

Speaking of smoking sensibly—

WITH all their good taste, Fatimas would not be a sensible smoke if they weren't comfortable.

In other words, Fatimas would not be sensible if they ever bothered your throat or tongue; or if they didn't leave you feeling all right even after smoking more than usual.

Fatima Cigarettes never

disturb. They can't. The milder tobaccos in their Turkish blend are in such perfect balance with the richer, fuller-flavored leaves as to off-set entirely all of that uncomfortable "oily heaviness" found in so many other cigarettes.

You'll realize this with your first package of Fatimas.

Loggatt & Myers Tobacco Co.

FATIMA

A Sensible Cigarette



The Original Turkish Blend
20 for 15¢

ADVERTISING IN A NEW FIELD

The Propagandist Finds Paid-For Space Valuable in New York—How the Metropolis Received the German Crisis—The Poetry Prose of War Nursing—The Stage "Nurse" and Her Love Affairs—New York Becoming Modest.

New York, Feb. 20.—(Special)—A famous preacher, who is so famous that he seldom faces empty pews, once told me that he would give worlds to be able to speak once a week to as large and varied an audience as a newspaper editor addresses every day. Without knowing it he touched upon the fundamental value of the newspaper in reaching the public consciousness through advertising. With in the past few years New York has been this preacher's church, new users of space are spending thousands of dollars for the purchase of advertising in which they can reach the largest possible number of their supporters in the shortest possible time, and at the least possible expenditure of money and efforts. For example, one of the most interesting advertising campaigns this city has ever seen was that of the Red Cross last summer.

mer, in its successful efforts to enroll 100,000 members in the metropolitan district. War relief organizations have used large quantities of paid-for advertising space in touching the hearts of the city with the appeal of suffering Europe. The Association for Improving the Condition of the Poor recently conducted an elaborate educational advertising campaign on the work of organized charity. I have it from the general director of the association that the campaign succeeded in removing many of the public's misconceptions of the functions of a relief society.

Most of these efforts have been financed by special contributions, so that no criticism of the expenditure of relief funds for publicity is ever heard. The function of the ubiquitous press agent, it seems, has changed from that of the space burglar who breaks in the newspaper columns with cleverly disguised propaganda, to that of a publicity advisor. In seeking an outlet for this organization's information he has become a specialized reporter and a publicity expert. He knows news from the newspaper standpoint, but he has

learned a far more important lesson. He knows that for those facts which are not news there is no medium for reaching the public like paid-for advertising. The day of the tract and the propagandist pamphlet, which usually find a resting place in a yawning waste basket, is going out and the day of the propagandist "ad" is coming in.

The possibility of war lends new significance to the hospital and nursing service of the country. There is a great deal of popular misconception of the functions of the war nurse. She is usually pictured as a very attractive blonde person, holding the head of a wounded soldier in a trench or out in the open battle field with shells bursting about her, while she is administering comfort to the dying man with utmost calmness and abandon. We have it from Colonel Kean, Director of Military Relief of the Red Cross, that this is the poster poet's conception of a very preface fact. The prose is that there are no blonde, head-holding nurses at the front, nor anywhere near it. War is hell, and the battle front is the most hellish part of it. And it is not chivalry that causes the army to keep its nurses back of the battle front. Present day war is even more serious than it used to be. There is no time for head-holding when there is fighting to be done. It would clog the machinery too much. The wounded soldier is mighty lucky if he is pulled out of a shell crater by a Sanitary Corps soldier, bandaged on a stretcher and hustled into a flivver ambulance and jolted back to the field hospital. From the field hospital he is jerked back five or six miles—provided he is found to be worth saving—to the evacuation hospital, where, if he is lucky, he may receive the attention of a nurse. From the evacuation hospital he is taken by train fifty or one hundred miles to a base hospital, where, for the first time, he finds that greatest of all surgical appliances—a comfortable bed. Here also he finds that greatest of all comforts—a nurse. Let us have all the poetry we can possibly extract from the grim harshness of modern warfare, but let us distinguish between poetry and fact.

CARPENTERS FORM UNION

The carpenters of La Grande met at the Harris hall, Thursday evening, and organized a Carpenters Union No. 1379. Anton Johansen, general organizer for the United Brotherhood of Carpenters and Joiners of America, was present and instituted the new union. C. E. Henderson was elected president and F. N. Ford, secretary. The union will meet every Thursday evening in the Harris hall. Indications are that all carpenters of La Grande and vicinity will become members of the new union.

Our want ads bring results.

ENVOY JUST ARRIVED MAY HAVE TO RETURN AT ONCE



COUNT TARNOWSKI

Count Adam von Tarnowski is the new ambassador from Austria-Hungary to the United States. He just arrived and may return immediately. He succeeds Dr. K. Theodor Dumba, whose recall President Wilson forced because of fiery speeches here.

LEARN PHOTO-ENGRAVING
THE MAKING OF CUTS FOR NEWS PAPERS, CATALOGS AND ALL ADVERTISING
WRITE FOR FREE CATALOG
AMERICAN COLLEGE OF PHOTO-ENGRAVING
157 4TH STREET PORTLAND, OREGON

CHICHESTER'S PILLS
THE DIAMOND BRAND
Ladies! Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold wrapper. Take no other. Buy of your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS for 25 years known as Best-Selling Always Reliable
SOLD BY DRUGGISTS EVERYWHERE

Sell It By The Want Ad Route

The Observer's little want ads do the work. It is surprising how many people turn to them every day and how quickly they meet the eye and bring buyer and seller together.

Look over your premises and see what you have to sell. A want ad describing it will hit the mark and turn something you do not need into cash.

THE OUTBURSTS OF EVERETT TRUE.



Imbler News Notes

Imbler Modern Woodmen of America Vote to Consolidate With Island City Camps—Westfall-Childers Sale Is Scheduled for February 26.

Imbler, Ore., Feb. 20.—(Special)—Imbler defeated Lostine on the local basketball floor Thursday, 82 to 33. Stringham made 21 field baskets. Stringham and Morris played forwards, Robinson, Keown and Wilson, guards, and Rollins, center for Imbler. The visitors, though outclassed in team work, put up a good fight and the game, though slow, was not interrupted by any controversies. The visitors went to Summerville Friday night and defeated the local team there in a close game. Wallowa's game here on Wednesday will finish the return games with Wallowa county towns.

At a call meeting Thursday evening the M. W. A. boys voted to consolidate with the Island City camp. Several members have already transferred and the remaining Woodmen and all money in the treasury will soon be transferred if the head camp sanctions the consolidation.

Lyman Weeks, local agent for the Idaho State Life Insurance company, made a trip to Boise last week to visit the head office.

Clyde Kiddle was down from Island City last week.

Preparations are about completed

for the joint sale of the Westfall-Childers sale at the Westfall home Monday, February 26. George Childers is moving his property to the latter place.

George Marshall reached home Sunday morning, having disposed of his three cars of apples at middle west points.

Miss Edna Holmes spent the weekend with her uncle and aunt, Mr. and Mrs. J. H. Booher of Island City.

Sherwood Williams and family, Mrs. George Marshall and daughter, Georgia, N. A. Cramer, Joe Keown, Mrs. Ella Keown, W. V. Connor, Ethel Pearson, Effie Snider, "Bill" Glenn and Hazel Welch were La Grande visitors Saturday.

The National Stock company was with us again Friday evening, presenting the military drama, "Northern Lights."

The Woodell home is being remodelled and repaired.

Posters are out announcing the high school play, "728," for Friday, February 23.

NOTICE

The undersigned treasurer of Union county has funds on hand with which to pay warrants issued on the road fund from number 711 to 800 inclusive endorsed July 8, 1916.

JOHN FRAWLEY,
Treasurer of Union County.

FOR RENT SIGNS—For sale at The Observer office.

MODART CORSETS



SOLID COMFORT

Standing, Sitting or Lying Down

When you stop to think that you spend between five and six thousand hours every year in your corset, you must realize how important it is that you have a perfectly comfortable corset. A poorly fitting corset frequently leads to severe nervous and organic troubles which cause years of suffering. In the MODART Corset we have a garment that always gives genuine comfort, sitting, standing or lying down.

PAULINE LEDERLE, Sommer Hotel Bldg.

THE People of La Grande Have Never Before Been Offered the Money Saving Opportunities That Pay-Up Week Brings Them.

The following Special Prices on every-day staple foods should induce you to purchase in larger quantities as the quantity is limited and these prices are good only until February 24th:

	Special	Regular Price
Golden Rod Pancake Flour	30c	23c
Golden Rod Buckwheat Flour	30c	23c
Golden Rod Wheat Nuts	30c	23c
Golden Rod Wheat Flakes	35c	28c
Golden Rod Oat Flakes	35c	22c

PHONE MAIN 80.

PATTISON BROTHERS GROCERY