



CHAUTAUQUA

June 24th to 29th

The people of La Grande are fortunate to have the opportunity of attending a Chautauqua program of the caliber that is to be given at Riverside Park, beginning next Sunday, June 24th, and continuing throughout the week. Splendid lectures, plays and musical numbers will be given each afternoon and evening and we urge you to buy your Season tickets at once.

HILLS DEPT STORE

A Good Place to Trade

The Work of Advertisers Builders of The World

By ARTHUR BRISBAKE

The convention of Associated Advertising clubs of the World at Atlantic City concentrates attention on the work done by advertising.

It is first of all constructive work. It actually builds factories, stores, great organizations, great fortunes, while supplying work and wages to millions.

A hundred words occur to your mind and every one means that advertising has created a name, and that the name represents a great business that time and competition itself cannot stir unless the owner of the name allows it.

Advertising builds, and what it builds it builds permanently. Take the two words, Atlantic City, and you know instantly that you have before you something that has been created first by intrinsic merit and second by intelligent advertising.

Any one of a half dozen automobile names means permanent prosperity, gigantic production, thousands of men well paid, tens of thousands of customers well satisfied, and all that is built on merit and advertising.

What is the art of advertising? It is the art of getting a truthful idea from one brain into another—or into fifty million other brains.

In advertising, first you must create a thing the people want. That is the task of the manufacturer, the business man who understands production and quality.

After that you must make the people know that you have it. In addition to that you must, by description and convincing argument, make the people want it.

Making the people know that the thing is to be had and making the people want that thing, such is the task of the advertiser.

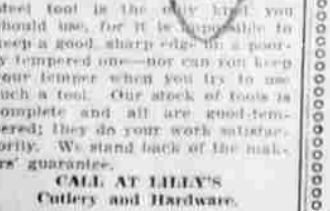
Nature was the first great advertiser. And she did her best advertising in color, which would interest Mr. Kibbler, of the Hearst American Weekly.

The first great and effective color advertisement was the brightly colored flowers, the blossoms advertising the honey to be obtained from them, thus attracting the bees and other insects necessary to carry the pollen and produce more flowers. The next great colored advertisement was the rainbow, announcing "no more floods."

Learn from nature and the colors of the flowers and the plumage of the birds to make your advertising attractive.

In advertising or in conversation it is just as easy to present your facts in a pleasing way as in any other.

This is the age of hurry. Men want to do all they can in the few



years they have. They want to finish in one lifetime. Advertising is the great time saver. They say in England that a business built up slowly without advertising, from father to son, for a hundred years or more, is a respectable, nice business. And it is. But you can see in the United States the same kind of business, a hundred times as big, built up in ten years by American energy, plus efficient advertising.

Business men should realize that advertising is a specialty. They should realize that the advertising agent is to a business what the architect is to a building. The owner's money and the contractor's technical knowledge build the building. But it is a poor building if you don't have an architect mapping it out for you in advance and supervising it as it goes on.

So with business—and the advertising agent, the specialist who is the architect of business.

For the young man advertising is a promising career. Advertising is in its infancy. There are plenty of chances ahead. Advertising, intelligently understood, trains the mind in a hundred different directions. To be a thorough advertiser you must understand clear, simple and convincing writing.

A poor advertiser uses a hundred lines to make the reader think one line. The advertiser of real genius uses ten lines and makes the reader think one hundred lines.

What you write and put in the paper your employer pays for. What you make your reader think about your goods, after he has read it, you give to your employer for nothing. That is the thing for the advertising man to remember.

Advertising properly understood develops a good style. It compels the man who engages in advertising to study and understand the mind.

Summer Sun

Brings Complexion Blemishes Use GARDEN COURT TOILET AIDS

- Rouge 60c
- Powder 75c
- Talcum 35c and 60c
- Toilet Water \$1.50
- Cold Cream 50c
- Shampoo Cream 50c
- Double Combination Cream (Vanishing) 50c
- Benzoin and Almond Lotion 50c
- Especially Made for Those With Particular Skins.

Get your Summer's Supply

THE L. L. DRUG CO. Exclusively

20 STORY HOME FOR 'TRIBUNE'

OAKLAND, Calif., June 18.—(AP)—The \$1,000,000 twenty-story, concrete and pressed brick Oakland Tribune Tower, the tallest building in this city, will be completed October 1, 1923, according to a statement made here by Joseph H. Kowland, publisher of the Tribune. The new Tribune Tower, which forms and is integral part of the present six-story Tribune building, will be a combination newspaper and office building. The first six floors of the new building will be connected with the old building, and the editorial, news-type and press rooms will be on the fourth, third and basement floors, respectively. The basement of the new building will be made into a news-paper press room of the latest improved design. A ten-cylinder multi-color unit press has been ordered and will be installed as soon as the building is completed. New linotype machines will augment of the battery of twenty-four "lines" now being used. The new mechanical equipment, it is stated, will give the Tribune one of the largest and most modern newspaper equipments on the Pacific coast.

On the twentieth floor of the tower, a 500-watt radio studio will be installed by the Tribune. An antenna which will be 225 feet high at the Tribune end and 250 feet high at the Oakland Bank end, will be the second highest broadcasting antenna in the United States, according to Mr. Kowland.

The 500-watt radio equipment will place the Tribune in the same class with the stations operated by the Detroit News, Chicago News, Los Angeles Times and Portland Oregon. The Tribune (KLN) will operate on an exclusive national wave length, and, in addition to its regular two-hour concerts will feature lectures and plays of the University of California.

One of the features of the new Tribune arrangement will be the transferring of the "Ask the Tribune" department from the fourth floor of the old building to the ground floor of the new building in order to give its readers more adequate facilities.

The "Ask the Tribune" department has grown to such an extent that four persons are employed in answering questions. Telephone calls are received by the department on the

average of one every thirty seconds, and the questions cover everything from queries regarding babies to data for patriotic and political speeches. The huge tower clock will be transferred to the top floor of the Tower, and will not only be visible across the bay in San Francisco, but on the continental side in Berkeley, Alameda and adjacent cities.

"Oakland building permits for March, totalling \$2,581,989, exceeded those of the corresponding month of 1922 by \$450,000, and the largest single item was for the construction of single-story dwellings," said Mr. Kowland. "Concomitantly, the bureau of census announced that Oakland's population had increased 25,000 in the past three years, making the total number of residents to date, 240,894. Commerce in the city has increased proportionately with the growth in population.

The first essential to success is labor; the second is spotlight.

The church a man belongs to is the one he goes farthest from for his Sunday outing.

RED PEPPERS END RHEUMATIC PAINS

When you are suffering with rheumatism so you can hardly get around just try Red Pepper Rub and you will have the quickest relief known. Nothing has such concentrated penetrating heat as red peppers. Instant relief. Just as soon as you apply Red Pepper Rub you feel the tingling heat. In three minutes it warms the sore spot through and through. Frees the blood circulation, breaks up the congestion—and the old rheumatism torture is gone.

Rowles Red Pepper Rub, made from red peppers, costs little at any drug store. Get a jar at once. Use it for lumbago, neuritis, backache, stiff neck, sore muscles, colds in chest. Almost instant relief awaits you. Be sure to get the genuine, with the name Rowles on each package.

the needs, the temperament, the shifting moods of the public.

Atlantic City will welcome the advertising clubs, who are to business many things, including the sheet cut to success, and the possibility of doing in one lifetime, that which, without advertising, would require a series of generations.



BELL CORDS
20% OVERSIZE
NATIONALLY KNOWN

Size	Price Each
30x3 1/2 Stand. Cushion	\$10.75
30x3 1/2 Super Cushion	11.75
30x3 1/2 Straight Cushion	12.95
30x4 Straight Cushion	13.75
30x4 Straight Cushion	14.50
30x4 Straight Cushion	15.25
30x4 1/2 Straight Cushion	16.00
30x4 1/2 Straight Cushion	16.75
30x5 Straight Cushion	17.50
30x5 Straight Cushion	18.25

Look at the wonderful rugged tread of the BELL CORD. Built of finest material obtainable, by satisfied and skilled workers. Imagine the tremendous wear and tear that this tread can stand. The kind of a tire you have always wanted.

Upsize—Heavy Dependable

No matter where you live, whether roads are good or bad, the BELL CORD will live up to its wonderful reputation for SERVICE.

Triple Guarantee: Mileage—Quality—Workmanship

Sold under a most liberal policy—Send no money—we ship C. O. D. the very same day your order is received and allow examination. If tires do not meet with your approval, you need not accept them.

You take no risk. You have all to gain. Mail Your Order to-day.

CABLE TIRE & RUBBER CO.
CABLE BUILDING NEW YORK CITY

Reynolds and Zimmerman
Funeral Service Parlor, Licensed Embalmer, Ambulance Service. Phone Main 63.
1505 Fourth Street, La Grande, Oregon
J. E. REYNOLDS E. ZIMMERMAN, Licensed Embalmer.

A Telephone

—IS THE BUSINESS MAN'S ALLY
—THE HOME'S PROTECTION
—THE CHILDREN'S DELIGHT.

ORDER THIS FAMILY SERVANT NOW

Home Independent Telephone Co.

Power

The three most vital units in the economical and satisfactory operation of motors are the Piston Rings, Pistons and Piston Pins, all of which we carry in stock, and with our cylinder grinding equipment we are able to give you a very complete piston assembling service.

Leighton's Welding & Machine Works

WE are endeavoring to maintain the highest possible standard of quality and service.

WE carry the most complete line of meats and kindred supplies in the city.

WE guarantee the quality of every product we handle.

WE serve fair and satisfy fully.

The Grande Ronde Meat Co.
CITY MARKET
HOOPER MARKET
301 STREET MARKET

The Charm of Fine Things Combined With Long Wear

ROLLINS HOSIERY

In our hosiery department we feature styles that combine fineness of texture with long wear—good looking, scintillating, yet with miles of wear in every pair. Ask for Rollins Armor Plate Hosiery. We have it in the newest fabrics and colors. Also in styles for the entire family.

Andrew's Variety Store

SERVICE SAFETY

On Guard!

This bank stands guard ceaselessly providing your funds with protection.

"INSURED" on our checks means positive protection.

It has always been the earnest desire of the United States National Bank to furnish its customers with the best protection possible and at all times, mindful of our responsibility, to take care of their business in the most modern and thorough manner. We feel indeed proud to offer our depositors the added service and the superior protection afforded in the use of our new Super-Safety Insured checks.

This service but typifies the protection this bank strives always to give its customers. We welcome your account.

The United States National Bank
LA GRANDE, OREGON

Insured BANK CHECKS