

Don't Say Good-Bye To Me, Bill Dollar Says, Keep Me at Home



"How often have you heard the remark that money talks," said "Bill" Dollar, "then when it talks to me it only says goodbye?" The person who likes to quote that remark is usually the one that it says goodbye to, for he sends his money away to some other city for goods that he should buy in La Grande. The best way to do it is to keep them at home where they will always be ready to say "good morning."

"When you sit down to write a letter away to some other section of the country for goods that can be bought right here at home, remember one little thing, and that is, that should be provided by money, spent here in Union county, were the ones that taught you how to write that letter."

THE CATALOGUE FARMER
The catalogue farmer sat out on the fence.
Waiting for his corn to grow 20 cents.
But his corn went down to 20 cents.
And he slipped on the railing and fell off the fence.
There he lay in the diamond sun, The poor deluded son of a gun.

"The grasshoppers ate all his clover grass.
The birds had sucked all his honey.
The hornets made a nest in the eaves of his house,
And bees-roach got all of his money."—Wink Bang.

"Loyal support of local retailers, wholesalers, manufacturers, workers and home interests of every sort is the indispensable part of the creed of every true booster. How much money do YOU spend annually elsewhere when you might keep at home to make La Grande more prosperous?"

"Union county merchants meet all competition. Their stocks are selected and prices in keeping with the class of merchandise they have to offer. Much money is going out of this county all of the time, but many of the merchants keep a lot of it at home by advertising."

"A town is like a baby carriage—a little pushing helps. It is also like a woman—a little fluffing up improves its appearance."

"The only job you can get without knowing anything about it is selling. That is why there are so many salesmen and so little salesmanship."—"Bill" Dollar says. "That statement points out in a startling way one of the greatest weaknesses in the present method of distribution. The business world is filled with people who are trying to sell without knowing anything about their merchandise. As a rule they haven't the faintest conception of how the article is made or the service that it will give."

"Many sales people are apparently put behind the counter or on the road with the idea that all there is to selling is to pick an article up and hold it in the eyes of the prospective customer with the price tag dangling.
That is why there are so many merchants looking for goods to sell at a price, the idea being to get values that are so startling that no sales ability is required to dis-

pose of them. It can't be done in this day and age.
"We are gradually getting back to the good old theory that the person who is going to make a success of selling is the person who knows the most about his line. And that holds for the clerks in the stores of La Grande or the traveling salesman out of this city."

"Feed 'em in the Englewood, Ill., Times wrote a little story under the heading of 'True, But Peculiar.' It is as follows:
"Isn't it funny?" That so many business men will get up in the morning, shave with an advertised razor and advertised soap, put on advertised underwear, advertised shoes, shirt, collar, tie and seat themselves at the table, and eat advertised breakfast food, drink advertised coffee, put on an advertised hat, light an advertised cigar, go to their place of business in an advertised automobile—and turn down an advertisement proposition on the ground that advertising doesn't pay? Isn't it funny?" "Yes," says "Bill" Dollar, "it is funny, but lots of them follow the feet that they are usually the ones that send a calendar out once a year and then remark that advertising doesn't pay."
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IDAHO GOVERNOR TO SPEAK
SALLEM, Ore., June 7 (AP)—Governor Hildridge of Idaho is to be the principal speaker at the first regular meeting of the Oregon Dairy Improvement council which will be held here today at the chamber of commerce. Governor Patterson will return from Eastern Oregon in time to introduce him. Other speakers will be J. L. Kraft, head of the Kraft cheese company of Chicago, and Marshall Linn, Portland newspaperman.

STUDENT DROWNED
PORTLAND, Ore., June 7 (AP)—Fulton Dixon, 17, Benson polytechnic school student, was drowned in the Sandy river near Dodge park late yesterday when a canoe in which he and Frank Johnson were riding, overturned. Johnson succeeded in swimming ashore, but Dixon, an inexperienced swimmer, sank from sight. The body was not recovered last night.

Pipe Extremities



No, Ruth Roland isn't about to indulge in prestidigitations. She's holding the smallest erlen pipe, and standing beside one of the largest, to be used in the new Fox theater in San Francisco, which will boast the country's largest pipe organ.

Couldn't Keep Her on the Ground



"Women's rights" extend to attempting to travel across the Atlantic Ocean in an airship so far as Mrs. Mary Pierce, Park Avenue society woman of New York, is concerned. For though Secretary of State Stimson himself interceded to restrain her, in accord with the anxious protests of her wealthy broker husband and relatives, she boarded the Graf Zeppelin at Friedrichshafen, Germany, just before the airship started its ill-fated trans-Atlantic journey. She was the only woman passenger aboard.

HEALTH

WOMEN IMPROVING PHYSICALLY FROM WEARING LESS CLOTHING — MEN FALLING BACKWARD

By W. V. Gage, M. D., Denver, Colo.

If womanhood continues to remove articles after articles of the various items of wearing apparel hitherto considered to be, for various reasons, essential; if she continues, more and more, because of the dictates of fashion, to expose her body to the sun and the air and the light, a decade or more is going to find her, in spite of her high heels and cautiousness in diet, very much ahead of where she now is, physically.

If her male contemporaries persist in carrying the fallacy that an overabundance of clothing is essential to their welfare, and if they continue to persist in the idea that mufflers and overcoats and woolen and silk underwear and rubbers and overcasted ears are needed for their existence, another ten years is going to find the now so nearly naked female very much man's physical superior.

In order that the body may function at a peak, the whole skin of the body must be given a chance to breathe, or rather, encouraged in the matter of breathing, and the woman of today is certainly, by exposing more and more of her skin surface to the action of light and air and sunshine, seeing to it that this essential for health receives the attention that it should (as well as the attention that we must acknowledge it does).

The writer believes that the very freedom of movement which the modern woman has advocated everything allows, has been the unconscious incentive back of woman's entrance into things athletic, with the consequent bodily improvement which is so noticeable. In the meantime, poor woman's fashion advisers dictate that he shall more and more cover himself up. He is only one of an overcoat but a few weeks of the year, and a muffler—one of the greatest of health enemies—is always in order. Even in mid-summer, if he

the first store, is going to be supplied "from the inside." Through the medium of beautifully clean and healthy blood, which in the meantime, man will become, as he must, just a little more sallow, and a little more stooped and useless.
Big Lens and Leg Men
WASHINGTON (AP)—Able lens and leg men, who take a picture and develop and print it on the spot, reap a harvest as warm weather brings tourists flocking to Washington. The result usually resembles the flutype of the 30's, but that does not prevent the photographer from striking an artistic pose and exclaiming "See yourself, mom!"

If a kitchen window is kept open two inches at the top for ventilation while frying foods, boiling cabbage or other odorous vegetables, the unpleasant odor is easily eliminated.

Folks who have a steaming, flavorful cup of GOOD COFFEE, start the day with zest!

NURSES ELECT CHIEF
SALLEM, Ore., June 7 (AP)—Miss Jane Garlin, assistant special service nurse at Doernbecher hospital, Portland, was elected president of the Oregon State Graduate Nurses' association at its annual convention here yesterday. Other officers elected were: First vice president, Helen McCusker; second vice president, Margaret Price; secretary, Louise Hagen; chief treasurer, Helen Adamson; directors, Ada Thomas, Glendora Blakeley, Ruby Emery Buckles. All the new officers and directors live in Portland.

TOT IS KILLED
SALLEM, Ore., June 7 (AP)—Lawrence Walker, age 2, was instantly killed when an automobile overturned a mile west of Gervais yesterday afternoon. The car was owned by E. Speight of Salem, but was driven by a woman who was with Speight. The child, a son of Mr. and Mrs. Frank Walker, of Mount Angel, was riding with them to the Frank Kirsch home at St. Paul.
The honeymoon is over when hubby and wife become bridge partners.

KING GEORGE IMPROVING
WINNIPEG, Manitoba, June 7 (AP)—It was officially stated at Windsor castle today that King George had passed a good night. His physician, Henry Martin, visited him remaining about an hour.
Al Capone was jailed for a year in Philadelphia for carrying a gun. So there really is something you can be arrested for in Philadelphia.
Minnesota has had 146 bond cancellations in six years, says A. J. Veigel, state bank commissioner.

ten-day bargain

\$135 value for 97¢

One pint Acme Quality Floor-Roc Varnish and Set-in-rubber Brush 97¢

This offer is good for only ten days from date of this announcement. You save 38¢, and it means just as much a treat to your floors as to your pocketbook.

Acme Quality Floor-Roc Varnish dries hard as stone and is proof against stamping heels and shuffling feet. It spreads easily and dries quickly. A heavy duty varnish for heavy duty floors. The brush is a genuine Set-In-Rubber which sheds no bristles to spoil the work. Be sure to take advantage of this offer promptly.

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BILTMORE "Aero-cloth" Covers
A new fabric of marvelous silk-like beauty that wears like iron—exclusive in "Bilmore" Covers. Dustproof, water and grease resisting. Easily sponged clean without removing. Rich shades of blue, green, brown and gray, with Glove Button fasteners. Cover all upholstery up to the window line. Custom built to your order. Prices \$12.95 to \$39.95

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Satisfaction Guaranteed
Every set of BILTMORE Covers is backed by "Western Auto's" Iron-Clad Guarantee of Satisfaction, by our CUSTOMER IS ALWAYS RIGHT Policy, and by Service at all our more than 150 conveniently located stores.

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BILTMORE connections maintained in all cities where we have stores, so you can be properly serviced at a very low rate. In many instances free.

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