his might as the champion of the rights of men. Chicago restaurants refuse to entertain the coatless man, while permitting women to dine in thin, low-necked waists," says the New York Sun.

"The issue is nation-wide in its application. In the good old summer time the average man suggests by his costume that he belongs to the more conservative and reactionary, and therefore to the weaker sex. He refuses to adapt his attire to the weather, a reasonable step taken long ago by American women. Years before the men of this country had abandoned braces in hot weather in favor of belts, women had discarded high-necked, long-sleeved upper garments for summer wear. On the hottest day of this month of more than one hundred men in a subway car 80 percent wore waistcoats and at least 20 per cent were dressed in black. Every woman in that same car was dressed, without sacrifice of modesty, in a fashion that assured the greatest possible coolness and comfort.

"Why should a coatless man in a becoming shirt and using a belt instead of braces be persona non grata

to the most exclusive restaurant in Chicago? Is this life less precious to the nation than that of the coolly garbed woman who dines with him? All hail to Coroner Hoffman, of Chicago! He has started a crusade in behalf of masculine comfort that will draw millions of bearded, overheated men to his banner. Equality between the sexes in all places and under all circumstances is all that they demand."

IT PAYS TO ADVERTISE.

It is the men who have least to do who suffer most with the heat, says the Emporia, Kansas, Gazette. On Commercial street, the clerks who are fairly busy in this dull season are not complaining of the heat, while the clerks in the stores where they don't advertise are complaining. The same thing is true all over Emporia, and more complaints of the heat come from the men who have little work to be done than from the men who are busy. A little work not too much work, but a little work is one of the best preventatives of suffering from the heat.

We make this statement to make our coming rise in advertising prices more endurable.

2 KINGS 4:32-37.

And when Elisha was come into the house, behold, the child was dead, and laid upon his bed.

He went in therefore, and shut the door upon them twain, and prayed unto the Lord.

And he went up and lay upon the child, and put his mouth upon his mouth, and his eyes upon his eyes, and he stretched himself upon the child; and the flesh of the child waxed warm.

Then he returned, and walked in the house to and fro; and went up, and stretched himself upon him; and the child sneezed seven times; and the child opened his eyes.

And he called Gehazi, and said, Call this Shunammite. So he called her. And when she was come in unto him, he said, Take up thy son.

Then she went in and fell at his feet, and bowed herself to the ground, and took up her son, and went out.

STATE NEWS

Youths Drive Auto Far.

Two boys aged 14 and 12 have arrived in The Dalles from Westwood, California. They drove a car and made the trip without accident, camping along the road at night.

Fisherman Reap Harvest.

Due to the large run of fish and to the liberal prices paid for salmon, fishermen on Rogue river are getting the best wages they have had in years.

Jaw Is Broken by Horse.

William Talbott residing near Sheridan, suffered a painful accident when his jaw was shattered by the kick of a horse. He traveled 12 miles to a doctor to have it patched up and then returned home.

Beer Tablets Popular.

Many men of North Bend are said to be importing through the mails a concentrated extract of beer in tablets, which are declared to make beer which is the equal, if not superior to the regular beer.

Forest Fire Rages.

The first forest fire this season in the Hood River country is reported raging through the timber just west of the famed open window tunnel on the Columbia River highway.

Labor Shortage Serious.

That some of Baker's largest industrial establishments may be forced to shut down is the outlook now unless the demand for labor is satisfied. With harvest opening in about a week the condition promises to be much worse. Employment agencies cannot supply man fast enough.

Hunt for Youth Fails.

The police are looking for Harry Williams a Hood River boy, who recently escaped from the Salem Reform school. The Mid-Columbia towns have been searched in vain. It is believed he is headed down the Columbia in a stolen craft.

Cows Livestock Shipped.

The first carload of livestock to be shipped from Marshfield was sent by G. W. Ayre of Salem. The new rail connection has induced the shipments and for miles back of Myrtle Point there is an important cattle growing section.

Billy Sunday Goes East.

Billy Sunday accompanied by his family have left their farm near Hood River and have gone to North Platte, Neb., where they will visit for a time before going to Ocean Grove, N. J. He will open meetings at Detroit on September 10.

Big Exhibit Is Promised.

The 1916 fair to be held at Centralia and which opens August 29, promises to be the best in the history of the association, both from the standpoint of attendance and quantity and quality of exhibits.

Money-maker Loses Coin.

C. H. Moneymaker of Centralia is convinced that his name is a misnomer. A few days ago he was hired

Advertisement for 'BEST-EVER' Boys' Clothes. Features a man in a suit and text: 'NOW—READY!!!! "BEST-EVER" Boys' Clothes. Fall and Winter Styles in Boys' "BEST-EVER SUITS". Choose Your Boy's School Suit Now, First Choosing is Always the Best. Fine New Styles in Nobby Tweeds, Cheviots and Fancies, in the most pleasing of color tones. "Best Ever" Suits will appeal to your judgment and sense of economy—that is, if all wool fabrics and sturdy construction count for anything. ASK US to show you the 16 Special Features that make these Suits wear and look trim for a longer period than any other suit in town. Priced \$5.00 to \$10.00. Many Suits Come With 2 Pair Pants. NK West & Co. THE QUALITY STORE.

Advertisement for La Grande National Bank. Text: 'The careful man knows what a Bank account means. CONVENIENCE, SAFETY, INDEPENDENCE, PROTECTION. THIS BANKER IS INTERESTED IN HIS DEPOSITORS. HE IS THE ONLY MAN IN TOWN WHO WILL GIVE YOU HIS ADVICE FREE. THE BANKER LIKES TO SEE YOU AND EVERYONE IN HIS COMMUNITY GETTING RICH. SUCCESS BREEDS SUCCESS AND SUCCESSFUL MEN CAN AND DO ASSIST EACH OTHER. BE A SUCCESSFUL MAN. PUT SOME MONEY IN THE BANK OFTEN AND BECOME ONE OF THE RICH MEN IN OUR TOWN. BANK WITH US WE PAY 4 PER CENT INTEREST 6 1/2 % Money for Improved Farm Loans. La Grande National Bank LA GRANDE, OREGON. Capital \$200,000.00, Surplus \$50,000.00, Resources \$1,000,000.00. Fred J. Holmes, President; C. C. Penington, Vice President; F. L. Meyers, Cashier; E. Zundel and H. E. Coolidge, Assistant Cashiers. DIRECTORS: Fred J. Holmes, J. G. Snodgrass, J. F. Conley, C. C. Penington, H. E. Brownston, F. L. Meyers, A. Blokland, A. T. Hill, H. E. Coolidge.'

Liver Trouble. "I am bothered with liver trouble about twice a year," writes Joe Dingman, Webster City, Iowa. "I have pains in my side and back and an awful soreness in my stomach. I heard of Chamberlain's Tablets and tried them. By the time I had used half a bottle of them I was feeling fine and had no signs of pain." Obtainable everywhere. Coming to Sherry's Saturday only, Chaplin in "The Fireman"—Adv. 2t.

DOINGS OF THE DUFFS. A comic strip with 10 panels. Panel 1: 'HAVE A CIGAR, TOM' / 'NO THANKS, ED - NOT NOW'. Panel 2: 'CLOSE UP THAT DESK AND CALL IT A DAY - WE'LL GO OVER AND HAVE A GAME OF KELLY, 'EH KID?' / 'NO, I GUESS NOT TODAY, ED'. Panel 3: 'YOUR WIFE IS STILL AWAY ISN'T SHE? YOU HAD BETTER MAKE THE BEST OF THESE BACHELOR DAYS - WHAT'S THE MATTER, DON'T YOU FEEL WELL?' / 'NOTHING'S THE MATTER WITH ME, ED'. Panel 4: 'I GUESS YOU'RE GETTING LONESOME FOR THE WIFE - I'VE GOT THE DOPE ON YOU NOW' / 'I TOLD HER SHE COULD STAY AS LONG AS SHE WANTED TO'. Panel 5: 'TELEGRAM MR. DUFF'. Panel 6: 'WILL ARRIVE FOUR THIRTY-FIVE TODAY - MEET ME - HELEN'. Panel 7: 'WILL SEE YOU TOMORROW, ED!'. Panel 8: 'FORCED SMILE'. Panel 9: 'TELEGRAM MR. DUFF'. Panel 10: 'TELEGRAM MR. DUFF'.