

# Special Luggage Day Wednesday



SUITCASES		BAGS	
\$25.00 Now	\$16.50	\$25.00 Now	\$16.50
\$16.50 Now	\$11.95	\$16.50 Now	\$11.95
\$13.50 Now	\$9.95	\$13.50 Now	\$9.95
\$10.00 Now	\$6.95	\$8.00 Now	\$5.95
\$ 4.50 Now	\$3.45	\$ 4.95 Now	\$2.95
\$ 2.50 Now	\$1.78	\$ 3.00 Now	\$1.95
\$ 1.35 Now			

Across from Hooverized

## MEN'S WEAR

Next to Star

1309 Adams Avenue

### Aircraft Industry Will Grow Amazingly, Babson

Roger W. Babson, the Wellesley Hills business expert, was asked today regarding the commercial possibilities of the aircraft industry. Mr. Babson replied:

"According to all current statistical indications the aircraft industry may assume almost amazing proportions during the next twenty years or even in the next decade. Of course, the World War gave flying a great start, but unlike most other war-stimulated industries, the aircraft business has maintained considerable of its growth."

in the years since the War. This is a good sign. It means that fundamentally the industry is meeting a real need—which is for more rapid transportation.

"At the rate of growth that has been shown in the past ten years, there will be as many people in the aircraft factories twenty years from now as there are now employed in the automobile factories. It would not surprise me if more than one hundred thousand aircraft per year would be the production two decades from today. It is altogether possible for this industry to show just as spectacular growth as the automobile industry has shown."

"There are some serious obstacles to be overcome before it will do this, but there were nearly as many serious obstacles in the way of the automobile business when it was first started. The first need, of course, is Federal regulation of the air. There is now every indication that some Federal law will be passed at the next session of Congress, regulating air navigation and providing for inspection of ships and examination of pilots. There is need for well-marked airways for both day and night flying and regular landing fields at important cities along the route. Also, there must be aircraft terminals just as there are railroad terminals. Timidity on the part of the public will gradually be overcome as it is demonstrated more and more clearly that air navigation is comparatively safe. That public patronage is rapidly growing is shown by the statistics for 1922 and 1921, when 118,182 passengers and 122,512 passengers were carried in those respective years. When we consider that before the War hardly any one would step foot in an airplane, this growth of public confidence is remarkable."

"The dirigible is better adapted to long distance flights and the carrying of freight, whereas the airplane is speedier and better adapted to the shorter flight. The first development is tending toward regular commercial all-time companies, paralleling the railroad of the auto-hub carriers. Until further simplifications and improvements are made in the small individual airplane, the industry will continue to develop along these lines. However, the day is likely to come when regulations and inventions will make the individual airplane as desirable as the Ford automobile is now."

"The cost of commercial transportation by air in Europe is only a cent a mile, but of course the air-liners of Europe are heavily subsidized by the Governments. It has, however, been estimated by authorities that private companies in Europe without national competition could operate profitably on the passenger rate of 15 cents a mile. This is certainly as cheap as any man can operate an automobile. The cost in the United States is much higher because we are comparatively new at the game. However, the cost is coming down. In 1921, it was 55 cents a mile; in 1922, it was 42.8 cents a mile; by 1923, I believe, we will be able to travel as cheaply, and probably cheaper, by aircraft than we can by railroads or

## SHERRY'S

TODAY AND TOMORROW

## IRENE CASTLE

IN

### "SLIM SHOULDERS"

A story of mystery, romance and thrills  
Irene Castle in a role that will endear her  
to thousands of new admirers.

Also showing a Comedy.

### THE OLD HOME TOWN . . . By Stanley



the automobile.

"A word with regard to investment in the industry is in order. While I believe that aircraft business is due for a great growth, on the other hand no one should plunge blindly in with his capital. Study the situation carefully. It is yet highly speculative. There is a great deal of experimental work to be done and there are many obstacles to overcome. The alert investor, however, will do well to keep tabs on this coming industry, so that when the time arrives he may really take advantage of the investment opportunities offered."

### FIND IT HERE

Copy for this column must be in by 10:00 a. m.

#### Announcement

We wish to announce our opening on Wednesday, July 25th. Realizing the need of a shop of this kind in Eastern Oregon, we have spared no expense to make this the most completely equipped of its kind. Our aim is to give the best possible service, at prices that are right. In going into this business our object is to have satisfied customers and extend an invitation to all to visit our shop at any time. We will carry a complete line of Stamped Goods, Baby Wear, D. M. C., and silk threads, Fancy Art Goods, and Ribbon Novelties. We will have a line of exclusive perforated patterns, and will stamp anything, will also be prepared to do Hemstitching, Pleating, Button Holes, Buttons Covered, Chain Stitching, etc. Our complete equipment will be ready by the first of August. Thanking the people for past favors, and assure you of the best service at all times.

**THE STITCHING & ART SHOP.**  
Mrs. L. H. Norton. 7-24-23

#### Attention Pioneers.

Everybody come to the Pioneer Meeting at the Park, Thursday. Bring lunch and free coffee, cream and sugar will be served at park. 7-24-1p

#### \$25.00 Reward

A \$25.00 reward is offered to anyone who discovers any person entering the Evening Observer office after working hours and stealing electric lights, or can give information that will lead to the arrest of persons guilty of such acts. 7-23-2p

A real ice cream sundae or frappe, made from that elegant ice cream that Silverthorn-Wright's Family Drug Store are putting out at their fountain is bound to please you. By the way you will do well to take home with you a pint or a quart each day of this ice cream. 7-23-2f

And yet Solomon in all his glory probably lived on sardines when his wives went away for the summer.

Stops the hair from falling out, stops dandruff, stops itching of the scalp. That is what J. W. Ferguson, of Virginia, Illinois, writes Silverthorn-Wright's Family Drug Store. Please find enclosed \$2.50 for which send me three bottles of your Germicide and Dandruff Eradicator. About four months ago when in La Grande I purchased from you through the advice of a friend in your city one bottle of your Germicide for dandruff and to stop my hair from falling out, within a short

time. It has done both. I now want this for three friends of mine who have tried all kinds of preparations without results. J. W. Ferguson, Virginia, Illinois. 7-23-2f

Put in your winter's supply of good dry box wood now.

**White Pine Box & Lumber Co.**

**MEDIUM BROWN HAIR** looks best after a Golden Gint shampoo—Adv. 7-21-1f

Box wood, \$3.00. Call Main 547. 7-10-1f

Have you seen Fager about painting your car. Phone 317-J. Shop at 1902 Greenwood St. 2-17-1m

Hemstitching at the Art & Baby Shop, Sommer Hotel Bldg.—Adv. 7-9-1f

sherbets are always of a superior quality and a large variety of flavors. Their store is open until 11 p. m. 7-14-1f

Box wood, \$3.00. Call Main 547. 7-10-1f

**Cantaloupe Sundae**  
Try them at Silverthorn-Wright's soda fountain which is open till 11 o'clock each night. 6-28-1f

A wonderful brick ice cream—just try it. It may be served in slice like you would serve cake. Three colors in a brick, each brick is a quart. Always ready for you fresh each day at Silverthorn-Wright's Family Drug Store. Open till 11 o'clock each night. 7-23-1f

Regular Wednesday night dance at Zuber hall July 25th. 7-23-3t

How few things we really would need if there were no neighbors to envy or stand in awe.

## A. D. S. Foot Soap

for Hot Weather.

We are selling it.

## Newlin Drug Company

The Largest Chain Department Store Organization in the World

# J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated  
475 DEPARTMENT STORES

### Boys' "True Blue" Blouses

-of Nation-Wide Reputation!

\* "True Blue" (registered trade-mark) Blouses are known for their resistance to wear and to be the utmost that money will buy. Our new stock suggests your immediate attention.

A Great Big Value at Only **79c**

These blouses are cut full, nicely made and serve young America faithfully.



There are solid blue and gray chambrays, assorted striped chambrays, black sateens, Khaki twills and madras; a variety wide enough for everybody.

**BOYS' KHAKI KNICKERBOCKERS**  
Good Heavy Cloth 98c

**BOYS' WORK SHIRTS**  
Big Values 89c

### Men's Ties

A big assortment of these Ties just received. Come in all the new shades of silk and silk crepe. 98c

### BOYS' NEW Clothing!

We have just received a choice lot of Boys' Two-Pant Suits. Come in a wide range of patterns. Prices—\$6.90 to \$9.90

### \*Waverly Caps Latest Styles for Men

The newest arrivals. Tailored from fine all-wool imported tweeds and softings and the finest of smooth finished domestic cassimeres. Richly satin lined. Full sweat bands of genuine leather. Popular colors.

\*Reg. Trade Mark  
**\$1.49 \$1.98**



### Smart Bathing Suits

For Men, Women and Children  
Increase the pleasure of bathing by wearing an attractive and comfortable suit. Big range of patterns and styles. In cottons, all-wool and part wool. 98c, \$1.49 up to \$6.50

The Largest Chain Department Store Organization in the World

### The Grande Ronde Meat Co.

All the Time FOR THE BEST MEATS

WANT TO BUY OR SELL SOMETHING?—TRY AN OBSERVER WANT AD

### 28 Bars of Pearl White Laundry Soap \$1.00

100 Bars in Case \$3.20

THIS IS A HIGH QUALITY LAUNDRY SOAP MADE BY THE FAMOUS MAKERS OF DUTCH CLEANSER. AT THIS UNUSUAL LOW PRICE YOU SAVE 40 PER CENT BERRIES FOR CANNING

THE HOOVERIZED IS RECEIVING FRESH EACH DAY THE VERY CHOICEST BLACKCAPS, RASPBERRIES, DEWBERRIES, BLACKBERRIES, LOGANBERRIES, FROM THE BEST GROWERS IN GRANDE RONDE VALLEY—PRICE GUARANTEED THE LOWEST OF THE SEASON.

PLACE YOUR ORDER NOW — QUALITY GUARANTEED TO PLEASE  
FRUIT JARS OF ALL KINDS. COMPLETE STOCK CANNING SUPPLIES

ROYAL CLUB MASON RUBBERS, 4 dozen 25c  
MASON LIDS, dozen 18c

MOTOR DELIVERY

MAIN 49

## HOOVERIZED GROCERY