



Half the secret of good snow pictures is the film

See that yours is the **Eastman N-C Film**

The word "Kodak" on the spool end identifies the genuine

**Red Cross Drug Store**

Let us do your **Developing & Printing**

**Coming Events**

January 23 and 24—"The Birth of a Nation" at the Arcade.

January 24-26—Oregon Hardware Men's Convention, Portland.

January 25-26—Elks' Musical Comedy, "A Night in Bohemia" at Arcade Theater.

January 27 to February 3—Automobile Show at Portland.

January 30—Hartridge Whipp song recital, M. E. Church, 8:15 p. m.

February 3—National Thrift Day.

February 7—La Grande executive committee for entertainment of Cattle & Horse Raisers' Convention meets at Y. M. C. A., 7:30 p. m.

February 16, 17, 18—Christian Endeavor Convention in La Grande.

February 19-21—Oregon Retail Merchants Association, Portland.

February 19 to 24—"Pay-Up Week" in La Grande.

March 8, 9, 10—Automobile and motorcycle show.

April 24-25—Cattle and Horse Raisers' Annual Convention at La Grande.

May 7 and 8—State camp Modern Woodmen of America meets in La Grande.

June 24 to July 1—Grand Ronde Chautauque, La Grande.

July 7—National Education Association in Portland.

July 14-19—North Pacific Sangesfest, Portland.

**LOCAL BREVITIES.**  
Drs. Darland, over Putman's.—Adv.

We pay better prices for used furniture. Phone B 1241. Cas. Fir and Jefferson. E. J. Denebue. 12-20-17

Use Meritol Hair Grower and Dandruff Remover. A trial bottle will prove its unusual merits. Levy-Vogel Drug Co. 1-17-17

Front quarter of beef 7 cents and we pay highest prices for hide and sheep pelts. Peoples' Meat Market, 1419 1-2 Adams Ave.—Adv. 12-5-17.

Misses Jones and Rabone

We carry a full line in Ladies' Suits, Coats and Skirts in the S. & H. garment.

We make Suits, Coats, Skirts and Dresses. A perfect fit guaranteed. Remodeling done. West New Bldg.

Singer Sewing Machines. New and second hand machines sold on easy terms. No interest. Repair work a specialty on all machines. Chas. M. Shapland, agent, Foley Hotel Bldg. Phone Red 451. 1-17-17

Drs. Darland, over Putman's.—Adv.

All 75c novels or recent reprints usually sold at 75c we will for 5 days sell at 50c and in some instances 35c at Silverthorn's. 1-22-17

All kinds of camera supplies developing and printing promptly and satisfactorily done by men that know how, at Silverthorn's. Dly 1-22-17; wkly 1-26-17

Sale! Sale! Sale! See our window for bargains. Jones & Rabone. 1-4-17

**FIRST WOMEN TO PLAN INAUGURAL**



These are the first women to be members of a committee planning inauguration of a president of the United States. Mrs. Wesley Martin Stoner, left, prominent southern suffragist; Mrs. J. H. Boggs, right, organized the Women's Wilson-union, which campaigned for Wilson support before election.

American Oil (Heavy) used in treatment of chronic constipation. Step in and get Booklet. Levy-Vogel Drug Co. 1-17-17

We pay best prices for second hand furniture. DYAL'S FURNITURE CO., 404 Fir St., Phone Black 8861.—Adv. 12-4-17.

**Money to Loan.**  
On improved real property in Union county, no delays, current rates. La Grande Investment Co.—Adv.

In opening up a set of books you can find just what you need at Silverthorn's. 1-10-17  
See us about a Victor or Edison phonograph outfit on easy payment. Newlin Book & Stationery Co. 1-17-17

Violet cream, almond cream, rubbing or cleansing creams, cold creams. See them at Silverthorn's Family Drug Store. 1-10-17

Our Hot Water Bottles are of Real Worth. Fully Guaranteed. Levy-Vogel Drug Co. 1-17-17

Delicious waffles, syrup, butter and best coffee, 15 cents. Miller's Lunch Counter. 12-21-17

Dr. Ralston, physician, surgeon and osteopath is now located in rooms 12 and 13 over Silverthorn's Drug store. Main 21; Night phone Main 81.—Adv. 10-16-17.

The ladies of the Christian church will have a cooked food sale Saturday, the 17th, at the Co-op store. 1-20-17

The proper and up-to-date stationery we have costs no more than the other kind. Newlin Book & Stationery Co. 1-17-17

School books—new stock of them. Tablets, note books, inks, pencils, blank books at Silverthorn's Family Drug Store. 1-22-17; wkly 1-26-17

Stop that Cough and Tickling in your throat by using Syrup of Wild Cherry Bark with Guaracol and Eucalyptus. Levy-Vogel Drug Co. 1-17-17

National Mazda Lamps, "Better Light for Better Light". Levy-Vogel Drug Co. 1-17-17

Let us do your developing of camera films. They will please you. In cases where you have poor success in taking pictures we can help you to become an expert—try us at Silverthorn's Family Drug Store. 1-22-17; wkly 1-26-17

**Announcements**

The Women's Home Missionary society of the Methodist Episcopal church will meet with Mrs. S. C. Smith at 704 Washington, Thursday afternoon, January 25. 1-22-22

**HARTRIDGE WHIPP**

**Song Recital**

Tuesday Evening, Jan. 30th

at **Methodist Episcopal Church**

8:15 P. M.

**Admission 50c.**

Tickets on Sale at **Van Buren's**

**Simplicity Always Most Beautiful**



IRENE FENWICK, FAMOUS PLAYERS STAR IN PARAMOUNT PICTURES.

"Give me simplicity in everything," is the paramount idea of everything in the life of Irene Fenwick. And she carries out this idea in everything she does, whether it is in her home life, her social life or in her dress. The accompanying picture is indeed symbolical of the fact.

**Making the Little Farm Pay**

By C. C. BOWSFIELD

Facts and arguments multiply in favor of land ownership and diversified farming. At the same time farms are rapidly advancing in value, and people must make smaller areas of land serve their purpose.

Farmers who are not capitalists occupy too much land. They would do better farming and attain better results on smaller tracts. The little farm requires less investment and drudgery than the large one.

It affords a more enjoyable existence and tends to stimulate the interest of young people in progressive agriculture.



WORKING ON THE LITTLE FARM.

ture. To reduce the size of farms will make it easier for poor men to acquire land, consequently the number of owners must increase.

With more owners and renewed interest our rural population will be augmented. By increasing the production of commodities per acre we will have heavier exports and the prosperity of the nation will be enhanced. These considerations are worthy of our attention and highest intelligence.

The little farm proposition is appealingly strong both to the man in the country and the resident of the city. It is, in fact, the hope of the American farmer and of the business world today. Through this modern system the rural family is to escape much of its drudgery and the city family is to obtain commodities at lower prices. By the new method of intensive and diversified agriculture country life is to become easier and more attractive both to the young and to the old.

Big farms are all right for those who are equipped to handle them properly, but they are not desirable for people who have not capital enough to hire plenty of help and organize in a businesslike way to secure good results.

The man with a small farm not only starts with a less expensive equipment, but he is inspired to get substantial results from his few acres. He is quite sure to study out the more profitable methods of managing land. The following table, based on present prices, shows what a vast difference there is in the acreage value of crops on which the labor and cash outlay are much the same:

	Gross. Net.
Wheat per acre .....	\$ 40 \$ 25
Field corn .....	50 30
Potatoes .....	150 100
Onions .....	250 200
Cucumbers .....	300 150
Strawberries .....	300 200
Cherries .....	300 150
Apples .....	250 200
Clover .....	30 25
Alfalfa .....	60 50
Timothy .....	25 20

With the ordinary family no help is needed on a little farm except where there is a considerable crop of fruit or vegetables, for which there is a ready cash return sufficient to meet the expenses of operation.

The owner of forty acres who produces for market fifty hogs, 100 lambs and sheep, 500 chickens, the output of a dairy of ten cows, and a variety of vegetables will double discount the exclusive grain raiser or dairy manager. Instead of risking his year's time and his whole investment on one product, he divides his risks into eight or ten parts. Therefore if his grain is a failure he can stand the loss because he has various other interests to fall back on. If he has had luck with his hogs and chickens or the dairy he still has an assured income from many other sources.

**Why Thunder Follows Lightning.**  
When electricity is confined between two clouds and becomes cramped for room it "flashes" and we hear the "thunder." The heat generated by the electricity really causes violent convulsions of the air, the noise of which is thunder. As light waves move more rapidly than sound waves, we see the "flash" before we hear the reverberation. That also applies to gunfire.

**Just In Time**

This new shipment of rubbers arrived just when everyone needs them—and makes our stock complete again in all sizes and styles.

**Rubbers For Men**

- English Shoe Rubbers,
- High Toe Rubbers,
- Heavy Work Rubbers
- One Buckle Overshoes
- Two Buckle Overshoes
- Four Buckle Overshoes
- All Rubber Overshoes

**Men's Duck Paces**

Men's Lumber King

**Rubbers For Women**

- Rubbers for High Heel Shoes
- English Shoe Rubbers
- Medium Heel Rubbers
- One Buckle Overshoes
- Two Buckle Overshoes
- Cloth Top Rubbers

**For School Children**

Rubbers, and Overshoes in all styles and weights

**RUBBER BOOTS IN EVERY WEIGHT, STYLE AND SIZE**

**A Final Clearance on ODDS & ENDS**

FROM EVERY LINE OF WINTER MDSE.

- Broken Line Child's Underwear, garment ..9c
- Tea Aprons, values to 65c. Choice ..... 13c
- Tea Aprons, values to \$2.00. Choice ..... 48c
- Women's \$1.00 Wool Underwear, garment ..... 69c
- Women's \$1.25 Wool Underwear, garment ..... 87c
- Broken Line Ladies' Trimmed Hats, each ..... \$1.00

All Remnants—Half Price

50c Scarfs and Centerpieces. Choice ..... 25c

All Hand Embroidered Articles at Cost

Ladies' Tub Silk Waists. Choice ..... \$1.98

36-in. Forrest Percales. Clearance Price ..8 1-3c

Entire Line New Furs—Half Price

All Ladies' Suits, Ladies' Coats, Misses' Coats, Child's Coats

**HALF PRICE AND LESS**

**The GOLDEN RULE Co.**  
Quality the same—Prices less.

**Colleges and Public Officials Must Cooperate For Better Government**

By Professor HOWARD LEE M'BAIN, Columbia University

THE prime general problem of our democracy today is the problem of giving effective and economical service, expert service, and to give this service through the medium of those unexpert elected officers through whom democratic control must be exercised. This problem cannot be solved by mere organization. It is primarily a matter of education. We must change the public point of view, foster and develop public opinion, which realizes itself to be the motive force of a democracy, rejects the absurd search for the automatic in government and is so enlightened that it will not tolerate grossly ineffective and extravagant government.

WE ARE MOVING IN THIS DIRECTION, BUT THIS IS AN ACHIEVEMENT NOT TO BE ACCOMPLISHED IN A DAY OR IN A GENERATION.

Public officials as well as the men of the street are beginning to look to the universities for help. They are no longer so strongly inclined to overwhelm us with the fine scorn of that ever ready epithet "academic." THIS GIVES US A GREAT OPPORTUNITY TO SERVE AND A HEAVY OBLIGATION.

The work before us in the world today is not the work of bringing peace. Peace will come in its own due time. Our work is vindicating the individualism and liberalizing influences of our own democracy. In this the universities ought to lead. They can certainly help.

BUTTER LABELS—For sale at The Observer office. OLD PAPERS—For sale at The Observer office, 25 cents a bundle.

**MAMMOTH GROCERY**  
1211 Adams Avenue

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