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CITY AND COUNTY OFFICIAL PAPER

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PEACE I LEAVE WITH YOU, my peace I give unto you; not as the world giveth, give I unto you. Let not your heart be troubled, neither let it be afraid.—John 14:27.

May Day

In many capitals of Europe the first of May is being observed as a day of demonstrations by workers and radical political organizations. The police are on edge. There is fear of trouble. If the day passes without rioting and bloodshed those charged with the preservation of order will have a sigh of relief. It is always thus on May Day in Europe.

The American way of observing the date is preferable. We have a few communists and socialists who would like to introduce the European plan of celebrating May Day, but they make little headway. Public opinion in the United States is solidly against them.

If May the first has any special significance to us, it is "moving day." Some will remember it pleasantly as the day on which in old England it was customary to choose a queen of the May and erect on the village green a May pole, around which the peasants danced. The charming custom has been revived in some of our colleges for girls. If the impulse to celebrate is strong, and none of the aforementioned practices or associations of the day makes an appeal, it can be commemorated as the anniversary of the battle of Manila Bay. Twenty-six years ago today George Dewey won his glorious victory.

The Miracle of Business

Modern business is a matter of advertising. People no longer follow the ancient custom of going to market to purchase the few necessary articles that were required by the family, and which the merchant may have exposed upon his shelves or tucked away under the counter or behind it in tiers of drawers that were never opened unless the customer inquired for the goods that were thus hidden away.

Today the successful merchant uses the column of the newspapers to advertise his wares. He not only tells what he has got, but he illustrates his advertising space with pictures of the various articles either singly or artistically grouped. He gives prices and faithfully describes each article, so that the reader may thus obtain a very clear understanding of what is offered for sale, its price and, if it is a credit house, the terms and conditions of sale. It is this variety of advertising that has created a demand for thousands of articles that would not have sold had they not been advertised.

Advertising is the mainspring of business. It is the creator of business and the source of a nation's prosperity. Advertising tells the tourist where to go, how to go and how to get the benefit of the money he has to spend upon his vacation. Advertising builds mills, railroads, great industries, and in fact everything that enters into the life and prosperity of a nation. It keeps the trains moving, the ships sailing, the airplanes flying, and gives employment to millions of people who would otherwise find existence a problem.

Read the advertisements. They are of vital importance. They may save many dollars in the expenditures necessary to every household.

Motor Education

The alarming rate at which deaths due to motor accidents are increasing make it plain that nothing but concerted action can control the evil. A recent survey of New York City shows that out of 234 accidents which occurred in a single month, 94 were due to careless driving on city streets. It is a depressing fact that of these, 50 were children.

The same dangers lurk in every city, and in lesser degree in every town and country road. For the highway accident situation in general, there is but one remedy, education. Three classes of persons should be affected by such education: parents, children and those who drive machines.

People need to know the traffic laws, and further, they should be put constantly on their guard. A development of the sense of courtesy can do much to obviate the danger of snishups. When caution becomes the rule rather than the exception, the country need not give up each year its needless toll of lives through motor accidents.

It must be awful to own the best car on the market and not be able to wish you had a better one.

THE OLD HOME TOWN

By Stanley



WHEN MOVING THINGS ABOUT TODAY NOAH BAXTERS MISSING CAT WAS FOUND SHUT UP IN THE CHEESE CABINET HIS FAVORITE HIDEING PLACE WHEN CLOSELY PURSUED BY STRANGE DOGS

OFFICE CAT



BY JUNIUS

"Miss Divoce Is Like Free Love" headline. Now, we wonder who discovered that startling fact?

In the olden days, women kissed to make up—nowadays, they kiss to get the dirt if you bother their make-up.

We know a La Grande girl who thinks Wholes is a dance—General Motors is an Army officer—Firestone is a jewel—Pears is a description of a bride's first cooking and White Mule is an Annual!

A normal maid is one who thinks cleaning a room consists in dusting the dust and making it settle in a new place.

The songs most reformers sing seem to be made up wholly of retellings.

Oh, horse, you are a wonderful thing, No buttons to push, no clutch to slip, No gears to mize, no gears to strip, Oh, horse, you ARE a wonderful thing!

More man rejoices again. The butchers have decided to charge the girls for their neck clips.

Then again we wonder: Do you suppose those same butchers will play fair with the masculine sex and make all the diamonds take their regular turn?

Al that, it's about time the women were learning what "next" really means.

WAR MEMORIAL COURT URGED

Forty - Seven University of Oregon Men Who Died During War to Be Remembered.

REGENT, Ore. (Special)—To honor the forty-seven University of Oregon men who died in the world war and as a monument to the university's war service, the student plan to build a beautiful War Memorial court as the central feature of the new building development on the campus at Eugene. The Memorial Court as part of the alumni campaign to raise \$1,000,000 for new buildings is their gift of the \$200,000 gift campaign.

The University of Oregon made a splendid record during the world war, a surprising large percentage of the university's men who entered being promoted to officers rank. Of the 1249 men, 400 were in the front lines and 300 were in the rear. The total number of University of Oregon men and women in uniform was 7024. Six hundred of these were killed in the world war. The total number of University of Oregon men and women in uniform was 7024. Six hundred of these were killed in the world war.

The names of the forty-seven men who died in the world war are: ...

Shorwood, Portland, Oregon; Richard S. Hiler, Harrisburg, Oregon; Sanford Sichel, Portland, Oregon; Richard H. Hight, Portland, Oregon; Robert Claude Hill, Milton, Oregon; Herbert Leonard Strong, Portland, Oregon; Robert Gerald Stuart, Medford, Oregon; Leslie Oriand Toole, Salem, Oregon; Thomas R. Townsend, Portland, Oregon; Glen V. Walter, Milton, Oregon; Douglas Holmes Warner, Portland, Oregon.

The memorial court on the University of Oregon campus will occupy the top of a great open plaza capable of holding 20,000 persons and will be the center for outdoor meetings of the student body. It will be beautifully paved and will contain memorial statuary and the flag staffs for the national and university standards.

Students of Journalism Plan To Travel as Correspondents—COLUMBIA, Mo. (AP)—A trip of more than 7000 miles in five

stated in the book of the Journal of Journalism of the University of Missouri, as its second annual field trip. Arrangements are being made for two parties of students to make which is believed to be an innovation in the school of journalism courses. Each student bears his own expenses and is given eight hours' credit for the work.

An intensive study of the points visited will be made, and correspondence maintained with metropolitan newspapers along the route. The trips are planned to acquaint the students with their own state and adjoining states, and to teach them the fundamental of correspondents.

Save people are those that go naked for comfort's sake instead of art's sake.

"What is truth?" asked the Roman. It is what you get when you promise immunity.



Is your property holding its own?

—Or is it showing signs of surface "breakdown" because of lack of paint protection?

Only by fortifying your property with paint can it be made to hold its own against the continuous weather attacks of all seasons.

And, after all, good paint is the cheapest to buy. We carry Rasmussen Paints and Varnishes for both exterior and interior purposes, and recommend them as the best for you to use.

The Grande Ronde Lumber Co.

Rasmussen Pure Paint

Rasmussen Products

Barn and Roof Paint	Wall Dura Washable Wall Paper
Truck and Tractor Paint	Inside Floor Paint
Cresote Shingle Stain	Oil Stains, Varnishes
Porch Floor Paint	Floor and Varnish Stains
Racelite Enamel	

There's a Rasmussen Product for Every Surface

Canadian Pacific "Back East" EXCURSION FARES!



It Costs No More To Travel On The Canadian Pacific

Low summer fares to all eastern points in Canada and the United States—fine train service, with a daylight ride through the world's most beautiful mountain scenery—with stopovers at all points of interest—including the famous Canadian Pacific mountain resorts.

SUMMER EXCURSION RATES
 On Sale May 22nd to September 15th, 1924
 From LA GRANDE To

Minneapolis, St. Paul and return	\$12.25
St. Louis and return	12.50
Chicago and return	14.75
Toronto and return	14.75
Montreal and return	18.25
Washington, D. C. and return	14.75
New York and return	14.75
Boston and return	15.00
\$5.00 extra to include Harry, Lake Louise, Glacier, Kootenay and Arrow Lake Trips.	

Proportionately low fares to all other eastern points.
 Final return limit October 31, 1924

4 trains EACH WAY EACH DAY

Let us give you complete particulars.

W. H. BRADON, General Agent, Passenger Department
 37 THIRD ST. Multnomah Hotel Building PORTLAND

Canadian Pacific Railway

MEN!

2 PAIR of PANTS

Gold Bond SUITS

Here is everything you expect to find in clothing combined in one glorious bargain. Style, quality, price and two pair of pants.

They are Guaranteed

In the inside pocket of each suit you will find an iron-clad guarantee insuring perfect satisfaction. If you find any flaw in the material or if you think the suit has not given you the service it should, return it and the guarantee and we will make proper adjustment.

\$35 and \$40

2 Pair Pants **N.W. West & Co.** 2 Pair Pants

PURE LARD PRICES

Mt. Emily Brand, 5's.....75c
 Mt. Emily Brand, 10's.....\$1.50

Why pay more—it's as good as the best. Made at home by a home company. Helps us, helps the farmer, and saves you money.

The Grande Ronde Meat Co.

Blue Mountain Oregon LUMBER

"What will people say?"

Those tourists that are coming, how will our town look to them? Your home is a vital part of the picture they'll see. Is it repaired? Are you proud of its appearance?

Telephone Main 8

Bowman - Hicks Lumber Company

For Mill or Box Wood Phone M-517
 J. L. MUNHALL

READ THE OBSERVER CLASSIFIED ADS

The standing timber of the Northwest is its greatest natural resource. Every citizen of Oregon is sure to receive, directly or indirectly, some share of the returns from the conversion of timber into lumber products.

Constant vigilance in THE PREVENTION OF FOREST FIRES is necessary to preserve this wealth for the benefit of all. DO YOUR PART BY EXERCISING PROPER CAUTION WHEN YOU ARE IN THE WOODS.

La Grande NATIONAL BANK

SOUND-RELIABLE-PROGRESSIVE

Capital and Surplus, \$250,000.00
 Sound - Reliable - Progressive

Do not forget the La Grande High School Athletic Carnival—April 25-26