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CHILDREN'S SKUFFER SHOES \$1.75, \$2.15, \$2.50, \$2.75	MEN'S DRESS OXFORDS \$2.75 to \$4.00
CHILDREN'S SANDALS \$1.25, \$1.35, \$1.50	BOYS DRESS SHOES \$1.98, \$2.19, \$2.50 and Up

Come in and examine these shoes before you buy and see why it is greatly to your advantage to

BRING ALL THE FAMILY TO US FOR SHOES.

HILLS DEPARTMENT STORE

Quality & Service

Potato Yield Large.
Portland, Ore., July 26.—(United Press)—Oregon's potato output this year will exceed the 1916 yield by 10,000 cars, according to the estimates of dealers here today. Potatoes are one of the big items in food shipments, and the Oregon public service commission is urging farmers and dealers to ship their potatoes as early as possible so that transportation facilities may be released for other crops as soon as possible. The commission has issued the following instruction to shipper:
"Do your shipping today, while cars are available. Store fuel and other crops ahead."
"Load and unload cars the day you receive them, regardless of the 48-hour free time limit permitted by our demurrage rules."
"Ask for cars only when certain of being ready to load."
"Give the railroad company immediate notice when car is released."
"Load cars to full capacity (10 per cent above the marked capacity)."
"Bear in mind freight cars are for the transportation of goods and are not freight warehouses, and while they are waiting for loading or unloading, from the standpoint of efficiency, they might as well be out of existence."

EDITORIAL COMMENT.

THE HOME MERCHANT.

Who Is He?
He is the chap who gives you credit when you are financially broke, and carries your account until you are able to pay—
He is the chap who gives you back your money, or makes exchange, when you are not satisfied with what you have bought—
He is the chap who stands behind his guaranty and makes restoration of all losses that you may sustain on the goods you buy—
He is the chap who meets you at the door with a handshake, and lets you out with a message to the kids and a real come-again good-bye—
He is the chap who greets you on the street every day in the year and takes a neighborly interest in your family and your affairs—
He is the chap whose clerks and bookkeepers and other employees live in your town and spend their money with you and with other home town people—
He is the chap who pays heavy taxes to help support your town schools and build your streets, and maintain your fire departments and police departments, and parks, and lighting and water service—
He is the chap who helps support your cities, churches and hospitals and charity organizations and your lodges and commercial clubs, and who talks for your town, and boosts for your town every day in the year—
He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees and tombs, as far as human feet may tread with the dead—
He is the Home Merchant—your neighbor—your friend—your helper in time of need—
Don't you think you ought to trade with him, and be his friend and helper in HIS time of need?
Don't you know that every dollar that you send out of your town for merchandise is sent to strangers—to men who have never spent a dollar in your town?
You don't save much, frequently nothing, when you send your money out of town, and don't you know that the growth and prosperity of your town depends very largely upon the success and prosperity of the home merchants? Out-of-town people judge our city by the appearance of our stores and the degree of enterprise shown by our merchants, and our home merchants cannot succeed unless home folks give them loyal support.
(From Opportunity Sheet published every month by Fleischner-Mayer & Co., Portland, Oregon.)

Butter Labels for sale at The Observer Office.

COLONIAL

"THE UNBORN" HAS A PLOT AND MIGHTY MESSAGE

"The Unborn," George Elliot's great version on birth control which was recently dramatized for screen production, will be featured at the Colonial theatre for two days commencing Saturday. Carrying a plot with a mighty message, "The Unborn" depicts the sordid paths followed by thousands of young girls and women each year, and shows the disastrous results entailed.
Women's clubs, press and pulpit are unanimous in pronouncing this feature the strongest film adaption yet presented to the American public and assert that the powerful film story will do more good toward extinguishing the great social evil than any other agency.

Gertrude Bondhill, who is starred in the production, plays three separate and distinct roles, ranging from a sweet and winsome ingenue from which she merges into a woman of mature years and then to a boy of the streets. Each of these characterizations shows Miss Bondhill to her best advantage and expresses her versatility for which the famous little star is noted.
Owing to the nature of the picture and appreciating that some few women may be timid about attending an exhibition of the feature with a mixed audience, a special ladies' matinee for women only has been arranged by Manager Ford of the Colonial theatre. Children under 16 years of age will not be permitted to view "The Unborn" at any time.

FOR RENT SIGNS—For sale at The Observer office.

Scene From Newest Arbuckle Comedy "The Rough House"



ROS COE FATTY ARBUCKLE in "THE ROUGH HOUSE" PARAMOUNT-ARBUCKLE COMEDY AT ARCADE FRIDAY AND SATUR DAY

Star in "Marcellini Millions."



GEORGE BEBAN
PALLAS-PARAMOUNT STAR

AT ARCADE, FRIDAY AND SATURDAY.

ARCADE

GEORGE BEBAN AND
BIG FATTY ARBUCKLE
FRIDAY AND SATURDAY

George Beban, the famous character actor, will be seen at the Arcade on Friday and Saturday in another one of his celebrated Italian characterizations, "The Marcellini Millions," produced by Morosco-Paramount from the story by Edith Kennedy, prepared for the screen by Mr. Beban and Miss Kennedy and produced under the direction of Donald Crisp.
The story is that an Italian truck gardener who suddenly finds himself possessor of millions and, much to his disgust, his wife insists that he live up to them. Many strange and wonderful things happen to them as the owners of Marcellini Hall. Finally he can stand it no longer, and when his wife sues for divorce, Guido returns to his little farm.
When the wife hears that she is not the rightful possessor of the

Marcellini estates, she is only too glad to go back to her old life where they were so perfectly happy and contented.

One of the most beautiful and elaborate sets ever made for a photodramatic production is the living room, dining room, hall and upstairs rooms of the Marcellini home. The entire stage was occupied for two weeks by this set and it was constructed like a complete home with the rooms upstairs as elaborately furnished as those below.

George Beban, by his wonderful Italian characterizations, is endearing himself to the hearts of the Italian colony in the vicinity of the Morosco studio, and every day is beset by an excited mob of Italians who offer him everything from their babies to their homes, dogs, horses, wagons, and even themselves for use in his pictures.

Mr. Beban is supported by a splendid cast including Helen Eddy, Pietro In addition to this feature picture Sosso, Henry Woodward, Eugene Pallette, Adele Farrington, and others. Fatty Arbuckle in his third Paramount comedy will be shown. This is called "A Rough House" and from all reports the fat comedian makes the picture live up to its name.

Hawaiians Coming.

The Kuloa Hawaiians will be the attraction at the Arcade theatre for one night, Tuesday, July 31st in a dreamy, oriental fantasy, "The Princess of Paradise," this is a company of native Hawaiians, direct from the Hawaiian Islands, and is the most unique offering to be seen here this season. There are real Hawaiian singers, wonderful clever musicians, sensational Hula dancers and a real native Hawaiian chorus of boys.

This show has broken house records everywhere for large attendance and it is sure that La Grande patrons will be pleased with this attraction, because of its high quality. The company carries an elaborate stage setting which gives the local color of a real native Hawaiian night.



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