

OBSERVER SERVES 3,000 FAMILIES IN LA GRANDE AREA

Publishing Firm Ranks as
Important Industry
in La Grande

PAYROLL NEARLY
\$50,000 ANNUALLY

Has Direct Telegraphic
Connection with World
Events Through Associ-
ated Press Wire.

The Observer Publishing company, although seldom considered in that light, ranks as an important industry of La Grande, manufacturing and distributing as it does, advertising and news for three thousand families in the La Grande territory.

In addition to The Observer and its weekly associate, The Observer Star, there are two other newspapers published in La Grande, the La Grande District News, a weekly edited by Fred R. Curry, and a mimeographed sheet issued daily by Stahl and Jones.

The Observer has one of the most modern plants in Oregon for publishing a daily newspaper, representing an investment of \$50,000 in machinery, equipment and subscription list. It prints an eight-column daily newspaper, eight to 14 pages per issue. The Observer Star is published in connection with The Observer.

Three Linotype Machines
There are three linotype machines which are in constant operation in the composing room for the setting of both news and advertising matter and a modern Dux press prints four, six or eight page sections at a speed of more than 3000 a hour.

A variety and big supply of display type adds to the facilities for advertising composition. Advertising illustrations and news pictures are sent from paper matrices each day by means of modern stereotyping equipment.

Nearly \$50,000 Payroll
The payroll of The Observer is nearly \$50,000 annually and more than a score of regular employees are engaged in La Grande in issuing The Observer each day.

In the front office the latest size of the Associated Press is in operation through seven day, forwarding to state, national and world news which is typed by The Observer's special telegraph operator and passed over immediately to the city editor for heading and editing.

On the local news staff there are three reporters working in the city and one covering the valley by automobile.

Covers Two Counties
To this news is added the special dispatches and regular letters of correspondents employed by The Observer in every community throughout Union and Willamette counties.

The business office consists of a business manager, advertising manager, advertising solicitor, city and county circulation managers, bookkeeper, and stenographer.

Through the Associated Press leased wire The Observer receives reports of news happenings and on special occasions such as nationally important athletic events The Observer will be connected directly with the scene and details of reports are received immediately as they happen. The Observer wire is connected up with the Oregon day circuit, which serves eight other large daily newspapers in this state.

Other Services
The Observer also features the NMA service, devoted to news pictures, special feature articles, comic strips and cartoons. The NMA maintains offices in New York, Cleveland and San Francisco, and news pictures are rushed west to arrive so that they are received here only a day or so after taken, even though they be shipped in Florida or some other far away state. Since pictures are sent by wireless to San Francisco, thence through a Portland air terminal where they are transferred to a fast train to La Grande. Small pictures from the coast are transferred to a fast mail train at Boise, Idaho, arriving here several hours ahead of those shipped to Portland. The NMA is the organization serving the newspapermen throughout the country and hundreds of other clients in many foreign cities.

Other specialized features are subscribed to in order to make up a well rounded and interesting issue each day.

In the circulation department more than 1250 Observers are distributed by carrying to La Grande

THE W. R. LEISMAN HOME ERECTED LAST YEAR



The charming dwelling place of Mr. and Mrs. Walter H. Leisman, on Walnut street and Washington avenue, is another of the many beautiful new homes that have been erected recently. This house, of English half timber design in stone, was constructed last year on the edge of the West La Grande hill section, overlooking a part of the city and beautiful Grande valley. The attractive lawn, shrubbery and tasteful rockery enhanced the appearance of the whole greatly.

6 BEAUTY SHOPS MAKING PROGRESS

(Continued from Page 1)

The New Policy building two years ago last May. Recently Mrs. Dancy, who has been with Mrs. Daly for about two years as an operator, became jointly associated with her. Last month they moved their shop to the O. K. Barber shop where they are now operating. The shop is beautifully finished in apple green, Mrs. Daly not only is connected with the oldest shop in the city but was the first operator to install a permanent waving machine. The shop now possesses two such machines. Facial work, electrology, hair and scalp treatments, manicuring as well as water waving, marcelling and permanent waving are included in the work in which the operators are trained. Besides the two operators, two apprentices are now employed.

The Colonial shop has grown since its beginning four years ago, to one of the largest, most modern shops in the city. Mrs. Daly has served for two years on the staff board of cosmetology, having been elected president of that organization during her term.

Geist-Marcello Shop
The Geist-Marcello shop, operated by Myrtle Geist, has been located since last December in a modern shop which is a part of the new L. C. Smith building. Mrs. Geist has been in the beauty parlor business here since April 14, 1924, when she opened a shop in the Sommer building. She employs three experienced operators besides herself. Mrs. Geist has always made a specialty of facial work and hair styling. Marcelling, permanent waving, scalp and skin treatment, water waving and marcelling are included in the work which the shop is equipped to take care of. The Marcello shop's equipment is said to be among the finest in the state. Maniculating and foot work in a blue and gray color scheme add to the attractiveness of Mrs. Geist's shop.

The Reynaud Shop
Mr. and Mrs. R. L. Reynaud began work in the beauty shop business here two years ago when they were employed at the Colonial Beauty shop for a short time. A little later they opened for themselves in the O. K. Barber shop where they conducted a business until about a month ago when they moved to a temporary location on Jefferson street. They will have within a few weeks into a shop in the New Policy building, formerly occupied by the Colonial. Mr. and Mrs. Reynaud have built up a splendid business in the short time in which they have operated here. Mr. Reynaud is a skilled hair cutter and does a large business in women's bobbing and trimming along with the other work of the shop which includes marcelling, facial and permanent waving. Mr. and Mrs. Reynaud specialize in permanent waving and scalp treatments. They employ one assistant who has served her full term of apprenticeship and who will take her operator's examination this fall.

Future Plans
Mr. and Mrs. Reynaud plan to have five booths in their new shop which will be attractively designed in soft shades of orange and green. An additional operator will be employed at their prospective location which is more centrally located and provides more room than their present site.

The Approved Marcello
Still another shop in the city is the Approved Marcello, operated by Mrs. Joie Emmett, in the Henry Foley building. Mrs. Emmett has been in the beauty business

since 1924, however, Mrs. Emmett has been the owner of a shop having opened a business that year in Baker. In 1925 she purchased the Katherine Boone shop in the New Policy building which she operated until poor health compelled her to dispose of her work. Mrs. Emmett did not resume the work regularly again until she opened her present concern. She is a graduate of the Marcello school of national cosmetology and is an experienced operator. Three assistants are employed, one, a graduate of the same school, the Marcello national cosmetology, and the two apprentices. The shop is a modern, well equipped one, prepared to handle marcelling, water waving, manicuring, and facial work in which Mrs. Emmett specializes.

Forrest Receipts Gain
A total of \$5,192,605.29 came to the federal government during the fiscal year through sales of timber, permits for grazing, and other uses of the national forests. The figure represents a gain of \$10,944.37 over the preceding year. Twenty-five per cent will be turned over to counties and states.

Pahy Talk
Once upon a time there was a girl who was not happy after the show.

A LARGE BUSINESS PLACE



The above pictured brick building, located at 1625 Jefferson avenue, houses the Erickson & Dahlman company and the Blue Mountain Fruit exchange, both large firms doing an extensive business in not only La Grande but in surrounding territory as well.

ready built up a heavy business, three students, who are well employed, three operators and pared to do general beauty parlor

work. Their shop is finished skillfully in soft tones of green and grey.

The Model
The Model Beauty shop, which has been run, until recently, in connection with the Model Barber shop.

Practically all the shops in the city carry complete stocks of beauty requisites in the best national lines obtainable. All six shops are run in accordance with state laws and are among the modern and finest in the state.

Scots Clamor For Farm Bobby Jones

EDINBURGH, Scotland (AP)—The Scotch want "an agricultural Bobby Jones" to revive the ravaging industry.

The Earl of Wemyss and March, president of the Highland and Agricultural society, at a meeting in the Highland show at Edinburgh, said that the sheep shearer's union in a thorough one. Virtually all of sheavers are Mexicans. They work under the direction of about 1000 men.

exhibition of animals was being held in a golf course.

"Agriculture is passing through a period of depression," said the Earl. "I hope that in the near future an agricultural Bobby Jones will come forward to revive it."

Wool Gathering Pays This Texan

SAN ANGELO, Texas (AP)—Wool gathering is not generally considered a lucrative occupation, but it is for Yarnale Andrade of Del Rio, Texas. Andrade is chief of a union of sheep shearing cut-throats who shear most of the 4,500,000 sheep and the 2,500,000 goats in Texas.

The sheep shearer's union is a thorough one. Virtually all of sheavers are Mexicans. They work under the direction of about 1000 men. A shearer can handle from 100 to 150 animals daily and one shearing outfit will shear from 1,200 to 1,500 sheep daily.

What
To Buy

Where
To Buy

How To Save?

The question of buying good food supplies with the least inconvenience and at the least possible expense is something that concerns every housewife. It ceases to be a problem when you buy at Joel's.

Here's a neighborhood store, out in the residence district, whose volume of grocery business is one of the biggest in town. It serves people in every part of town. Many of the most particular and the best cooks in the community depend on our personal service.

Service Store Leadership

Joel's leadership as a service store is a natural result of the peculiar advantages we offer. Located out of the high rent district—lowest possible overhead—owning our own delivery system—it's easy to understand how we can give real personal service and maintain a surprisingly low price level. You can not only save money on your food bill

but you can phone your order, secure prompt delivery, and have maximum time available for other things. Normal credit is extended on satisfactory references. If you've never tried Joel's, visit us next time—see for yourself—watch for our specials each week. Phone or come to the store—there's always plenty of parking space near by.

THE O.W. CLUBHOUSE AND LA GRANDE GROCERY



In the above picture of the business block on Jefferson between Fir and Elm streets is shown the attractive O.W. railroad clubhouse, used by the employees of the Union Pacific system as a meeting place and for social functions. It was constructed several years ago and, like the depot, is surrounded with some beautiful shrubbery and a lawn that ranks among the most attractive in the city. At the extreme left is the large brick building occupied by the La Grande Grocery, a wholesale establishment of large proportions. This building was erected only a few years ago and augmented the modern appearance of Jefferson avenue greatly.

JOEL'S

Main and Cedar "The Store of Personal Service" Phone Main 759