

Doings of the Ad. Club

C. E. Short, President.
A. W. Nelson, Manager.
Telephone Main 759.

Auto Plates at Garages.
"La Grande" auto plates are now being placed on sale in the various garages of the city. Today they may be had at the Lehardson Service station and Rorch Garage. By Monday it is planned to have them on sale at all the garages and service stations.

Road Maps Arrive.
The Union County Ad club now has a supply of 1922 road maps especially intended for people who contemplate tours through Oregon. They are for free distribution and may be had by calling at headquarters in the Y. M. C. A. In this connection it is announced that several road guides for various parts of the northwest and Canada are now on the tables but not in quantities for general distribution and any one wishing to look over same can do so at any time.

Joseph Appreciates Boost.
That Joseph is pleased with efforts of the Ad club to exploit Wallowa county scenery is shown in the following from the Joseph Herald:

Are We Awake?
"Are we awake? If we are let's get busy and prove it, not only to ourselves but to our neighbors as well."

"Out in La Grande the Union County Ad club is taking steps to push a campaign of advertising for Wallowa county. You may ask why the club is not expending its energies in advertising Union county and the answer is that a live wire organization such as the Union County Ad club has too much pep to be confined to the boundaries of one county."

"Their object is not purely one of beneficence, however. They are alive to the tourist possibilities of Wallowa county and this has opened their eyes to their own favorable position. La Grande holds the key to the situation from the standpoint of location. Situated as she is on both transcontinental railway and east to west highway, with branches from both extending to Joseph, her booster citizens have come to realize that by diverting main line travel into the Wallowa valley La Grande will have an opportunity to entertain the travellers going and coming. They are planning to enjoy a lot of that business and at the same time help their neighboring county."

"Other towns along the line between Joseph and La Grande are lining up on this proposition, and how about Joseph? Will we wake up in time to do our part in attracting the tourist, or shall we sit by idly dozing in the warm sunshine and let the visitor go back home and tell what a progressive place he found here? It is but a matter of a few weeks until the vacation period opens. If Joseph is to get recognition along with the other towns it is time to get busy and revive the commercial

Exide Batteries

Batteries in stock.
Batteries for Rent.
Batteries Recharged
Batteries Watered Free.
Batteries of all makes Replaced.
Stromberg Carburetor Service.

B. & T.

BATTERY STATION
Fred Burgess, Prop.
In Leighton's Machine Works

Proof PRODUCTS



BATON'S 17th Century WAX

—a general purpose polishing wax for the home.

It imparts a high, brilliant, lasting gloss to floors, woodwork, furniture and linoleum. Spreads easily and dries sufficiently within a half-hour to permit polishing. Saves housework because floors and furniture can be kept clean by dusting instead of washing. Have a can on hand always.



Oregon Hardware and Implement Co.

MANY SHEEP ARE BEING PASTURED

(Special to The Observer)
TELOCASSET, APR. 24.—The Easter holidays were enjoyed by the school to the fullest extent. Mrs. Law's class prepared a lunch on short notice and had a fine picnic. Some of the parents and the principals, Mrs. Stiles, dined with them. Part of the afternoon was spent in playing game by pupils and teachers. Mrs. Stiles' pupils went to Hobo Spring which they had selected as their site. They carried all necessary apparatus for building a fire and then cooked eggs in a heavy fall of snow. They reported a fine time despite the mud, snow and rain.

Hal Reese and Tom Fiekin of Union, were business visitors in Telocasset on Wednesday morning. Several bands of sheep are passing through Telocasset, going out to

AS SURE AS DOWN BRINGS A NEW DAY
CASCARA QUININE
Will Break Your Cold and Make You Feel Tomorrow
W. H. HILL, CO., DETROIT

pasture. Reports are that the pasture is very late owing to the late spring and unless warmer weather sets in the loss of sheep will be quite heavy.

Misses Ida Bellus and Junia Crouter of Union, visited the public schools on Tuesday. These young ladies are student teachers and are looking over the different schools in the vicinity as part of their preparation. They expressed themselves as well pleased with the Telocasset school.

Elinor Becker has been out of school on account of illness for the past three days.

Mrs. Opal Mead visited with Mrs. Charles Hill Tuesday.

Conna Hill, Orville Fraser and Willard Hill dug the ditch for laying the water pipe to the school house.

Mr. and Mrs. Harvey Starr are

inviting their friends to a fried chicken dinner. They expect to have it in the near future.

With the present warm weather the farmers are expecting to get to work with their spring plowing in the near future.

Water has at last been piped to the school house to the relief of both pupils and teachers. This work had been planned for last fall but owing to delays was not completed until this week. By preparing the school yard and planting a lawn and trees, Telocasset soon expects to have a beautiful school yard.

Mr. Harnwell has purchased a new car.

Jess Stiles, of La Grande, was a business visitor at Telocasset on Wednesday.

A Farmer Cure of Rheumatism.
"A man living on a farm near here

LA GRANDE
CONCRETE PIPE COMPANY
PERMANENT AS THE PYRAMIDS
Manufacturers of
Pipe Blocks
Sewer Water Irrigation Culvert Drainage
Building Foundation Silo Chimney
WELL CURBING—SEPTIC TANKS
Phone Main 120 Factory Island City

Commercial Organizations Have Come to Stay

A decade ago commercial organizations, variously known as chambers of commerce, commercial clubs and the like, were created to meet a compelling want in every community. Their probation period was a story of ups and downs, of financial distress and over-worked directors—of leaving too much for "George" to do. Community affairs and problems either were not met at all or were done in a haphazard way.

Today commercial organizations are an imperative necessity in every town. Even the daily mail inquires about roads, climate, business opportunities, this, that and the other thing must receive the same courteous answers that any civil man would give to a stranger at his door asking directions about the city.

And the commercial organization is now a fixed part of every city and town just the same as the church, the school and the lodge, and like all of these it must be financially sound in order to function.

The Union County Ad Club has been delegated with the commercial club duties of La Grande and for Union County when matters involving the county good arise. To date its income has been:

- Less than half the amount appropriated in Baker.
- One-fourth of Corvallis.
- One-fifth of Pendleton.
- One-third of Bend, and so on down the list, while the results have been the equal of any of the above. But the present pace demands more finances.

The club must maintain an office and an office force equipped with necessary furniture and fixtures. This expense amounts to about \$3,000.00 annually. In addition it must—

Meet its share of the intermediate rate fight, the first round of which has been won by the interior towns represented by their commercial organizations.

It must meet its share of the Old Oregon Trail association.

It must meet its share of erecting tourist signs at Salt Lake, The Dalles, Ontario and other points.

It must have the descriptive literature ready to mail upon all inquiries.

It must be ready to entertain visitors in La Grande.

It must be ready to fight for its share of road work.

It must meet the expense of conducting a protracted school of education in the interest of irrigation.

It must be ready to carry out the policies and the activities developed by the 26 committees of the club. All of this requires additional funds.

THE BENEFIT FROM ALL THESE ACTIVITIES WILL COME TO EVERY CITIZEN AND PROPERTY OWNER. THEREFORE IT IS ONLY RIGHT THAT THE CITIZENS THROUGH COOPERATION HELP MAINTAIN THE CLUB.

A monthly amount from 500 people will do the business. Next week La Grande will be asked to meet its responsibility with the same generosity and expedience that it meets all other obligations looking toward the benefit of the community and its people.

Any citizen who is not now doing his share in the operation of the Union County Ad Club and feels his responsibility and is no longer willing to let somebody else pay his indebtedness to the community in which he lives, and who wishes more information about past activities and future plans can be enlightened by calling at the Ad Club headquarters at the Y. M. C. A.

came in a short time ago completely says C. P. Rayer, Patten Mills, N. Y. other bottle of Chamberlain's Liniment doubled up with rheumatism. I handed "A few days later he walked into the store as straight as a string and handed me a dollar, saying, give me one more bottle for it cured me."—Adv.



Did you ever try to make the famous Parker House Rolls? The Treat of the Evening

Here is a recipe easy to follow: Just take

- 2 cups Milk
- 2 tablespoons Mazola
- About 2 1/2 cups Flour
- 2 Yeast Cakes
- 1/4 cup Karo (Crystal White)
- 1 1/2 teaspoons Salt
- 1/2 cup lukewarm Water
- 1/2 cup Kingsford's Corn Starch

Scald the milk. Pour into the mixing bowl, add Karo (Crystal White), salt and Mazola. When lukewarm add the yeast dissolved in the warm water, and enough flour sifted with corn starch to make a thin batter. Beat thoroughly, cover, and rise till about double in bulk. Add enough flour to make a dough as soft as can be handled. Turn onto floured board, knead until spongy and elastic. Let it rise till triple in bulk. Turn onto a well-floured board and roll out lightly about half an inch thick. Cut with a biscuit cutter previously dipped in flour. Dip handle of a case knife in flour and with it make a crease through the middle of each piece. Brush over half of the top of each piece with Mazola and press the edges together lightly. Place in a greased pan one inch apart. Cover, and let rise till light. Bake in a hot oven twelve to fifteen minutes.

IT is not necessary to purchase both a bread and a pastry flour. By using quarter cup of Kingsford's Corn Starch to three-quarter cup of any good flour the percentage of gluten is decreased and the starch content increased so that home prepared flour will make a lighter and finer grained cake.

FREE: Ask your grocer or write Johnson-Lieber Company, Portland, Oregon, for beautiful folder of the new Kingsford Corn Starch recipe.

America's Favorite Since 1848

Discounting the Count

A COUNT used to be a man in charge of a count of 500 persons to whom he was a sort of overlord.

This is not true today because of altered political conditions. We still have counts, but the Count business has changed somewhat.

Business, of all kinds, has undergone something of a revolution. It was not so many years ago that pack peddlers were the sole distributors and transporters of many of the household articles of the day. Their legs set the limits for most distribution problems in those days.

Modern transportation, progressive sales methods—and advertising—have broken the shackles of time. They make a speedy job of what used to take years. Through advertising many an article has been introduced simultaneously in stores all over the country.

Advertising today is the method used by business to tell you why you should have certain goods and how to identify those goods. The advertisements you find here are a truthful catalog of needed merchandise.

Articles of all kinds and for all purposes are presented in a pleasant way through the medium of type and picture. The outstanding requirements of every member of the family are met by offers of good merchandise of proved value.

USE THE ADVERTISEMENTS FOR OUTRANCE AND YOU WILL BE A CONSTANT SALESMAN.