

CLASSIFIED ADS

The Market Place of Union and Wallowa Counties

NEW TODAY

FOR RENT—3 room apt. Phone 375-J. 6-26-2 t.

AMERICAN CAFE 219 Depot St. Open under new management. Dinner 35c, good eats. One waitress wanted. Call at restaurant. 6-26-3 t.

FOR SALE—A few large potted tomato plants. The last for this season. Clarks greenhouses, West Adams ave. 6-26-1 t.

FOR SALE—6-rm. mod. home. Will take car for equity. Call Observer. 6-26-2 tp

WANTED—Housework by experienced refined woman. Phone Main 520. 6-26-2 t.

FOR SALE—Corn fed fryers. Also late cabbage plants. J. F. Steinbeck. Ph. 188-11. 6-26-2 t.

FOR SALE—R. I. R. fryers, corn fattened. Call 258-J. 6-27-2 tp.

FOR RENT—Furn. apt. Newly papered and painted. 1427 Wash. Inq. 2706 N. Fir. 6-26-2 tp

WANTED—To buy moveable wardrobe. Ph. 472-R. 6-26-1 t.

OLD TIME DANCE Sat. night at Eagles hall. 6-26-3 t.

WANTED

WANTED—Position as stenographer or housework. 1401 Z ave. 6-26-3 tp.

WANTED—Exp. girl wants work in town or on ranch. Call 449 M. or 1101 V ave. 6-25-2 tp

WANTED—Small auto trailer. Ph. 497-J. 6-25-1 t.

EXPERIENCED GIRL wants housework. Call Observer. 6-25-2 tp.

WANTED—Girl for housework and care of children. Call 1296 N. ave., after 6 p. m. 6-24-2 t.

DRIVING TO SEASIDE—Want passengers to share expenses. Write A. B. Observer. 5-25-1 mp

FOR SALE

FOR SALE—Work team, weight 2700, one 3 horse Canton disc. Phone 159-R, Island City. 6-24-5 t.

FOR SALE—2 registered cows, 4 yrs. and 5 yrs. 1 just fresh and 1 fresh Aug. 6. J. A. Mills, Cove. 6-24-6 t.

FOR SALE OR RENT—Thoroughly modern three room house. Phone 535-W. 6-23-6 tp

FOR SALE—Six used trucks from 3/4 ton to 2 ton capacity. Smith's garage. 6-23-6 t.

FOR SALE—Business and part furniture of Ostermoor hotel, 24 rooms. Mrs. F. M. Martin. Ph. 400, Baker, Ore. 6-16-1 mp

WEINHAUS'S Columbia near beer on draught. All kinds of sandwiches and soft drinks. The Lottes, in business 30 years. 6-4-1 m.

FOR RENT

FOR RENT—6-rm. furn. home with garage, 1805 Third, phone 229-J. 6-25-4 tp

FOR RENT—Mod. apt., first class. Special summer rates. Summers hotel. 6-25-1 t.

FOR RENT—Mod. bedroom for 1 or 2 ladies. 1507-5th. Ph. 381-J. 6-24-1 t.

FOR RENT—Furnished apartment. 1803 Adams avenue. 6-18-1 t.

CEDAR SHINGLES

We have a new low price on Cedar Shingles. You can re-roof now for less money than for several years.

VAN PETTEN LUMBER CO.
PHONE MAIN 732.
"GOOD SERVICE QUICK"

Want Ad Rates Observer

(Count five average words to the line.)
Per line, 1st insertion 10c
Per line, each added consecutive insertion 7c
Minimum charge on insertion order 25c

RATES BY MONTH
2 lines, per month \$2.50
3 lines, per month \$3.25
4 lines, per month \$4.00
5 lines, per month \$4.75
Each additional line over five charged at 50c per line per month.

CASH IN ADVANCE is required on all Classified orders to earn these rates. Higher rates charged on all credit insertions. Copy for all Classified orders must be in this office by 10 A. M.

DAY OF INSERTION. Sixpence on ad inserted until further notice must be received by the same hour or extra insertion will be charged.

Telephone orders solicited. Cash rates may be earned on phone orders by payment on or before date of last insertion.

PHONE MAIN 37
"An Observer Want Ad Will Do It"

FOR RENT—Cool, modern, furn. apt. Frigidaire, 2 beds, garage. Landis Court. 6-11-1 m.

FOR RENT—Mod. apt. with Frigidaire. Call Melville's. 6-6-1 t.

APARTMENTS—All re-finished. Summer rates. Inquire Sommer hotel. 6-28-1 m.

FOR RENT—Furn. houses and apts., with baths, clean, quiet, low rates. Adults. 1810 Greenwood. 6-10-1 m.

MISCELLANEOUS

STEEPLE JACK—A. J. Grant, flag pole specialist. Policy hotel. Work guaranteed. 6-25-6 tp

READY CUT garage lumber, 10x16 with doors, shingles and trims. \$42.50. M. 969, Pete Bousquet. 6-24-1 mp

EASTERN OREGON School of Music, violin, piano, voice. Credits. I. O. O. F. temple, 447-J. 6-9-1 m.

LA GRANDE MATRONS & Upholstering & Rug Cleaning Works. Phone 424-W. Chas. Edwards, Prop. 12-1-1 m.

PURE MILK—Contains every element required by the human body. Our dairies are operated with careful attention to sanitation. We recommend PURE NATURAL MILK to you, unadulterated, unpasteurized, unstandardized. The best milk ever sold in La Grande is produced by LA GRANDE DAIRYMEN'S ASSOCIATION. 6-26-1 m.

MONEY TO LOAN—We are representatives for the Prudential Insurance Co., and can make farm or city loans at attractive rates of interest. Chas. H. Reynolds insurance loans and bonds. 6-26-1 m.

Professional Directory

This directory is especially handy for the newcomer or for the out-of-town reader who may want the name and address of some professional man. It has been carefully prepared and will prove to be a ready aid in professional service.

CLASSIFIED FOR QUICK REFERENCE

Physicians & Surgeons

A. L. RICHARDSON, M. D.
Physician and Surgeon
Office over Glass Drugs
Office Phone, M-15 Res. M-55

LEE B. BOUVY, M. D.
LEWA WILKES, M. D.
Practice limited to diseases of the Eye, Ear, Nose and Throat.
New Policy Building Telephone Main 16

Astrologer

MRS. FREDERICK BALMES
301 N. AVE.
Readings Daily.
Readings by Mail a Specialty

U. S. L. Batteries

Your old battery and \$6.81 puts a new one in your car.

Burgess Battery and Electric

2 blocks east of U. P. Depot.

ROOFING WORK—Repair work or any kind of a new roof. Call Chas. Hildebrand, 620W. S-6-1 m.

MONEY TO LOAN on improved city property, straight loans or installment plan. Lowest rates. United States Investment Co. Phone Main 33. S-14-1 m.

FIND IT HERE

Copy for this column must be in by 9 a. m.

Chinese dishes at reasonable prices. Portland cafe, 213 Depot. 6-23-6 t.

SPECIAL Permanent wave as low as \$6. Colonial Beauty shop. 6-25-3 t.

THE LIFE OF THE PARTY "Shuffling Sambo" the Tap Dancing Doll. It has been a riot all over the country. Do your Tap Dancing at home with Shuffling Sambo. Get one of these clever fellows at Richardson's Art and Gift Shop. See the window display. Ask to see them demonstrated. 6-23-1 t.

CELEBRATE THE FOURTH Buy your fireworks at Highway Cash grocery, 2208 Adams, 3c to 5c. 6-25-8 t.

Helping Unfortunate At a "beggars' home," established in Nanking, China, the residents are taught such trades as carpentry and printing until they are able to make a living.

Century in Same Building The First Presbyterian church of Natchez, Miss., is worshipping for the second century in its building, built in 1830.

Hostilities Suspended "There is always a lull before the storm." It is sometimes called the honeymoon.—London Tit-Bits.

Looking Backward When looking back into the past we find things that are not only interesting but things that show us how much progress has been made in a given length of time. Nearly all newspapers devote some of their space to pioneer history or to "forty years ago." We find it valuable to make comparisons—it has a tendency to make us better satisfied.—Trinidad (Colo.) News-Telegraph.

Priceless Bible One of the most beautiful Bible manuscripts in existence, now preserved at Upsala, Sweden, has silver letters on purple vellum.

SWIM AT COVE POOL "The Fountain of Youth." Complete change of clear, sparkling warm mineral water every 7 hours. 6-25-1 m.

SHUFFLING SAMBO The clever Tap Dancing Doll, now on sale at Richardson's Art and Gift Shop. You will get the kick of your life out of this new funny dancing doll. 6-23-1 t.

Franklin as Inventor Although Benjamin Franklin was counted the greatest inventive genius of his age he never asked for nor received a patent on anything.

Springfield's Meanest Man The meanest man in town called a girl by telephone, proposed and was accepted and then told her he had gotten the wrong number.—Springfield Union.

Deeds, Not Words It is vain to expect any advantage from our profession of the truth, if we do not sincerely just and honest in our actions.—Archbishop Sharpe.

No Financial Quarrels Wild animals fight each other for one of three reasons: for personal safety, especially when cornered; for love, and for hunger.—Country Home.

Milking Cows Cows give more milk if milked three times a day instead of twice. In observed cases the increase has been from 10 to 25 per cent.

SCORCHY SMITH Trade Mark Registration Applied For U. S. Patent Office

COME ON OLD SHEEP, YOU OUGHT TO THANK SCORCHY BEFORE YOU YAMOSE EVEN IF HE DID COME NEAR BREAKIN' YER NECK WITH HIS LARIAT!

THANK GOODNESS, HE IS COMING TOO! WOULDN'T IT BE STRANGE, JAKE, IF THIS RESCUE SHOULD PROVE THE MEANS OF LOCATING MR. BROWN'S LOST GOLD MINE!

GLORIA Trade Mark Registration Applied For U. S. Patent Office

WHOOPEE—I'VE BEEN PICKED AS ONE OF POITOU'S SIX GIRLS TO GO TO PARIS

GEE, YOU'RE LUCKY GLORIA!

MAYBE YOU WILL BE CHOSEN TOO, BILLIE. HE SAID I MAY KNOW ONE OR TWO OF THE GIRLS.

One Out Of Six

I HOPE SO!—I WONDER WHY HE'S TAKING AMERICAN GIRLS. THE FRENCH MANNEQUINS ARE MIGHTY SMART-LOOKING.

MINE NOT TO QUESTION WHY! MINE NOT TO SAY GOODBYE! FOR HE'S PICKED ME TO GO TO PA-REE!

By Julian Ollendorff

JOHNSON GREET'S THE GREAT ONE



Manager Walter Johnson (left) of the Washington senators welcomes Arthur "The Great" Shires, well known pugilist, who plays major league baseball on the side. Shires was recently acquired by the Senators from the Chicago White Sox.

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By Julian Ollendorff

National Advertising Accounts Big Item In Newspaper's Income

One of the most important items of income for daily newspapers in the present day is national advertising accounts, with practically 6,000 firms who place advertising on their products throughout the country. However, a very small per cent of this number makes up the bulk of the total of \$260,000,000 which was spent in newspaper advertising in 1929.

The automobile industry lead the entire list with expenditures of \$50,710,000. Food products and beverages were second with \$32,000,000, druggists, sundries and toilet goods were third with \$26,000,000 and tobacco advertising was fourth with \$22,000,000.

This advertising is placed with but few exceptions by advertising agencies which have an important part in the advertising structure of the country. Some of these agencies are small and serve only a few firms in a limited territory while several of the largest have offices in all principal cities and only recently extended their services to cover practically every civilized country in the world.

The agency is hired by a firm to layout, plan and place the entire advertising appropriation in all of its phases. Artists, layout and copy men, space buyers and accountants are required for this work. After the advertisements have been prepared and approved by the manufacturer, the agency then mails out orders accompanied by mats or stereotype advertisements to the newspapers selected for the campaign. The newspapers in turn bill the agency for the advertising space each month. The agency alone is responsible. The agency men as the newspapers accept business direct from them.

The appropriation for newspaper advertising by several firms each year over the country amounts to more than \$1,000,000—one or two reaching the \$5,000,000 mark.

The national advertising of these firms is a strong link in their chain of selling and many provide salesmen with a complete portfolio of the next six months advertising matter to be run on the product. It has been proven that the salesmen are greatly benefited by showing the prospective customers what the firms will do in the way of advertising support. A nationally advertised product is always easier to sell than an unknown product. Before a manufacturer spends hun-

dra of thousands of dollars on advertising he must be sure the product is right as today the buying public is so educated as to know values better than ever before.

The Evening Observer has steadily increased the volume of business received from national advertising accounts during the last five years and the volume now reaches more than \$20,000 annually. This money is all brought into the community from outside.

At present the Observer is carrying national advertising accounts on transportation, tobacco, tires and automotive accessories, oils and gasoline, household products, food products, automobiles, drug products and various miscellaneous items.

In a great many cases these same firms will use many daily papers in the United States. It is said for this reason the man in Florida is educated to eat and wear the same things as are eaten and worn by the man in Oregon. In other words, national advertising plays a large part in making the entire nation standardized.

The Observer is represented in the national field by M. C. Mogensten & Co., whose head offices are at San Francisco, with branch offices in Seattle, Portland, Los Angeles, New York, Detroit and Chicago.



Your Motor Can Be No Better Than the Gas That Runs It

A man can invest five hundred or five thousand dollars in an automobile—he may buy a four, a six or an eight—but the service he gets out of it depends entirely on the gasoline he uses.

VELTEX GASOLINE

Consistent use of this very high-grade SPECIAL SPECIFICATION gasoline will insure you 100% performance from your car. This good gasoline will drive any motor to the utmost extent of its capacity. With VELTEX you will get all the speed, all the power and all the mileage your particular motor was designed to deliver.

And because VELTEX gasoline is so clean, so pure, so "dry" and so completely volatile your upkeep, repair and operating expenses will be surprisingly small. VELTEX is the best and most economical gas you can use.

FLETCHER OIL COMPANY
Oldest Independent Marketers in the Northwest

VELTEX MOTOR OIL

Pure Paraffine Base
The extra long lasting viscosity of Veltex Paraffine Base motor oil makes it the safest and most economical motor lubrication you can use. There is a weight and grade of Veltex Oil for every type of automobile, truck or tractor motor. It will pay to use Veltex Oil consistently.

Back To The Range

By John C. Terry



One Out Of Six

By Julian Ollendorff



\$165.00 DOWN
Buys
LATE 1929 MODEL "A" FORD
—STANDARD COUPE

This car has original paint, new car guarantee, 1930-31 license.

PERKINS MOTOR CO.
Main 500 4th and Adams