

It's toasted

YES, just the same as your delicious, brown, buttered-hot morning toast. The tobacco—it's toasted.

This toasting has given you the real Burley cigarette at last. Until now it couldn't be made; now the toasting holds the flavor and keeps the cigarette fresh.

Of course you'll want to smoke the real Burley cigarette—because it's Burley, *toasted*. Burley is "blame good" tobacco; and you smokers are *for* it.

Begin trying it today: Lucky Strike, the real Burley cigarette—it's toasted.



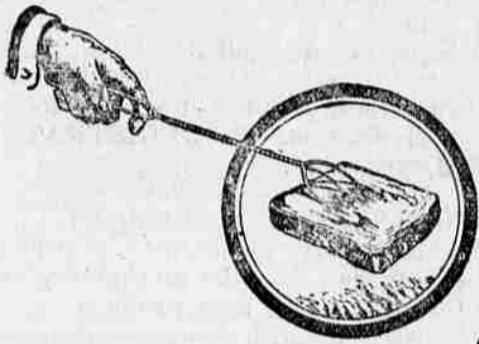
How to open the package

Tear off part of the top only as shows

Cigarettes in paper packages of 20 are carried more handily this way and keep better; less likely to spill into your pocket



Our men will demonstrate to you how the tobacco is toasted—at many stores



20 for 10c

If your dealer does not carry them, send \$1 for a carton of 10 packages to The Tobacco Co. of California, 1 So. Park, San Francisco, Cal.

Guaranteed by The American Tobacco Co. INCORPORATED

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Joseph News Items

Joseph, June 8.—(Special)—Summer has "kame" at last to Joseph, of which we are all duly thankful.

Dean Pollock, a private in Company M of the 3rd Oregon, is in town visiting his parents, Mr. and Mrs. E. A. Pollock.

A meeting of the Joseph Red Cross society was held Wednesday at the Masonic hall. The time was spent in planning for the big "June Drive" for membership. This "drive" will be held between June 18 and 28th inclusive, at that time every one in Joseph and vicinity will be given an opportunity to join the Joseph Red Cross Chapter. At the last meeting several committees were formed. They are: Civilian Relief Committee, Mrs. E. A. Pollock; Military Relief Committee, Dr. Albert Mount; Membership Committee, Mrs. Albert Mount; Finance Committee, Mrs. L. E. Cavinness; Publicity Committee, Mrs. Hugh Gibson.

Mrs. Harry Carpenter received a letter from her son Clarence stating that he had been made a Lance Corporal in the U. S. Army. Clarence is at Fort Worden in Washington with the other Joseph boys. It is reported that several other Joseph boys may receive promotions in the near future.

Mesdames J. B. Gregory and McDonald, of Wallowa, were in town Monday selling tickets for the Red Cross ball at Wallowa.

Rev. F. R. Sibley preached a very interesting sermon Sunday evening concerning Prison Reform in America and in Oregon.

Work is being pushed very rapidly on the Parker and Rumble houses which are on Upper Main street. Warren Knowlton is supervising the work on both houses.

Miss Leontine Morelock returned Thursday from a visit with relatives in Elgin. She was accompanied by her cousin Miss Bess Smith.

A bouncing baby boy was born to Mr. and Mrs. Homer Hayes on Tuesday June 5th.

Sergius Gaulke left Saturday for the Rose Carnival in Portland.

After attending the Epworth League convention which was held at Alice Miss Emma Shanafelt, Evadne McCully and Mabel Marr went on to La Grande where they will attend the Older Girls' conference which is being held there. They will be joined by Miss Lucille Pollock, Miss Helen Boggan and Miss Rue Whitmore who also will attend the convention.

A son was born to Mr. and Mrs. John A. Wilson Monday, the 4th of June.

The residences of Henry Desler and A. H. Rudd are being painted this week by Floyd Green.

A very interesting meeting of the Woman's Home Missionary society was held last Friday at the home of Mrs. Hugh Wilson.

On Thursday, Friday and Saturday the evidence in a "Contest Case" was heard before A. W. Schaupp, referee.

lic phone. Phone service and rest room always at your service.—Levy-Vogel Drug Co.—Adv. 5-24-tf

Letters From the Front. The Observer would like to receive "letters from the front" from the boys who have volunteered in the army, navy, marine corps or other branches of Uncle Sam's service.—Adv. 6-8-tf.

You may have your prints just the way that you want them, at the Modern dark room. Cyko, Velox and Azo Papers used in all grades. Expert finishing at Silverthorn's Family Drug store.—Adv. 6-11-tf.

Hot Weather Coming. Phone to Black 631 for ice and keep cool.—Young Ice Co.—Adv. 6-11-6tp.

Motored From Pocatello. A. H. Rand, of Pocatello, Idaho, is in the city, coming from that city in an automobile. He says that he made the entire trip on an average of 17 miles to the gallon of gasoline. He will leave for Portland today where he will tour western Oregon.

Ladies visiting Portland during Rose Festival should not fail to call on Mme Wampler, maker of gowns for latest fashions. 305 Fliedner Bldg. B. 1336. 6-6-6t

Drink at our cooling fountain once and you will drink from it many times again. One trial of our ice cream will make you our daily customer.—Levy-Vogel Drug Co.—Adv. 5-24-tf.

Money to Loan. On improved city property on easy monthly payments. Apply J. R. Oliver.—Adv. 4-7 1m.

J. L. Mars, real estate and rent agent buys and moves houses. Prices talk.—Adv. 6-7-tf.

You may have tried other barbers and failed to be pleased, but have you tried us, the new Star Barbers, next door Levy-Vogel Drug store.—Adv. 6-8-tf.

We invite you to use our free pub-

Used Automobiles

At a Fraction of Their Original Price

- MITCHELL\$250.00
- OVERLAND\$250.00
- MAXWELL\$250.00
- FORDS from \$175.00 up

SMITH'S GARAGE

CHICHESTER'S PILLS

THE DIAMOND BRAND. Medical Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold metallic boxes, sealed with the Ribbon. Take no other. Buy of your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS, for 25 years known as Best, Safest, Always Reliable. SOLD BY DRUGGISTS EVERYWHERE

The contest involves 106 acres of land in the Chesinnus district. The case is between Frank Marr, contestant vs. Charles C. Tippet, contestee. A. S. Cooley and A. M. Rannels are the attorneys for the contestant and Carl Roe argues for the contestee.

Mrs. J. S. Hayden returned home Sunday from a visit in Washington. Mrs. Hayden will be accompanied by her grandson, Louis Stevenson who has been studying journalism in the University of Washington.

Many fish are being caught in the lake and river now.

Work on the new house of F. D. McCully is well under way. The excavating being finished and work on the frame work begun.

Everybody boost the "Big June Drive" of the Red Cross.

Shirley Hayes, son of Mr. and Mrs. John Hayes died on the afternoon of Friday June the 8th at his home just west of Joseph. Shirley was a graduate of the Joseph high school and was a very popular young man.

Cholera Morbus. This is a very painful and dangerous disease. In almost every neighborhood someone has died from it before medicine could be obtained or a physician summoned. The right way is to have a bottle of Chamberlain's Colic and Diarrhoea Remedy in the house so as to be prepared for it.

Mrs. Charles Enyeart, Huntington, Ind., writes: "During the summer of 1911 two of my children were taken sick with cholera morbus. I used Chamberlain's Colic and Diarrhoea Remedy and it gave them immediate relief."—Adv.

New Opportunities. Your favorite store is not the same store as it was 'his tim elast week. It is a BETTER STORE, with new offerings, new angles of interest for you, new opportunities for savings, new chances for timely purchasing. "Read the ads."

THE J. H. CHILDS TRANSFER AND STORAGE CO. 1312 Jefferson St. Phone Main 706 Best equipped transfer business. Three motor trucks always ready. Highest salaried drivers. All careful and competent men. Largest Storage House in Eastern Oregon. Household goods lowest rates. Automobiles stored 10 cents per day.

THE J. H. CHILD'S TRANSFER AND STORAGE CO. —Adv. 6-8-tf.

IMPORTANCE OF THE AUTO INDUSTRY.

One effect of the attempt of Congress to incorporate in the war revenue bill a tax upon the gross sales of automobiles has been that of bringing before the public for the first time something like a real conception of the industry's importance, says George S. Waite, of the Grant Motor

Car Corporation. "I doubt whether men in the industry itself have actually realized that practically one person out of every fifty in the United States depends upon automobile work of some kind for livelihood," says Mr. Waite. It is estimated that factories, accessory makers, dealers and garage owners employ over 800,000 people. At the lowest estimate each of these peo-

ple has at least one other person dependent upon him and that means practically two million people or one-fiftieth of the total population. "Another point that is not generally realized is the broad distribution of motor cars. People who speak of automobiles as luxuries and who think of them as a plaything of the so-called 'idle rich' will be surprised to know that in some of the western states one person in every thirty owns an automobile.

"The fact is none of us realize how big the country has become and how well off we are. The production of Grant Sixes has always been far behind the demand for them.

"On the basis of the figures given above, every one thousand dollars' worth of automobiles produced gives employment to one person, in some way. The production of Grant Sixes contributes to the livelihood for ten to twelve thousand people throughout the country."

your patronage. Phone Main 77—Adv. 6-11-tf.

The M. & P. burner in your stove will give you better results than either coal or wood. 6-6-Mon.Wed.Sat.-tf

We want you to come in any time you like and hear the new Victor and Edison records.—Newlin Book & Stationery Co.—Adv. 6-7-tf.

Dr. Upton Moves Office. Dr. Upton wishes to notify his patrons that he will be located in the offices of Dr. Geo. R. Vehrs, over Putman's Drug store, beginning June 3, 1917.—Adv. 6-2-tf.

Just Received—A large shipment of high grade automobile robes in many beautiful patterns. Just what you need and the price is right.—W. H. Bohnenkamp Co.—Adv. 6-11-1t

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We invite you to use our free pub-

LOCALS

And Advertising in Brief

RATES Per line, first insertion10c Per line, additional insertion 5c Per line, per month\$1.00 No locals taken for less than 25c Count 6 ordinary words to line.

Dance at Zuber Hall every Wednesday and Saturday nights. 5-18tf

New Barbershop. M. H. Prior, formerly employed in Depot street shop, will be open for business Saturday morning in the shop two doors from Dyal furniture store on North Fir street across the track. Mr. Prior will be pleased to meet his old customers as well as new ones.—Adv. 6-1-1f

Those troubled with chapped hands, faces and lips will find instant relief by using a bottle of Silverthorn's Violet cream. Cold creams, both grease and greasless at Silverthorn's Family Drug store.—Adv. 6-11-tf.

Ready for Business. The Modern Laundry is now ready and open for business and solicits



COMFORT

Cook in a cool, comfortable kitchen this summer. An oil cook stove is comparatively inexpensive to buy and it will soon pay for itself in comfort and lower fuel expense. Meals in a jiffy, and a cool kitchen in summer.

Bakes, broils, roasts, toasts. Better cooking because of the steady, evenly-distributed heat. More convenient than a wood or coal stove for all the year 'round cooking, and more economical.

The long blue chimneys prevent all smoke and smell. In 1, 2, 3 and 4 burner sizes, with or without ovens. Also cabinet models. Ask your dealer today.

NEW PERFECTION OIL COOK-STOVE

FOR SALE BY

W. H. Bohnenkamp Co. F. L. Lilly The Golden Rule Co.

John Melville J. J. Carr