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THE CHILDREN'S ADVOCATES—Take heed that ye despise not one of these little ones; for I say unto you, "That in heaven their angels do always behold the face of my Father which is in heaven. For the Son of man is come to save that which was lost.—Matthew 18:10, 11.

We may as well be frank and admit that the jolly old songs inspired by liquor sounded pretty idiotic. But then being idiotic was not against the law.

The tailors have spoken. The correct flying costume for men will be a Norfolk coat and plus fours. The coat must have four buttons, the breast pockets must have flaps, and the lower pockets must be cut aslant. The plus fours must be of the breeches design, with cuffs. Multitudes may now take confidently to the air who have heretofore been weighted to the ground by fear of a sartorial faux pas. The tailors have supplied a manifest need. Every other kind of expert has had a finger in the aviation pie. Meterologists, psychologists, geographers, economists, sociologists, physiologists, and engineers—internal combustion, electrical, petroleum and plain aviation—all have had their say. But the tailors have rightly said the last word.

THE MARKET PLACE

When a carrier leaves a paper on a doorstep, it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual reader he is really delivering the "market place of the community." How many carriers—how many readers even—would recognize their familiar newspaper under such a title? Yet such it literally is.

The newspaper as a market place is but the culmination of a long development. Generations ago, the market place for the hardy families of the frontier was the traveling peddler. Subsequently he shifted his pack from his back to a horse or wagon. Then he was supplanted by the general store, which in turn gave way to the large department store and specialty shops.

At the latter stage the merchant discovered he must again "carry" his goods directly to his customer. But the magnitude of of his stock prevented a reversion to the pack. He turned to newspaper advertising and solved his problem. He could not exhibit the goods themselves in every home but he could, through newspaper advertising columns, deliver to every household the news about his goods.

Perhaps few people have stopped to think how completely the newspaper has become the market place of the community, bringing to all an up-to-the-minute knowledge of available goods and services. In fair weather or foul this market place comes to the buyer in the form of news—news of what to buy and why, where to buy and when, and how much to pay.

As the market place of the community newspaper advertising does save time for the shopper; does lower prices to the customer; does insure larger income to the manufacturer and merchant.

Health Talks

A PROBLEM FOR PARENTS
By W. A. B. Chapin, M. D.
Springfield, Mass.

For the parents of children, at school or pre-school age the problem of the so-called children's diseases is a pertinent one.

Now at the end of a healthy summer, our children will return to or enter the public school. If during preceding seasons, any or all of the contagious diseases of children have been met and defeated, either by the children or by having the disease, our personal problem has been solved in that degree. Let's see what we are up against.

Mumps sweep through a school-room rapidly, and by the time the first case is established, those who are susceptible are in their incubation period, and will be ill. Rest in bed with competent medical attention will satisfactorily handle the situation. The same may be said for chicken-pox.

In whooping cough we have a more severe problem. Once the child is suspiciously under observation, he should be segregated at home, and of course excluded from the school. Vaccine and other accepted therapy have their exponents, but here again the sensible thing to do is to follow the directions of the physician, who will early use his efforts against the complications of middle ear infection and bronchopneumonia.

We now have left that vicious and insidious triumvirate—measles, scarlet fever and diphtheria. Smallpox, in those communities which enforce vaccination, is only a memory. Incidentally, the United States public health service are sponsors for a vaccination scar which is about one-tenth the size of the old-fashioned [illegible] scarification.

In measles we have a most prevalent and communicable disease. Starting in as a sore throat and so-called common cold, it swiftly sweeps along, spreading its infection by cough and contact. For this there is no scientific treatment, but by careful care the complications of lung, kidney and mastoid are prevented very often, and upon appearance, early treated. To my mind this is the most sinister of all children's diseases.

If you will know whether or not your child is immune from scarlet fever and diphtheria, the Dick and Schick tests are available through your physician. Many of the progressive communities direct and give these tests at the public schools. For both of these last two diseases we have a combative serum, which, if given in time, works miraculously.

For diphtheria, however, three injections of Toxin Anti-Toxin will confer an immunity upon a child through the danger period. Inasmuch as most children who die of diphtheria, do so before the school age, this antitoxin should be given very early in life.

Confronted by the several diseases which a child finds itself upon entering school the parent is at first a bit stampeded and reluctant to let his child mix with forty or so children, any one of whom may infect him. Sensibly facing the situation and using modern scientific knowledge as it has been unselfishly given to us, we may not only hope to rear our children as well as we have been reared, but expect to do so very much more satisfactorily and easily.

A British newspaper prints a story of a fish that winks. That isn't so unlikely, considering the nifty decorations on the beaches this year.

BEFORE the MIKE

FRIDAY PROGRAMS

The National Broadcasting company program for Friday night follows: 7, musicale program; 8, University of Air; 10, Bobbie Deane and Bernice Berwin; 10:30, The Nomads; 11 to 12, Musical Musketeers.

No programs available on KGA, KHJ and KEX.

Columbia Broadcasting system program for Friday night follows: 8 to 8:30, organ program.

Portland

KGW (620kc) 7, NBC; 9, studio; 9:30, vaudeville; 10, NBC; 11 to 12, Hoot Owls.

Tacoma

KVI (760kc) 7:30, orchestra; 8, CBS; 8:30, concert trio, vocal solos, ax [illegible] ensemble; 10:30, dance music; 11:30 to 12, organ.

Los Angeles

KNX (1050kc) 7, popular program; 9, Lum Tommy; 9:45, boxing broadcast; 10 to 12 dance music; 12 to 1, records.

KHJ (900kc) 8, CBS; 9:30, vaudeville; 10, dance music; 12 to 1, organ.

KFI (640kc) 7, NBC; 8:30, Harmonies; 10, NBC; 11, news.

Spokane

KHQ (590kc) 7, NBC; 9, music; 9:30, vaudeville; 10 to 12, NBC.

San Francisco

KFRC (610kc) 7, CBS; 8:30, vaudeville; 10, Baron Waste and Lindas; 10:10 to 1, dance music.

KPO (680kc) 8, NBC; 9, studio; 9:30 Tommy and Bob; 10, dance music; 11, NBC.

Salt Lake City

KSL (1130kc) 7, Amos and Andy; 8:30, Harmony Singers; 9, studio; 10 to 11, NBC.

Seattle

KOMO (920kc) 8, NBC; 9, music; 9:30, vaudeville; 10:45, news; 11, NBC; 12 to 12:30, organ.

Oakland

KGO (790kc) 8, NBC; 9, studio; 9:30, Three Boys; 10, concert; 11 to 12, dance music.

KLX (880kc) 8 to 10, Hi-Jinx (Hawaiians, solos, dances, music, etc.)

Denver

KOA (830kc) 7, Amos and Andy; 7:45, features; 8:45, string trio; 9, music; 10 to 11, NBC.

ATTACK PAYROLL TRAIN

MEXICO CITY, Sept. 6 (AP)—Dispatches to El Universal from Torreon today said armed bandits yesterday attacked a payroll train of the Penoles Mining company near Bermejillo and robbed it of 26,000 pesos (about $12,000). An airplane was sent to aid troops in hunting the bandits.

A California woman mayor has ruled against the sale of liquor to minors. That's a good measure; wonder how she happened to think of it.

The Dealer

who pushes Puritan is a quality merchant. Trade with the dealer who believes in best quality at a fair price.

PURITAN MALT

—all quality because it's all barley

Gum-Dipping Shatters ALL Endurance RECORDS

When we say "Gum-Dipping," it's just the same as saying

Firestone

Most Miles Per Dollar

The Gum-Dipping Process has placed Firestones far above all others in giving "Most miles per dollar." Holders of all American speed records and endurance runs, on race tracks, over mountain and desert roads, on paved highways, have proved Firestones the toughest, strongest and safest tires you can put on your car.

Stamina and Gripping Power

The Famous Firestone Tread gives stamina and gripping so essential to safe fall and winter driving. Firestones grip the road through rain, slush and snow. Come in today—we'll make you a liberal trade allowance on your present worn tires—then you will be safe with Firestones no matter what the driving conditions may be.

24 HOUR TIRE SERVICE

Perkins Motor Co.

Main 500 — Cor. 2nd. & Adams

FALK'S LA GRANDE ·STORE·

Successors to N. K. WEST & CO.

These Hats on Sale in Falks Store, in Boise, Caldwell, Nampa, Twin Falls and La Grande

It's Time to Reach for a Felt Instead of a Straw

Fall Hat Opening in All Falk Stores

Tomorrow is the official Fall Hat Opening Day in all Falk Men's Departments. You will find here the latest Fall styles in headgear — slightly narrower brims. Tapered crowns. Snap brims or bound edges. Or the new Cavanaugh edge.

Many of the newer hats feature narrow ribbon bands, although an almost equal number have the conventional wide band. In grays, tans and light browns as well as dark brown and dark green. Prices are remarkably low because of the savings made possible by chain buying. Quality, of course, is high.

A Remarkably Wide Assortment of Hats at $5

These are hats made of a fine grade of pure felt. They have Russian Calf sweatbands. And satin linings. Come in various styles to suit individual characteristics. Yet two things are common to the entire lot. Each hat is in the smartest style of its type! And each is an outstanding value at $5.00!

Other Hats in Similar Styles and Varying Grades of Felt

$6 $7 $8.50 $10

Pillsbury Enters Astoria; Buys Mills

ASTORIA, Ore., Sept. 6 (AP)—Operation of two flour mills with a daily capacity of five thousand barrels will be undertaken almost immediately by the Pillsbury Astoria Flour Mills company which completed organization yesterday. Announcement of the purchase by Pillsbury was made several weeks ago. A majority of the stock in the new company is held by the Pillsbury Flour Mills of Minneapolis and the Astoria operation will be essentially a unit of the Pillsbury organization.

A 4000-barrel plant on the Port of Astoria property and a 1000-barrel mill on another section of the waterfront have been taken over.

When the wife begins to describe your vacation to the neighbors, you begin to really wonder where you were all that time.

KEEP WELL—HEALTH PAYS DAILY DIVIDENDS

Dr. Belle Myers
Chiropractor

Hours 2 to 5 & 7 to 8 — West Jacobson Bldg. La Grande, Ore.

TRY
W. K. GILBERT CO.
FIRST

MEN! Buy This Famous Work Shoe

$5.00

Every Pair Fully Guaranteed

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