

The Observer

AN INDEPENDENT NEWSPAPER
Published daily except on Sundays and
holidays. Entered at the Postoffice at La Grande,
Oregon, as Second Class Mail Matter.

Address all communications to THE
OBSERVER, 1114 Adams Ave., La
Grande, Oregon.

CITY AND COUNTY OFFICIAL
PAPER

On sale in other cities: Oregon Hotel
News Stand, Portland; Imperial News
Stand, Portland; Multnomah News
Stand, Portland.

SUBSCRIPTION RATES

By Carrier.
Daily, per month \$7.50
Daily, per three months \$22.50
Daily, per six months \$42.50
Daily, single copy 15c
By Mail.
Daily, per year in advance \$85.00
Daily, six months in advance \$45.00
Daily, three months in advance \$25.00
Daily, per month \$7.50
Weekly Observer-Star, by mail,
per year in advance \$11.50

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IN THE OLD HOME TOWN



DeMille Pupil



Will Leatrice Joy soon be elevated to stardom in the movies? She has just been given a prominent part in a new picture by Cecil DeMille and DeMille has a way of making stars of his players.

And This Is Glory!

Little Willie, sitting opposite to an old pensioner, whose breast bore many medals, gazed at him and the medals long and earnestly, and at length said to his mother: "Mother, why does that man wear his money on his coat? Won't they let him have pockets?"—London Mirror.

Bible Thought For Today

GUARD THE TONGUE:—Keep thy tongue from evil, and thy lips from speaking guile. Depart from evil, and do good; seek peace, and pursue it.—Psalms 34:13, 14.

Mr. Cherry's Idea of Life.

A. B. Cherry is a builder; he has the vision of a builder, but along with it he has the hard wisdom which tells him that man cannot live forever on this earth. We make this statement because he has been advertising his floral business for sale, and he has just completed a large addition to his plant and his list learned that there is no limit to what his business will do if properly handled. Why has he advertised it for sale when everyone knows it is a prosperous business? Because, Mr. Cherry realizes he is to gather fragrance from the flowers along life's pathway he must begin soon. Work is a pleasure to be sure, but everyone has ideas of supreme enjoyment—his idea is to travel, and for this reason his purpose is to get things in shape so that he can travel.

He is right. It is fine to build a business but what is business compared to one's enjoyment? C. C. Pennington and wife, none have ever worked harder and been more economical, have let down the bars to their fancy and will spend many months traveling and enjoying themselves. Mr. and Mrs. Bird Lewis long ago bid farewell to money making and they have had some delightful times in their own way with automobile and camping outfit and intend to have a lot more fun the same way.

These people are right in their views. All work and no play makes Jack a dull boy, but common sense must in this instance, as in all others, govern one's action. Why amaze a fortune—what is a fortune? Does money constitute pleasure, no. Do houses and lands constitute pleasure—no. The happy medium is quite the thing. If people have enough, then enjoy themselves to the fullest in other lines than work.

Mr. Cherry loves his work or he could not have accomplished what he has accomplished, but he would like something else also, and it is for that reason he contemplates turning his business and seeing other sections of the country.

Will Seigrist is another exceptional successful business man in La Grande who has the same idea. So after all, are not people becoming much wiser when they cease to wait for big buildings and are willing to have enough pleasure and enjoyment.

The First Step Toward Prosperity

The unemployment conference holds that "the greatest step toward relief of unemployment is in the construction industry." Consistent among its recommendations are the elimination of "graft" and profiteering from the building industry; reduction of freight rates in building materials.

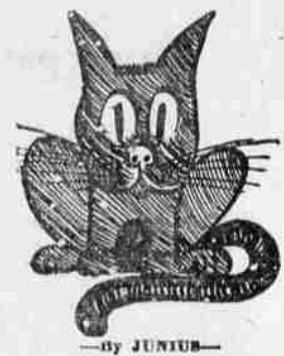
The landing of money for building purposes more freely will on a basis terms by banks and loan companies.

Community boards representing bankers, organized labor, lumber and a man's life the other night. A material dealer and contractor to stimulate building and deal with housing problems in each locality.

A national speeding up of public construction problems. These recommendations are all sound. They are all in agreement with intelligent opinion. All of them have been urged before, and ought to have been heeded long ago. Their adoption by a conspicuous body makes them convincing. What is needed now is enough "punch" to put them into practical effect.

Well, Carl Mays, you're there like a million dollars on a rainy day. Say, Carl, do you remember when you hit 'em up in La Grande years ago?

THE OFFICE CAT



THE LIMIT
Mother, mother, may I go shopping?
Yes, my darling daughter.
Shop as much as ever you like.
But don't exceed a—quarter.

It has been our observation that most fools also are self-made.

Judging from the speed the object of the average automobile tourist is nothing stationary.

A small boy called on the doctor one evening. "Say, Doc, I guess I got measles," he said, "but I can keep 'em quiet."

The doctor looked puzzled. "Aw, get wiser, doc," suggested the small boy. "What'll you give me to go to school and scatter it among all the kids?"

After seeing some of the young ladies about the city with their socks pulled down to their knees they get scrubbed any more than they did when they wore their socks up high.

A girl who is showing about everything she can do will also show her temper when a busy man insists upon starting her out of countenance.

That Venus family seems persistently and amazingly unfortunate. Double-Venus lost two teeth in a scrap in little old New York a few days back and we all know what happened to his artistic sister, Milo's Venus, during the first crash for the armament.

CROP REPORT

The green crops fall when drought has long duration.

The ripe crops go to ruin when it rains.

The farmer, though, has one great compensation.

The crop at summer harvest never fails.

No reward is small enough to hide behind a woman's skirt today.

A pint of La Grande hooch saved handkerchiefs, organized labor, lumber and a man's life the other night. A material dealer and contractor to stimulate building and deal with housing problems in each locality.

Before things will flow our way we have to start things flowing the other fellow's way.

Little Willie Rose
Sat on a pin.
Little Willie rose.

"The fellow who fancies himself the whole cheese is at least a piece of it."

The president's physician has ordered him to take regular, week-end trips in the presidential yacht, Mayflower. And if we were the president we would order the presidential physician to order us to take just such trips.

Experiment Station Doing Good Work

By R. C. SMITH,
Traveling Observer Representative.

In considering the assets of this great Eastern Oregon country one is apt to overlook the importance of an institution that is doing much for the farming industry—namely, the agricultural experiment station at Union. It is the largest of its kind in the state outside of Corvallis and has been in existence since 1900.

According to Robert Whytecomb, its superintendent, a large part of the 340 acres has been reclaimed and built up until now it possesses some of the best soil in the country upon which can be raised almost any kind of plant life. Six men are employed on the farm the year round and the work is so arranged that no extra harvest help is required.

On the farm at the present time there are about 150 head of cattle, 400 head of sheep, 200 hogs and a number of very fine horses. Feed for this live stock is provided from the home fields.

This year's crop was about 350 tons of silage and 10,000 bushels of grain. Experimental feeding is performed to demonstrate the most economical methods and to test the development of the live stock under varied circumstances.

In experimenting with cattle they are divided into lots of ten and separate records are kept for each. The records contain the object of the test, the planned feed, the live stock, different feeds and pasture used, shelter and equipment, preliminary treatment, weights and pictures. The tests are carried on for 120 days and every 20 days during the period the stock is weighed.

Experiments with sheep and hogs are carried on in much the same manner except that the lots are larger.

Among the grains and grasses much has been accomplished also. Forty-fold wheat raised on the farm has for three years taken first prize at the state fair. Among the experiments under development, one of the most interesting is that of a hardy rye. A new variety of oats has been brought out known as the Idamane.

The exhibit at the station contains several hundred varieties of grains and about sixty varieties of grasses. Mr. Whytecomb announced last week that a dairy unit will soon be added to their equipment which will make the farm more complete and give an example of what can be done to the small herd owner.

The station is open at all times to the visitors and records of the tests are always available to farmers and others who may be interested.

SOME GOOD BARGAINS IN CITY PROPERTY

6-room house, full basement; electric lights; telephone; drilled well; pump in house; half acre of ground; good garage; screened in porch; just outside the city limits on Willow St. Price \$2500.00. Terms on part of it.

7-room modern house; barn; garage; root cellar; wood shed and granary, all under one roof; chicken houses and run; cold storage; extra woodshed; nice lawn; large shade trees; four large lots, with plenty of water to irrigate; shrubbery, etc. Price \$6000.00. \$2000.00 cash, balance terms to be arranged.

We have 240 acres in Ellen township, Sac county, good improvements, about thirty acres in meadow pasture, balance in corn and grain, all fenced and cross fenced; close to several good towns. This place is for sale or will trade for a good stock ranch in this country. This is a first class farm and anyone wanting to go to Iowa to live, this is a good opportunity. Come and see us about this and we will give full particulars.

C. J. BLACK & CO.
(Rentors)
NEW POLY BLDG.
La Grande Oregon

TELL US WHAT YOU GOT TO SELL WHAT YOU WANT TO TRADE WHAT YOU WANT TO BUY FOR TRADE

A GENERAL STORE in a small town in Idaho, doing a good cash business, for good farm property near La Grande.

A 12-ROOM APARTMENT house in Pendleton for a small tract of land near La Grande.

SOME GOOD PROPERTY in La Grande, for property in or near Portland or Spokane.

WANTED—A team, wagon and harness in trade on a fine small place in La Grande.

FOR SALE

A FOUR-ROOM house on a paved street near the high school for \$1800.
A SIX-ROOM modern bungalow on M Ave., near high school, \$2800.
A BEAUTIFUL seven-room, modern home on Adams Ave., \$3200.
A FINE DAIRY just outside the city limits, with an income of over \$5000 per year.

We also have some great bargains in small tracts, fruit farms, timber tracts, ranches, farms, city property and business propositions.
PYRAMID LAND CO.

LA GRANDE IRON WORKS MACHINE SHOP AND FOUNDRY

All kinds of machinery, automobiles and tractors repaired, overhauled and rebuilt.
Acetylene welding of all kinds.
Cylinder boring and overhauling pistons.
Organizing, fitting and piston pins reworked.
Call on a trial.
P. S. PIZZIGALLO, Prop.

PICTORIAL
REVIEW
For November

West & Co.
THE QUALITY STORE

D. M. C.
CROCHET
COTTON

Beautiful New

CANTON CREPE

Exceptional Quality

\$4.50 yd.

The leading silk fabric of the season—and an exceptional quality 42 in wide in black, navy and brown. The quality of this material is without a doubt, of great superiority, characterized by fineness of weave, firmness and the sweeping, loose draping qualities that proclaim it the silk dress material of the season.

We invite you to inspect this material—note the quality. Price \$4.50 yd.

Infants' "Oregon City"

Indian Blankets

\$2.75 to \$4.00

Genuine Oregon City, all pure wool blankets, infant size. Genuine Indian designs. Swoven where the wool is grown. Duplicates of the larger blankets, bound in felt and just as heavy. They are priced at \$2.75, \$3.75 and \$4.00. Ask to see them.

Chiffon Plisse

A New Lingerie Material

75c yd.

A "Silico" fabric, possessing the same sheer, soft finish that characterizes all other Silico fabrics used for this purpose. This particular material is 30 inches wide—is in pink or white and priced at 75c yd.

Still many of the best shoes left in this sale. A sale of odd lots and broken sizes in shoes that ranged from \$12 to \$17.50 in price regularly. Choice now while there is a size. No exchanges or refunds.

\$5.90

Special Selling of Ladies Shoes

DID PAIN DISTURB YOUR SLEEP?

THE pain and torture of rheumatism can be quickly relieved by an application of Sloan's Liniment. It brings warmth, ease and comfort and lets you sleep soundly. Always have a bottle handy and apply when you feel the first twinge. It penetrates without rubbing. It's splendid to take the pain out of tired, aching muscles, sprains and strains, stiff joints, and lame backs. For forty years pain's enemy. Ask your neighbor.

At all druggists—35c, 70c, \$1.40.
Sloan's
Liniment (Pain's enemy)

LA GRANDE'S ELECTRIC STORE

WIRING, REPAIRING, SUPPLIES
Edison Mazda Lamps and Appliances

H. & S. ELECTRIC CO.

105 Depot St.

Phone Red 3931

RAGS Wanted at the Observer

Making Extraordinary Mileage a Certainty—

Car Owners want more rubber on the tread where the wear is hardest; more gum between cord plies to perfect a resilient and powerful carcass. And they want a scientifically constructed Non Skid tread with all angles and contacts to resist skidding and give sure traction. Firestone Cord Tires have met these demands of the car owners.

Read Letters Below—

Records from 29,000 to 57,000 Miles

Cord Tires built the Firestone way could not fail to produce mileage. Every day, from all over the country, comes the word that 10,000, 20,000 or 30,000 miles are frequent and consistent records.

Now and then they are emphasized by unusual instances such as quoted below. Performances like these demonstrate the ultimate possibilities of Firestone Cords under careful driving.

Firestone Tire & Rubber Co.,
Jacksonville Branch,
Jacksonville, Florida.

The Harvey E. Mack Co.,
Thirteenth & Harmon Place,
Minneapolis.

I submit herewith the history of a 32x Firestone Cord tire. This tire has run 37,000 miles. I have retreaded it seven times. The average mileage to each retreading was about 5,000.

It occurs to me that you might be interested in the mileage that I obtained from the use of Firestone Cord tires on my Dodge coupe. The first tire went over 28,000 miles. The second tire rolled up a mileage of between 24,000 and 25,000. These were both rear tires and had been cut considerably by chains. The two front tires have gone better than 25,000 miles and are still in good condition. I expect to get at least 40,000 miles from each of them. I read carefully that the Firestone Cord will be my tire choice for the future.

I think you will agree this is a remarkable record. It is especially unusual as I know the owner to be a severe driver. However, he gives his tires proper inflation. The tire in question is not yet out of service and has every indication of being sufficiently strong for another retread. I am enclosing photographs of the separate cover.

Archie H. Heard,
422 LaSalle Bldg.,
Minneapolis.

Firestone Tire & Rubber Co.,
P.O. Box 100,
Akron, Ohio.

Archie H. Heard,
422 LaSalle Bldg.,
Minneapolis.

Firestone CORD TIRES

ARCADE

THURSDAY
FRIDAY
SATURDAY

MARSHALL
NEILAN
presents Randall Parrish's
Bob Hampton
Of Placer

The Frontier Days, Ooster's Last Stand, Thousands of Indians, Western Heroes, in Thrilling Realistic Fights.

