

The Observer

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MAKING THE AD CLUB BIGGER AND BETTER

Last evening a movement was started to make the Ad Club of Union county a bigger and better institution. It has functioned along proper lines and done much good. It is the only collective body in the county that keeps its organization and is ready at a moment's call to either approve or reject a new idea or new movement. But last night a new Ad Club was born.

Directors met and decided on not only increasing membership but also decided to turn the club into a more active, virile institution with social features as well as commercial activities. In selecting A. W. Nelson as manager the directors acted with wisdom, for he has had wide experience here in the work and has a full knowledge of the county and its needs, as well as the wishes of the people.

Some kind of commercial organization is very essential. Because this happens to be called the Ad Club is no reason why it does not embrace all commercial club activities, for it does, and for the next four years the demands are going to be heavy on all such organizations, due to the 1925 exposition in Portland. People of the middle west and east have their eyes turned to the coast, and La Grande must keep pace with other cities, and Union county must keep pace with other counties.

LA GRANDE, THE GLAD HAND TOWN.

When Bird Lewis returned from a recent automobile trip through California, he called a spade a spade, as Bird is in the habit of doing. He said tourists were treated like tramps after they got south of Frisco, while in Oregon every courtesy was extended to people who travel overland. Mr. Lewis says there is something decidedly nice about entering a town where people speak to strangers, where they have a moment to chat and say a kind word.

There is a sermon in his remarks. Let La Grande people take the tip and from now on be a "Glad Hand Town." Speak to everyone, both men and women. There is no rule of society that prevents it, and even if you fracture a rule of society and respond to the great rule of humanity and nature, there has been no harm done.

Henceforth, let men and women alike meet with a smile and a nod. The stranger in our midst will notice it quicker than if he were presented with free gasoline and free hotel accommodations, and he will tell the story from coast to coast.

FARMERS REDUCING EXPENSES.

Up from Kansas wheat fields comes the advance wave of prosperity. Tired of waiting for government help and sick of fancy nostrums for the relief of their troubles, the farmers turned to the only known cure for hard times, which is hard work, and even as they reap their harvest they reap their reward. They are sending their grain to market, selling it for what they can get, not haggling it for what some hare-brained orator tells them they ought to get. They are paying their debts and buying the things they need. With them the tide has turned.

Said President Harding in his recent address at Plymouth:
"We must combat the menace of the growing assumption that the state must support the people, for just government is merely the guarantee to the people of the right and opportunity to support themselves."
The farmers are getting out of their tight place first because they went back to plain hard work first, in spite of adverse conditions and the popular urge to lean on somebody

IN THE OLD HOME TOWN



MARSHAL O'CEY WALKER
ARRESTED A TRAMP TO DAY.

else. When they stopped waiting for the government to support them and started in to support themselves things began to come their way. The lesson is clear.

CURTAINS FOR JURORS

In the Superior court of Spokane, short curtains suspended from the railing have been placed around the jury boxes and witness stand, so that no display of silken hose and slender ankles need interfere with the administration of justice. What is more important, the arrangement permits the woman witness or juror, often doomed to sit in that one place for hours, to change her position, cross her knees and sit comfortably without feeling that she is unduly conspicuous.

It was inevitable when fig leaves assumed their important place in history that the revealing of the human form should have become associated in human mind with immodesty and indecency. The establishment of the double standard of morals for men and women somehow has managed to make any such display more blame-worthy on the part of the woman than of the man. It is hard to say why, since the feminine figure is almost invariably the more pleasing of the two.

It would be a better, cleaner, more wholesome world if all this bosh about legs could be forgotten. But it has not been in the course of centuries, nor does it seem likely to be. Since this is so, provision which allows a woman to be comfortable, yet screen her from rude eyes, becomes a fair necessity wherever she is called upon to sit for prolonged periods before unknown spectators.

CUTTING WAGES.

One of the old sources of industrial discontent has been that frequently when the need for retrenchment came the men in the shop and the minor clerks had their wages cut and their salaries reduced or lost their jobs entirely, while the big fellows went on getting their big checks just the same. This custom, along with a good many other real or seeming inequalities, is being leveled in the great adjustment now going on between capital and labor.

The other day the ten executive officers of a grain corporation, by their own request, suffered salary cuts amounting to \$29,000 a year. The fee for the directors was lowered at the same time. Thus one group of high-price officials showed their willingness to take their share of bad luck as well as good.

It is true that very often the big salary received by the employee lower down represents but a small interest upon the investment of money, brains and ability made by the official who draws it.
It is also true that many times the big man is operating at an actual loss just when the eyes of the little man are glaring at him most fixedly through the green lens of jealousy. This being the case, it is a sign of an understanding of human psychology as well as of the business situation when the man highest up deliberately takes a reduction himself because he must administer a like blow to the man lower down.

A Good Camera.

A camera that is always bound to give good and true pictures is just the kind we want to sell you and no other. That is an Eastman, and it costs you no more than a cheap, ordinary camera. We will be glad to guarantee any camera we sell you. We develop and print, and we turn out good work and promptly. Try us and be pleased.

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LA GRANDE, OREGON.

Dunbar's Taxi Line

Prompt, and at all hours.
Phone Main 789, cor. Fir and Monroe Red 2232
after midnight.

THE OFFICE CAT



—BY JUNIOR—

A Free For All.

A gentleman sat on the step
Where men are oft' seen sittin'
Pet Fido lay upon his lap
As gentle as a kitten.

A building sauntered down the street,
Just looking for some scrapin'.
And as he passed the man he spied
Small Fido, quietly napping.

Before, his mistress, young and fair,
Gossiped there was trouble brewing.
Tide had poor Fido in his jaws,
—Now, there was something doing.

The corner loafers gathered 'round,
Their faces white as pie-dough.
Some yank on Tige with might and main,
While others tugged at Fido.

The maiden stepped into the fray,
White men and dogs were fussing.
Someone stepped on her toe, where on
She gave them all a cussing.

A stand-by, with opened knife,
To Fido's rescue darted.
But Tiger heard his lady's call
And so they both departed.

Some stood with gaping mouths and
watched
The fast-retreating virgin.
Some hurried off to seek a cop
While others sought a surgeon.

I heard one gaping man remark,
I fear he wangled her greatly.
"By jing!" he said, "That gall ain't
been
To Sunday School just lately."

There are some defects in the pleasure and privileges of being a congressman or senator. These defects include enforced attendance at Washington during the heat-prostration season.

With All Cheese Dishes

Crackers and Cheese, what a delicious combination. And with any cheese dish Snow Flakes are irresistible!

SNOWFLAKES

Girls, they say,
In a most solemn way,
On a hot summer day,
The reason they wear,
Their stockings turned,
At the knees
It just because, dear me,
To be cool and comfy,
But how, pray tell,
Is this explained:
A girl we saw, yesterday,
With her stockings turned
But who wore furs,
We reckon how
She wanted to keep
Her little knees cool
And her neck warm,
Or why was it,
The inconsistent dear.

The letters R. S. V. P. are being omitted from dinner invitations in best society these days. Instead of the old request to "respond if you please," dinner invitations of today bear the cabalistic letters R. S. V. P. It may be explained that B. Y. O. H. stands for "bring your own hootch."

About the only thing no one has tried to make wine out of so far is the radish.

Be nice to people. Remember that the homeliest little pollywog will some day turn into a beautiful butterfly.

The bird that got up the income tax forms was either a bug, a nut, a boob, or a friend of Satan's—working on a commission basis.

The most prosperous people do not always have the biggest ears.

Charity often means that we are willing to pass the hat if other people will fill it.

Cruelty to burglars: Newspapers making announcements of the money they have overlooked in the raid.

A La Grande husband says a woman doesn't necessarily have to be in an auto to knock a man down.

Our Own Whaddaya Know About America Series.

1. Who was put to work pegging shoes at seven years of age?
2. Whenever you see an arrow what do you think of?
3. What is it a distinction to be known as?
4. What do you do when words fail?
5. What makes hard roads easy?
6. Say it with what?
7. What should you do at the first drop of rain?
8. Who chases dirt?
9. "May I not?" is the favorite expression of whom?

A New Jersey inventor is reported as having invented a device which makes change automatically. With prices as they are, this invention should be almost as useful as that non-refillable bottle which somebody else recently thought up.

Old Business.
I left my dad, his farm, his plow,
Because my calf became his cow;
I left my dad, 'twas wrong, of course,
But my pet colt became his horse;

I left my dad to sow and reap
Because my lamb became his sheep
I dropped my hoe, and hit New York
Because my pig became his pork;
The garden truck I made to grow,
Was his to sell and mine to hoe.
Believe me, too, I hied to hoe—
There was no riding down the row.

New Business.
With dad and me it's half and half,
The cow I own was once his calf,
I'm going to stick right where I am
Because my sheep was once his lamb.
I'll stay with dad, he gets my vote
Because my hog was once his shoat.
No town for me—I'll stick right here,
For he's made me tractor engineer.

Pictorial
Quarterly
25c

nm West & Co
THE QUALITY STORE

Pictorial Review
For September
25c

New "SASSY JANE" Frocks

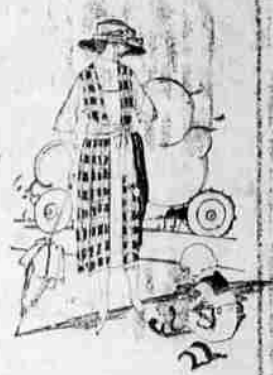
OF GINGHAM and ORGANDIE
—Just in—Specially Priced at \$9.00

A Dozen beautiful new frocks of Gingham and Organdy combined arrived yesterday by express. These are samples of our famous

"Sassy Jane"

line of summer frocks. Bought at a very special price, we are able to offer them while they last at \$9.00.

Distinctive Models



CREPE POPLIN
\$3.50 yd.

A new fabric and one that is much in favor. It resembles closely the popular Canton Crepe of the present season. It is 40 inches wide and in navy, brown, white and black. Now at \$3.50 yd.

PICTORIAL
REVIEW
QUARTERLY
FOR FALL
25c

Black
LA FRANCE
SILK HOSE
\$2.50

With "La France" all pure silk, full fashioned hose in out stock again at \$2.50. It seems almost like old times.
The fact that they require no endorsement from us makes our sales easier, more pleasing and satisfying to both.
La France brown and gray also at \$2.50 pair. All sizes.

New Stocks of Blankets and Comforts are here Now

Those who anticipate an early need of blankets or comforts will find complete new stocks here to select from.
Prices are considerably lower than a year ago.

It's "even split" with dad and me in a profit sharing company. We work together from day to day. Believe me, boys, it's the only way.

An author who has helped to make a portion of New England famous presided at a banquet in a suburban town some nights ago. He had fittingly eulogized the principal guest of the evening, and in conclusion told this story: "An old farmer drove into town one day and, going into a feed store, bought half a peck of oats. Stabling his horse by the side of the road, he gave him a royal lunch. When it was ended the farmer hitched up, got into the buggy, took up the lines and addressed the nag. 'Now that you've been fed, get up!' The toaster turned, and looked at the guest for a moment and sat down."

Good and Refreshing.
Don't overlook a good and refreshing dish of Ice Cream or a Cold Soda Water at Silverthorn's.

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON.

There are Three Exclusive Features in "La Camille"

"La Camille"

FRONT LACED CORSETS.

VENTILO BACK, the VENTILO FRONT SHIELD and LOX-IT NON-TILTING CLASP.

—Judged by Fit, Workmanship, Wearing Qualities and Style, LA CAMILLE is always found the CORSET of greatest value. A complete line of new models now on hand.

MRS. ROBERT PATTISON, Corsetiere.

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30x3 1/2 STANDARD NON-SKID

The Fastest Selling Tire In America

The increasing popular demand for the Firestone Standard 30x3 1/2 inch tire over a period of years has given us big volume. Our Plant No. 2 devoted wholly to this size tire with a capacity of 16,000 tires and 20,000 tubes per day cuts costs on every operation.
On May 2, we dropped our price to \$13.95 passing on to the car owner the full benefits of this big sales volume and this labor-saving plant. This tire has been our standard for years—four plies long staple fabric—extra gum between plies—heavy non-skid tread. The greatest value ever offered car owner. Insist on Firestone.

Our Cord Tire Values

Firestone Cord tires are made exclusively in Plant No. 1. Our process of double gum-dipping each ply of cord gives thicker insulation. The massive non-skid tread, with extra thickness where wear is most severe, gives real effectiveness in holding the car against slipping and adds many extra miles of service.

Firestone Cord tires are sold at the lowest prices in cord tire history: 30x3 1/2, \$24.50; 32x4, \$46.30; 34x4 1/2, \$54.90.

There are Firestone Dealers Everywhere to Serve You

\$13.95