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I WILL FEED MY FLOCK, and I will cause them to lie down, saith the Lord God.—Ezekiel 34:15

ITS FIELD IS WORLD-WIDE.

"Advertising," says Francis H. Sisson, New York banker, "is a creator of values, the handmaid of commerce and an inspiration for comity among nations."

In this eminent banker's opinion this country owes its present position as financier to the world to Americans' intelligent and persistent advertising. This advertising achievement, he believes, has disclosed a virtually illimitable field for publicity outside the immediate domain of business.

But Sisson is not the first banker to see the need of advertising in finance. Throughout the country innumerable banks are advertising extensively and those financial institutions having a national business are doing nationwide advertising.

Banks everywhere are finding that it pays them and the public when they advertise their respective institutions, their facilities for service, the part they play in the community, the benefits of thrift and saving and the relation between bank, business and public.

THE BILLBOARD IN DISREPUTE.

The Maine legislature has set about to rid its scenic coast line and motor highways of unsightly advertising signboards. It will regulate their size and restrict their location. Other states have enacted or are considering similar legislation.

Up in Maine there is a good economic reason why billboards should be used sparingly. Her scenery is the state's greatest asset and advertisement. Anything that impairs or interferes with Maine scenery hurts Maine business. With one stone the Maine legislature will preserve the scenery for the tourist and the business for the natives.

It is not essential nor necessary that the poster be abolished. The motoring public would be the last to ask such drastic action from the legislatures. All that is needed is the exercise of a little good judgment by the advertisers and of a little intelligent restriction by the public authorities.

There is a place for the advertising signboard and a place for the enjoyment of scenic splendors. No one place has room for both. Several of the rational advertisers have already recognized this incompatibility and have undone the harm unthinkingly done before the highway poster became a real issue. With commendable public spirit these advertisers have ceased erecting signs in places where they will hinder the full enjoyment of the "picture ahead." Where there is an outdoor advertiser who lacks the necessary public spirit the desire for self-preservation will dissuade him from marring the landscape.

Amundsen's Book Rejected
By H. G. Gorman, Publisher
MUNICH, (AP)—Hans Amundsen's new book, "The Arctic Expedition," has been rejected by the publisher's representative in London. The manuscript was returned because "Amundsen's work is a mere compilation of facts and figures, and is not a work of fiction." Amundsen is scheduled to deliver a series of lectures in Berlin and Hamburg in September for membership of German expedition.

OUT OUR WAY

By WILLIAMS



MENTS WE'D LIKE TO LIVE OVER— FAITH, HOPE AND CHARITY.



OFFICE CAT

By Junius

Fair, slim, graceful as a fawn, she dived into the swimming pool, she never came up. "But," said the optimist, "it was a good dive."

You can lend a boy to college but you can't make him think sports are not more important than education.

ACCOMMODATING.

We were seated in the parlor. When she began to pour. And I called to understand. What it was all about.

"I never want to see your face," she sobbed. "You are a fright!" Then I had an inspiration. I turned out the parlor light.

Being poor is no disgrace but soon becomes very monotonous.

Florida has a town named Norum but there's nothing in a name.

Correct that sentence: "I don't care what the style does," said she. "I'll never let mine grow any again."

Adam must have had a tough time when he first picked up Eve. He couldn't see. "Haven't I met you somewhere before?"

VACATION MEMORIES.

Her: "I'm certain I've seen you somewhere before."

His: (excitedly) "Great Heavens! You aren't the boy who proposed to me last night, are you?"

The lowest man I ever knew, borrowed my false teeth. Then asked for a show.

Another definition of an optimist is a piece of malleable when he goes to see the "Police."

IT CAN'T BE DONE.

Let poets sing their filling songs.

And gayly strain the tree; Give me the man who whistles while He's putting on a tire.

When the wages of sin are paid a lot of folks will get time-and-a-half for overtime.

A skull half an inch thick, and unsartined in Arizona, has been sent to Washington without the formality of an election.

Marvin: My girl has a beautiful embroidered handkerchief which he claims cost twenty dollars. Katherine: Twenty dollars? That's a lot of money to blow it.

The mission of every Miss is to become a Mrs.

Hotel Man Says High Prices

Make Americans Shun Berlin

Japanese Experts Will Teach Americans How to Eat Rice

Hans Lorent, head of the largest hotel and restaurant enterprise in Germany, recently returned from a trip to the United States. He expressed the opinion that nowhere in the world is the cost of living as expensive as in New York.

London Pedestrians To Wear On Reckless Auto Drivers

London, (AP)—In consequence of the increasing number of road traffic accidents which have already resulted in the past seven years, a "Pedestrian Protection Society" has been formed with the object of insuring its members against street accidents and to provide legal advice for them.

The society asserts that figures collected show cases of death and personal injury totalled 28,215 last year. It contends those accidents should decrease, and intends to take steps to prevent dangerous and reckless driving as well as to control the speed of motor vehicles in towns and villages.

Cooperative Societies Grow Apace in Russia

WASHINGTON, (AP)—Co-operative Societies in the Soviet Union have grown in the last few years to a membership of 22,000,000, reports gathered by the Russian Information Bureau here show. The Co-operatives' membership in all other countries is given as 3,000,000. The government, it is said, takes no part in the business processes of the Co-operatives, except to facilitate credits and assist in extending their capital.

Foreign trade carried on last year by the Co-operatives for their members is shown to have amounted to about \$20,000,000.

The consumer's co-operatives form most in importance, now includes 24,518 societies, with 42,000 shops and stores and 8,000,000 share holding members. The business turnover last year was reported to have been \$70,000,000.

Next in importance to the consumer's co-operatives are the agricultural co-operatives with 45,000 societies and 4,000,000 peasant members. Their business turnover in 1924 was \$218,750,000.

In addition to these two, other co-operative societies include home craftsmen embracing pottery makers, curvay weavers, metal workers, painters and other artisans; housing, building and renting; local credit; timber industry and builders and tappers.

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Editorials From Over the Nation

THE COUNTY FAIR.

Klamath Falls Herald: Members of the Klamath county fair board are to be commended for the stand they have taken against the paddle wheels, the cheap gambling devices for candy, koozie dolls, and Indian blankets, the knife rack and other disgusting inventions for separating the visitor from his money.

The county fair primarily is an instructive institution. Its purpose is to show what has been accomplished within the county during the past year in the way of agricultural, community and home endeavors. It likewise affords an opportunity of giving expression to the industrial growth of the county.

There is no place at the fair grounds for the traveling fair. The fair board has moved wisely and with courage. It means a cleaner, and a better county fair.

CO-OPERATIVE MARKETING.

Albany Democrat Herald: Co-operative farm products marketing will do away with the present system under which the farmer must sell his goods for what others choose to pay rather than what he knows he must receive if he is to pay his expenses of raising them and receive a reasonable margin of profit. It will enable farmers who raise a commodity to join together in the selling of it and in the distribution of it. And it is pointed out with force in several of the articles that in many cases the farmers have sold and distributed their output for less than it was distributed through the regular methods of our economic machinery and yet netted far more to the farmer. This undoubtedly is the future method of farming, and of distribution of the products of the farm.

PERSONS AND COMMON SENSE.

Yonkinton, East Oregonian: It seems that the prison break at Sals Quentin was due to severity of discipline and that the escape from the Oregon prison was caused by lax discipline. Evidently convicts are hard people to please for they complain no matter how they are treated. It might be just as well to ignore their wishes and run affairs with a view to public protection. After all the surest way to avoid the discomforts of a jail is to refrain from wrong doing. Once in jail a prisoner is entitled to humane treatment, yet the state is justified in handling them with much firmness and with severity when the occasion demands it. The purpose in view is to suppress crime.

To Beautify your Home

COLONIAL Drapery Fabrics

COLORFUL cretonne hangings offer a cheery welcome to those returning home from the great outdoors. The varied color combinations now being shown in Colonial Drapery Fabrics are reminiscent of old-fashioned gardens filled with riotous bloom.

N. K. West & Co. Inc.
La Grande, Oregon

Your Choice of any Vail Dress in the store for \$2

Regular Values to \$6.50. Age 3 to 11. COME EARLY AND GET YOUR PICK OF THE BEST

Norton's Kiddy Shop

Everything in Infants' and Children's Wear

READ THE OBSERVER CLASSIFIED ADS

Ford

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility
Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company
DETROIT, MICH.

Four Floors of Fine Furniture

W. H. Bohnenkamp Co.

MARKET JOEL'S GROCERIES

Phone Main 759

HONEYDEW MELONS FROM UMATILLA
ALSO YELLOW-MEATED CANTALOUPE.
RED AND GREEN PEPPERS

In Life's Autumn

There were two men who went to school together, grew up together, worked side by side.

The one saved a part of his salary, sought the advice of his bank in investments. He made his bank his friend.

The other cared not. He lived today. He looked not into the future.

Today the one enjoys comfort and a luxurious home in old age—the other destitute and hard blind.

Waits now to save for the rainy days to come.

Bank at the La Grande National Bank in your young days and your savings will bank you in old age.

"Because they were wise"

LA GRANDE NATIONAL BANK