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I AM THE WAY, THE TRUTH, AND THE LIFE.—
John 14:6

Welcome, Paul

Editing a big newspaper like the Oregonian has no such
fun attached to it as running a country daily and Paul
Kelty, who for years and years has been the faithful chap
who kept the Oregonian's news pages manicured and dolled
up, knows this is true.

Recently he purchased the Eugene Guard, the pros-
perous newspaper formerly owned by Charlie Fisher, de-
ceased, and henceforth and hereafter Paul Kelty is going
to become thoroughly human and cease to primp before
the mirror of Portland influence.

Here's our hand, Paul, you'll have a lot of fun, make
many friends and a few hot enemies. After all, when the
balance is finally struck we believe the country newspaper-
man has it over the boys running the big dailies. Life is
a little more flexible, and things are a little better in the
smaller cities such as Eugene and La Grande.

There is such a thing as wearing down all feeling.
The cattlemen of Oregon have been worn down until they
have no feeling left and will sand by with gleeful smile
while the executioner finishes that once great industry.
Twelve dollar hay and five cent steers combine to make
the executioner—and a bad one.

Over at Kelso a story has been sprung telling of a
fight with some big apes. Tut, tut, having 'em again.
The fact is Kelso people looked over their left shoulder
at the new moon and then began their struggle for su-
premacy with the new town of Longview. That is Kelso's
big ape.

Portland's one-way traffic which is now being talked
of so much evidently means a continuous stream of money
from the upstate into the metropolis—all one way, nothing
coming back.

Advertising Raises the Standard of Living

Experts, Meeting at Lon-
don, Hear Interesting
Addresses Today.

LONDON (The Associated
Press)—James D. Mooney, vice
president and director of General
Motors Corporation in charge of
Export Companies, told the con-
vention of Associated Advertising
Clubs of the World today that re-
building of industrial and com-
mercial structures created leaders
who would provide for workers
sound economic programs that
would hasten the day all had ex-
pected with peace.

"The tools are available and
the laborer is ready to work," he
said. "The need is for leaders,
organizers with mental and moral
courage who will place the tools
in the hands of the laborer, finance
the laborer to the extent of
providing him with tools and ma-
terials, and finance the exchange
of the laborer's products. This
leadership must come out of the
ranks of such men as are repre-
sented here at this convention.
The present day is the day of the
industrial and commercial leader."

Mr. Mooney asserted advertising
must be counted on to play a
great part in reconstruction and
rehabilitation, because it could be
made so important a factor in dis-
tribution.

effectively increase the rate of
growth of these national and in-
ternational distributive systems."

Mr. Mooney characterized the
convention as a symbol of co-op-
eration, an expression of the en-
thusiasm of the peoples of the world
to work together.

"Out of understanding and co-
operation between nations, be-
tween political and commercial
leaders and between capital and
labor, will evolve the program of
rehabilitation for which people
are hungering," he declared.

Economic forces must be al-
lowed free play, he said, natural
economic laws must be respected
and no impediments should be
placed in the way of their working
out freely.

"The nation prospers best," he
added, "that takes advantage of
these laws rather than resists them.
Prejudices very often obscure
economic imagination and prevent
accurate economic appraisal."

Alluding to the development of
the motor car in the last 20 years
as an important factor in economic
and cultural progress, he said it
had proved that what it added an-
nually to the wealth of the nation
was greater than its annual cost.

"Advertising has played a cor-
responding part in raising stand-
ards of living," he said. "It makes
people want things. When they
want things they go to work to
get the money to pay for them."

Mr. Mooney urged the delegates
to go forth with the ideal of help-
ing to increase the comfort and
happiness of millions of families.
"Let us dramatize the worker,"
he added. "Let us create an at-
mosphere about him and about the
leader-worker that will insure them
social advantage. Let us take
such interest and such part in
governmental and political affairs
as will insure economic stability
and progress."

Correct this sentence: "My new
maid is such a treasure," declared
the woman. "She always sweeps
under the edges of the rug."

THE OLD HOME TOWN . . . By Stanley



OFFICE CAT



BY JUNIUS

"Some fellows can get away
with anything. There's one in our
neighborhood," said a La Grande
man to his today, "who does it."
"Morals don't mean anything to
him. He has no regard for truth
or law. He never thinks of pay-
ing a bill. We saw him take a
two-dollar taxi ride without giving
the driver a pleasant look. And the
driver only looked at him and mut-
tered something silly. He can't
play cards, or dance, or sing, or
fool around with musical instru-
ments. As a conversationalist, he's
mild and void. He hasn't shaved
for weeks. He'd let the house burn
down before he'd turn in a fire
alarm. He lacks opinions. Even
on the good old prohibition ques-
tion nobody knows actually where
he stands—one minute he's dry and
the next he's wet.

"But I will say this for him," the
man concluded. "He comes of a
damn good family. You see, he's
our new baby."

Junius wonders if La Grande
will have a BASEBALL team next
year.

In the early days of the cave-
man there were no hotels. So we
naturally presume that the first inn
was a cave-in.

They are talking about golf in
the next Olympic games. Why not
include radio, also. American
would be sure to win.

OLD-BUT STILL GOOD.
"What was all that racket in the
barber shop?"

"One of the barbers was shaving
himself and tried to talk himself
into having a massage too."

At that, you never see a man un-
buttoning his vest and loosening his
belt to pay a compliment to a din-
ner prepared with a can-opener

HEARD AT THE POSTOFFICE.
Customer: "Any mail for me to
day?"

Clerk: "Not a bit."

Customer: "That's just as well
because I haven't time to read it
anyway."

Life would be easy if every man
had nothing worse to worry about
concerning his past than the theory
of evolution.

Now and then is found a man
who is absolutely fireproof. We
just read about a man who has
been struck by lightning three
times and is still playing Mah
Jongg.

Traffic Rules for Airplanes.

To Lessen Chance of Collision
LONDON. (AP)—Rules agreed
on by the British, Belgian, and
Dutch governments to minimize
risk of collision between aircraft
have been issued by the air min-
istry.

These provide that every pilot
when flying on a compass course
shall, whenever it is safe and prac-
ticable, fly on the right of the
straight line adjoining the point of
departure and point of arrival.
When an aircraft is flying beneath
cloud, it must keep at a fair dis-
tance below the cloud base in or-
der to see and be seen.

When a pilot decides to follow
a route which is officially recog-
nized or consists of a line of
ground marks, he should bear in
mind that the risk of collision with
another aircraft following the
same route is considerable. Every
pilot therefore following such a
route shall endeavor to keep it at
least 300 metres on his left.

Every pilot who decides to cross
any route he is following shall do
so at right angles and as high as
circumstances permit.

If he curses Germany still, it
doesn't mean that he suffered in
the war, but only that he specu-
lated in marks.

Still, the cabbage smell in a
boarding house is no worse than
that in the smoker.



Your Films Need Our
Attention

Bring them or mail to
us for refinishing.

Red Cross
Drug Store

U.B. Thrifty says



A man can
live on less
after he's married
-he has to-

La Grande
NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE

MARRIED OR SIN-
GLE, you can't afford to
pay out your money and
not know just where
and how it is spent.

And you can't afford
to take chances on hav-
ing to pay the same bill
twice, either.

A Checking Account
at this Bank is the only
businesslike way to
spend money.

When you Pay by
Check you write your
own receipt—no chance
for any disputes over
bills, and you always
know where every dollar
goes.

PAY BY CHECK—
It is safer and more
convenient.

JULY CLEARANCE SALE

Every Article In The Store Reduced From 10% to 50%

Sale Ends Thursday, **West & Co** THE QUALITY STORE Sale Ends Thursday,
July 17th. July 17th.

LADIES
LA FRANCE
HOSE
\$2.03
Sale Price

ALL DRESS GOODS
Silks, Voiles, Crepes, Etc.
REDUCED

Entire Stock of
MEN'S HATS
Reduced
20%

Entire Stock of
LADIES SUMMER DRESSES
Reduced

25 Per Cent

Final Clearance of All
LADIES SUITS AND
COATS
50% Off

ALL LADIES SKIRTS
Reduced From
15% to 33 1-3%

SALE ENDS THURSDAY,
JULY 17



Copyright 1924 Hart Schaffner & Marx

Entire Stock of
MEN'S SUITS
Reduced

25 Per Cent

Entire Line of
BOYS CLOTHING
Reduced
25%

ONE LOT OF MEN'S SUITS
Good Style - Good Quality
\$19.75
Sale Price

SALE ENDS THURSDAY,
JULY 17

ALL
LADIES
SHOES
REDUCED
**20
PER
CENT**



This Exceptional Offer Also Includes Our
Entire Stock of Men's Edwin Clapp Shoes

ALL
MEN'S
DRESS
SHIRTS
REDUCED
**20
PER
CENT**

Why take
a Chance

Drink Protect your Health

Budweiser

It's thoroughly aged ~ not
green or unfinished. Consume
the quality products of

the House of
Anheuser-Busch
St. Louis



Also manufacturers of
GRAPE BOUQUET
A-B GINGER ALE
BEVO
MALT-NUTRINE



Buy by the case from your Dealer

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Distributors
LaGrande, Ore.