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(Incorporated)
An Independent Newspaper

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THE MODEL PRAYER—After this manner therefore pray ye: Our Father which art in heaven, Hallowed be thy name. Thy Kingdom come. Thy will be done in earth as it is in heaven. Give us this day our daily bread. And forgive us our debts, as we forgive our debtors. And lead us not into temptation, but deliver us from evil: For thine is the kingdom, and the power, and the glory, for ever, Amen.—Matthew 6:9, 10, 11, 12, 13.

Many persons would be better off if they did put off something until tomorrow.

The idea that the world owes every man a living has put many men in the poor house.

Five million people are today buying newsstand fiction in this country and it is the exceptional month that does not witness the introduction of at least one new monthly periodical. Of course as the years pass some of these purveyors of fiction suspend publication but the new arrivals exceed the departures. The average newsstand and stationery store offers its patrons a choice from among fifty or more magazines of which the majority are devoted to fiction. The avidity with which the public devours this form of reading matter has made its publication highly profitable to both publishers and retailers, although it is to be feared that most of it is more entertaining than edifying to the reading public.

After touring the United States visiting towns and cities typical of the nation, viewing representative American home life from the inside and otherwise taking a cross-section view of America and Americans, a hundred Japanese students returned to their homeland and submitted to that inevitable urge of all visitors to this country to write down their impressions. One sums up the social life in the United States in this brief manner: "Americans like sports, particularly the kind of acrobatic sports that give thrills. They like noisy music, instead of a decent kind. They are fond of comic motion pictures and in every town there are amusement parks where crowds of children and grownups make all sorts of fuss. Judging from these traits I can say they are a naughty, cheerful, innocent, simple hearted people." And this description fits, with slight variations due to national conditions, that usually heard from Americans returning from "studying" the "traits" of the Japanese or the English or any other foreign people. It is so versatile a description that it can be applied to a certain class in any civilized country.

BEAUTY

Sixty million women and children patronized American beauty parlors in 1928, each spending approximately \$6.50, or a total of \$390,000,000. It required 170,000 men and women, including the output of several hundred beauty culture schools, to serve them.

Strange how human customs and beliefs change! It was just a few years ago that the use of cosmetics was thought by a large part of the populace to be vanity, if not downright immorality. In those dark ages that hairdresser's duties were limited to treatments for falling hair and dandruff, her feminine patrons feeling perfectly capable of "doing up" their own more or less flowing and abundant locks to perfection. Had it been possible then to accurately predict the 1927 volume of the beauty parlor trade the good villagers would have set about putting their things in order for the coming of the judgment day.

How different is the public reaction today to this statement of the cost of beautifying the American woman! With the exception of a few old-fashioned irreconcilables and blue noses, the generation irrespective of sex looks upon this expenditure of labor and money as a good investment.

What tenable argument can there be against that which makes woman more lovely? Would some have civilized humanity beautify only the mind and the spirit, leaving the physical scars to depress man with their ugliness? Surely it is just as important for a nation to beautify its people as to beautify its communities and to preserve its natural beauties. Like all efforts of beautification, some people make a mess of the job. But that's to be expected.

TRY
W. K. GILBERT CO.
FIRST

BEFORE THE MIKE

The National Broadcasting company program for Wednesday night follows: 8, Roads to Romance; 9:30, Hill Billy boys; 10, Cotton Blossom Minstrels; 11, Musical Basketweavers.

The American Broadcasting company program for Wednesday night follows: 8, Over Land and Sea; 9, John and Ned; 9:30, Stoll's Capers; 10, Sleepy Time; 11, Rhythm Aces.

Portland
KGW (620kc) 8, NBC; 9, studio program; 10, KOMO; 11, Variety Vaudeville.
KEX (1180kc) 8 to 12, ABC.

San Francisco
KFRC (610kc) 8, studio; 9, concert orchestra; 10, orchestra; 11, cabaret band; 12, Dorado club dance music.
KPO (680kc) 8, NBC; 9, KPO and KFI; 10, dance orchestra; 11, NBC.

Salt Lake City
KSL (1130kc) 8, Romance of Gains; 9, studio program, dance music; 10, NBC.

Spokane
KHQ (590kc) 8, NBC; 9, musical program; 10, NBC; 11, ABC.
KGA (1470kc) 8 to 12, ABC program.

Seattle
KJR (970kc) 8 to 12, ABC program.
KOMO (920kc) 8, NBC; 9, Morgan singers; 11, novelty trio; 11:45, organ recital.

Los Angeles
KFI (640kc) 8, NBC; 9, program, studio; 9:30, Mayer, violinist; 10, NBC.
KNX (1050kc) 8, violinist and pianist; 9, feature artists; 10, orchestra; 12, Dorado dance hour.

Oakland
KLT (880kc) 8, educational hour; 9, soprano, violinist.
KGO (780kc) 8, NBC; 9, soprano; 10, NBC; 11, NBC.

Denver
KOA (550kc) 8, concert program; 10, NBC.

OFFICE CAT

By Junius
Smile
What good did it do to be grouchy today? Did your sourness drive any troubles away? Did you cover more ground than you usually do because of the grouch that you carried with you? If not, what's the use of a grouch or a frown. If it won't smooth a path or a grin trouble down. If it doesn't assist you, it isn't worth while. Your work may be hard, but just do it—and smile. He isn't a real go-getter, however, unless he has at least three fountain pens in his coat pocket. "The plot thickens," said the old lady as she sowed the grass seed for the third time. It took the movies twenty years to learn to talk, and they are cer-

Proper

There is nothing that will better show our respect for departed loved ones than to erect a monument to properly mark their graves. Feel free to consult us—at all times we strive to have a sympathetic understanding and assure you of our best efforts to give you a fitting monument within your means.

Cemetery Memorial Works

C. H. McCLURE
La Grande, Ore.

tainly now making up for lost time.

The best thing in life is life.

Limbs cease to be a novelty when they become exposed legs.

"That's a hot number," said the steers, as the glowing branding iron was pressed against his tender flank.

Some men are born with the sentiment because they let their creditors do the worrying for them.

Cider must be very hard to sell.

A man can be happy without a home if he is only staying away from one.

"Let's wife had nothing on me," said the convict as he turned to a pile of stone.

Some men are born with the big business instinct, and Wilkins was one of them.

One day two intimate friends were talking of his commercial ability in the club and pointing to the qualities that gave him the knack of making money.

"Few men show such keen business instinct," remarked one.

"Is he really full of it?" asked the other.

"Full of it?" was the reply, "why, he even refers to his better half as his 50 per cent preferred."

It is estimated that a cow moves her jaws 41,000 times a day. And doesn't say a word to hurt anyone, either. What a commendable example!

A husband is a person who feels helpful if he carries the ash tray just before it runs over.

Veterans of the World war shouldn't throw away their trench hats. There always will be friendly little games of bridge in which they may be worn to advantage.

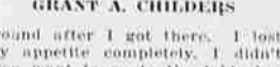
MENUS

By Sister Mary
NEA Service Writer
Many housewives overlook the possibilities in the old-fashioned but delicious gooseberry. The fruit is easy to prepare for table use and is uncommonly good made into jam.

The very fact that so many women forget to use this fruit makes it out-of-the-ordinary and novel for those who do keep it in mind.

President Farm Corp. Indorses It

"For over a year I was so weak and run down I could hardly look after my business. There were lots of days that it was all I could do to get to my office and I didn't want to do anything but sit



GRANT A. CHILDERS

around after I got there. I lost my appetite completely. I didn't even want to go to the table because even the sight or smell of food would sicken me. I was so bilious my skin was as yellow as gold. I couldn't half sleep and so nervous and terrible I didn't want to be bothered with anything or anybody.

"No medicine seemed to do me a particle of good until I started the Sargon treatment. I have taken five bottles of this medicine—it gave me such a wonderful appetite I gained 19 pounds and feel like a brand-new man.

"The Sargon Pills straightened out my liver in no time and I am no longer constipated like I was."

Grant A. Childers, vice president of the Blue Ribbon Farms Co., Inc., 239-32nd street, Spokane, Washington.

Sargon may be obtained in La Grande from the Red Cross Drug store.—Adv.

Gooseberry jam will prove as popular as strawberry and most persons who eat it will ask what is it. With cold meats, in particular, gooseberry jam will be liked on account of its tartness. The usual rule of three pounds sugar to four pounds of fruit is used.

A pair of scissors is convenient to "top and tail" the berries. A certain amount of care to prevent cutting the skin must be observed but the process is not long nor tedious.

Gooseberry Fool is a most acceptable dessert for a hot summer day. It's also an old-time dish which may appeal to the hostess who would entertain after the manner of an earlier American setting.

Gooseberry Fool
Three cups gooseberries, 1-2 cups sugar, 1 cup water, 1 cup whipping cream.

Wash fruit and remove tops and tails. Cook in water until tender. Add sugar and simmer until mixture thickens when a little is tried on a cold plate. Remove from fire and let stand until thoroughly chilled. Whip cream until stiff and combine with gooseberry preparation when ready to serve. The fruit can be rubbed through a sieve when tender if perfect smoothness is preferred.

Decision of Judge Fee Is Reversed

SALEM, Ore., July 31 (AP)—The supreme court Tuesday handed down an opinion, written by Justice Bell, reversing Judge James Alger Fee, sitting in the circuit court for Multnomah county in the case of Philip M. Carroll against the Royal Mail Steam Packet company, in which Carroll was awarded damages of \$1625. The

case was remanded for new trial. Carroll claimed damages in a shipment of apples consigned on boats of the defendant company to South Hampton and Glasgow. The steamship company offered testimony to show that it had been relieved of liability.

One decision was Nina T. Dolan vs Continental Casualty company, appellant; appeal from Baker county; action to recover on accident insurance policy. Opinion by Justice McBride. Judge C. H. McCulloch affirmed.

SALEM, Ore., July 31 (AP)—Members of the Oregon supreme court will be on vacation during the month of August and no more opinion will be handed down until some time in September.

AT FORTY MOST WOMEN

should be on the lookout for signs of gallstones

Doctors say women at forty who are inclined to be fleshy should watch out for Gallstones, Gall Bladder, Liver and Stomach Trouble. If you have pains in your side, around your liver, stomach or back, that is Nature's warning. Give FRUITOLA a trial—don't wait. One dose often gives complete relief. For over twenty years FRUITOLA has been used by thousands of people, who praise its merit because it acts so quickly. For sale, recommended and guaranteed by Moon Drug Co., and other leading druggists.—Adv.

Advertise in the Observer—It pays!

Insect World
In the entomological department of the Natural History museum in London, are four million insects. In some instances there are 70,000 specimens of a single family.

Light at the Poles
In speaking of the period of darkness at the poles, complete darkness is not implied, but rather a sort of twilight. There is sufficient light for ordinary activities to be carried on.

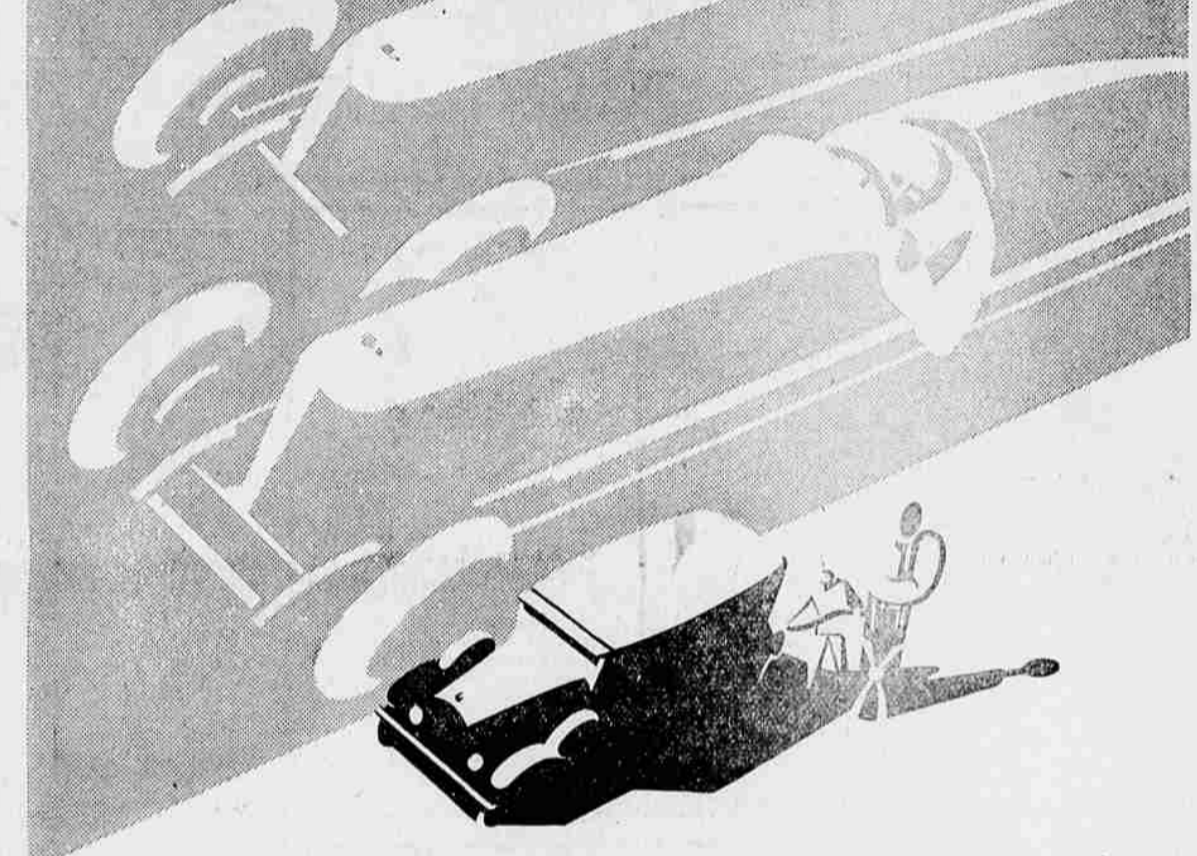


Don't Burn The Candle at Both Ends

You don't need a double-barreled light to find the best fishing tackle in town. Just follow the boys who get 'em and they will lead you to this store.

JACK ALLEN SUPPLY CO.

Advertise in the Observer—It pays!



BORN of the SPEEDWAY

...motor's greatest proving ground?

FOR MANY years Richfield gasoline has figured prominently in speedway victories and other great motor events of the country where it has been the exclusive choice of the world's greatest pilots, men who know gasoline and have the choice of every kind made.

It is here in these gruelling competitive events that great motor improvements originate and are tested... and out of this experience, Richfield has developed a finer gasoline for high compression motors... a gasoline that is faster, more powerful, more responsive and more efficient than any other present day motor fuel.

To this new Richfield has been added ETHYL fluid, the only genuine anti-knock compound. The result is a super fuel that gives super results in every type of motor... the finest gasoline you have ever tried in your car.

Try Richfield-Ethyl today for a real racing thrill... at every station where you see the blue and gold Richfield-Ethyl pump.



RICHFIELD Ethyl

ETHYL AT ITS BEST

WHEN YOU GET BACK FROM THE MOVIES DRINK LIPTON'S TEA



Because nothing can be more delicious for that after the theater snack. And because tea cannot possibly keep even the most sensitive awake—as other drinks so often do.

Lipton's has been awarded first prize and gold medal for its supreme quality. All discriminating tea drinkers demand Lipton quality and fragrance.

LIPTON'S ICED TEA

ORANGE PEKOE AND PEKOE