

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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OFFICE CAT

TRADE MARK REG.
By Junius

"The rapidly increasing divorce rate," remarked the wit, "indicates that America is indeed becoming the land of the free."
"Yes," replied the romantic friend, "but the continued marriage rate suggests that it is still the home of the brave."
"You want more money. Why, my boy, I worked three years for \$11.00 a month right in this establishment and now I'm the owner of it."
"Well, you see what happened to your boss, no man who treats his

Help that way can hang on to his business."
Salesman: "The doctor said he'd put me on my feet again in six weeks."
Geniec: "And did he?"
"Yes. I had to sell my car to pay his bill."
"How is it," asked a police magistrate of a culprit haled before him for robbery, "that you managed to take this man's watch from his vest pocket when it was secured by a patent safety catch?"
"Me fee, your honor," replied the man politely and with dignity, "is \$10 for the full course of six lessons."
A woman in a small town, who was a conscientious churchgoer, was called on by another woman of the same church an hour or so before church time. She found her seated in a small back room put-

ting the finishing touches on a new dress which she wished to wear to church that morning.
"What are you hoked up in this back room for?" asked the caller.
"Don't you suppose God can see you sewing in here?"
"Yes, I do," smiled the worker.

"But he won't make half the talk about it that the neighbors would if they saw me."
Probably nobody ever gets so enlightened to be a little superstitious.

All La Grande Is Talking The New Normal

—A beautiful building—an inspiring location—a fine opportunity for the young folks of Eastern Oregon—a new and important responsibility for the people of this city.

All La Grande Is Talking MacMarr Values

—remarkable food values because MacMarr Stores serve the entire Northwest—are organized to give you complete food satisfaction.

MacMarr Stores

Congratulations to the PEOPLE of Eastern Oregon on the Dedication of the New State Normal School

We of La Grande will not shirk our duty in assuming this new responsibility which the state has entrusted to our care.

Sprouse-Reitz Co., Inc.
Nothing Over 49c.

And now if intimate things weren't hung on the clothes line, there wouldn't be much need of a line.

The habit of using superlatives in advertising is difficult to avoid. In news writing they are guarded against with special care. But when we have all the facts on the Eastern Oregon Stock Show today the use of superlatives is necessary to tell the story. It breaks all records this year in stock entries and can safely be described as the "biggest and best" ever. It's a great show and one that should be attended by everyone in this section who can possibly get to Union. Tomorrow will be a day of special features—and is designated as La Grande day. Go to Union. It will be a day of entertainment and time invested in seeing the product of Eastern Oregon's greatest industry.

The completion and dedication of the new Normal School is not an occasion for expressing regrets, but The Observer cannot present today's description of the school without expressing appreciation for the fine spirit and friendly service of the members of the board of regents—and regret that this official body will go out of existence with the formation of the new board of higher education, created to direct all state schools. The Normal School regents have been most courteous and fair with La Grande. Contact with them has been a pleasure not soon to be forgotten. And no small part of the future success and value of this school can safely be attributed to their foresight, their ability, their fine enthusiasm. They will always retain a keen interest in the Eastern Oregon Normal, we are sure, and La Grande will always have a warm spot in her heart for them. They have rendered a high service to Oregon.

THE NORMAL SCHOOL

Since the days of the Blue Mountain Academy here in La Grande, the little Episcopal college at Cove, the old normal school at Weston, and various other small ventures in higher education—since those early days in education in Eastern Oregon it has been the dream of those who concerned themselves with schools and greater opportunities for young people to have a substantial and adequate institution of higher learning in this section of the state.

A normal school to serve the territory lying east of the Cascades was advocated for many years. The project received the attention of the legislature numerous times and lacked only a small number of votes of carrying, with Pendleton the designated location, more than a decade ago. The fact that all of the state schools as well as denominational and private colleges were located in western Oregon has long been considered a handicap for those residing in the eastern part of the state. Students have been forced to travel two to four hundred miles to reach a college campus in Oregon—a burden on young people and parents that was unfair.

Today the dream of Eastern Oregon educators for years is realized and a start is made toward the equality that Eastern Oregon people deserve in education. The dedication of the Eastern Oregon Normal school today is a goal that has not been reached easily, but it is all the more gratifying to all who value careful schooling for our young people and to all who have studied the educational needs of this section of Oregon.

Housed in a beautiful structure on a site commanding the gorgeous panorama of the Grande Ronde valley, the school has an auspicious beginning. Members of the board of Normal school regents may well be proud of their work, confident of its permanence and vital service to Eastern Oregon in the years to come. Under the competent leadership of President Inlow—backed by a growing educational consciousness throughout Oregon—the school promises to broaden in scope and increase in value—in step with the expansion and development of this great inland area.

We Welcome The State Normal School

To Our Community Faculty and Students will find in this store



Not only watches of wonderful appearance but— Timekeepers

We will stake our reputation on the watch we recommend—

The **Tavannes BIRNIE'S**

"At the Sign of the Clock"



Whoever Heard of A Building and Loan Investor Being Down and Out?

Broke—out of work—down and out. You see them every day. Men who didn't look ahead and women whose husbands weren't prepared for the future.

Have you ever found a down-and-outer who had been a consistent investor in a good building and loan company? A building and loan investment is an insurance policy against unemployment and loss of earning power. Like an education, it smoothes the bumps, helps you get ahead faster, protects you from disaster.

The educated man or woman can always earn. The man or woman who has invested in building and loan certificates can always get help and a new start. This home company offers a savings plan that is particularly attractive and profitable. Will you let us tell you about it?

Welcome to the New Normal School and its Personnel
—An Institution of Which We Are Proud

La Grande Building & Loan Association

TRY
W. K. GILBERT CO.
FIRST

Look Over Our Want Ads for Bargains