

LaGrande Evening Observer

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Godliness with contentment is great gain. For we brought nothing into this world, and it is certain we can carry nothing out.

MAKEUP AN OLD ART

Saintly souls who think cosmetics are a modern device of the devil may bring their ideas up to date upon reading that from a terra-cotta box, which served some ancient beauty as a vanity case, archaeologists have taken what they believe to be face powder dating back to 400 B. C.

Oddly enough this cosmetic, found in the tomb of a woman of Corinth, was produced by methods similar to those in use today.

But why did this Corinthian beauty take her face powder with her into the tomb? What wouldn't the modern brands give for such a sincere and flattering testimonial!

Though cosmetics have not been in universal use during certain stages of the rise of the successive civilizations, the processes of manufacture have changed little and the feminine instinct that led to their invention has changed even less.

THE HOME TOWN PAPER

The merchant relations to his home town paper are supposed to be those of an advertiser. That is a narrow vein. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser his relations with the local newspaper become definitely constructive. He becomes a part of this institution without which no community can express itself.

This institution keeps friends in touch with friends. To the best of its ability it answers Who? What? When? Where? How? and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Day by day, it tells the story of the town and county.

Most of us are so accustomed to the home town paper that we take it as a matter of course. If we think anything about it at all, we think of its deficiencies. These are present largely because it is run by fallible human beings.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have to an important extent failed to function.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper.

Oregon Prunes Are Selling In Italy

PORTLAND, July 27 (AP)—Oregon's best outlet for Italian prunes at the present time is Italy, and Italians are buying in fair volume.

Rogue River Pears Will Go to France

PORTLAND, July 27 (AP)—Twenty carloads of pears from the Rogue River valley will leave for France next month.

This is the first confirmed business in the Oregon prune market for some weeks and suggests to the trade a gradual resumption of activity.

OUT OUR WAY

By J. R. Williams



Many In Search Of Huckleberry Patches in Hills

By G. C. Meek (Observer Correspondent)

WALLOWA, Ore. (Special)—Considerable traveling in the wooded areas of this county has been done by many people during the past week or two in search of huckleberries.

Several of the large bands of sheep which have been ranged in the Sled Springs district during the past few weeks are being moved to high mountain ranges.

A slight decrease in the volume of cream being received at the local cooperative creamery has been in evidence during the past few weeks.

Repairing of combines, threshing outfits and other harvesting machinery has occupied the attention of many of the farmers during the past week or two.

It is extremely difficult to finance harvesting operations because of the general scarcity of money and due to the fact that all repairs, twines, socks and other expense in most instances require cash.

Hotel Sir Francis Drake—just off Union Square—most convenient to theaters, shops, stores, business and financial district.

Private garage in basement with direct elevator service to all guest-room floors.

600 OUTSIDE ROOMS: 222 single rooms at \$3.50 daily; 155 single rooms at \$4.00 daily.

San Francisco's Newest AND MOST MODERN Downtown Hotel!



Hotel Sir Francis Drake—just off Union Square—most convenient to theaters, shops, stores, business and financial district.

Hearing and wife left the latter part of the week for a week's camping trip in the high mountains.

George Cusins, who is herding his sheep in the Whiskey creek district, reports coyotes quite numerous there.

Some of the truckmen who have been hauling logs from the north woods to the Bowman-Hicks mill here, were temporarily laid off during the latter part of the week.

A considerable number of people of this community have been affected with something resembling the flu recently. While no one has been seriously ill, many have been feeling quite poorly and kept from their work for several days.

H. D. Bechtel, who has been doing considerable stock buying here during the past several weeks, made a trip to Portland the latter part of the week.

Miss Charles Couch, of Leap, spent several days the latter part of the week visiting friends in town.

Frank Walker and children, of Middle Valley, were visitors in the Leap section the latter part of the week.

Giles Plass has been busy recently doing some repair work on his tractor and shipping outfit.

The strawberry crop is reported to be quite good at many of the small patches in this community.

OKLAHOMA FAVORS WILL ROGERS, THE SCHOOL TEACHER

(Continued From Page One) endorsed the congressional aspirant. While tabulators still checked the amazing majority compiled in yesterday's run-off primarily by the county teacher, he took his victory over Mrs. Mabel Bisset, state's charities commissioner, with complete calmness.

DEMOCRATS GIVEN CONTROLLING VOTE IN CORPORATION

(Continued From Page One) Pomerene, the president said, will be elected chairman of the \$3,000,000 corporation's board which now lines up like this: Democrats—Pomerene, Harvey Couch, of Pine

Farmers Cutting Second Crop Of Alfalfa At Cove

By Mrs. Nell Kight (Observer Correspondent) LOWER COVE (Special)—Farmers are finishing putting up their timothy hay and beginning their second cutting of alfalfa.

The congress-at-large post is a new one, created by Oklahoma's increase in population at the 1930 census.

And the claim that Will Rogers, the candidate, achieved the nomination that probably will send him to Washington from an electorate unaware of his true identity, may well be disputed in view of developments since the first primary.

One of the 24 candidates he defeated in the first primary—Elected Congressman E. B. Howard—went into the supreme court with the claim the candidate actually was William O. Rogers, a Republican, but the court wouldn't take jurisdiction.

The action was given wide publicity. "I never voted a national Republican ticket in my life," said Rogers, who also has contended he was "christened" Will. "The only time I registered as a Republican was in Washington county, and that was eight years ago and purely for county political reasons."

CAMP FIRE GIRLS TO TAKE OUTING

(Continued From Page One) can be made in case anyone registered wishes to withdraw, the executive stated.

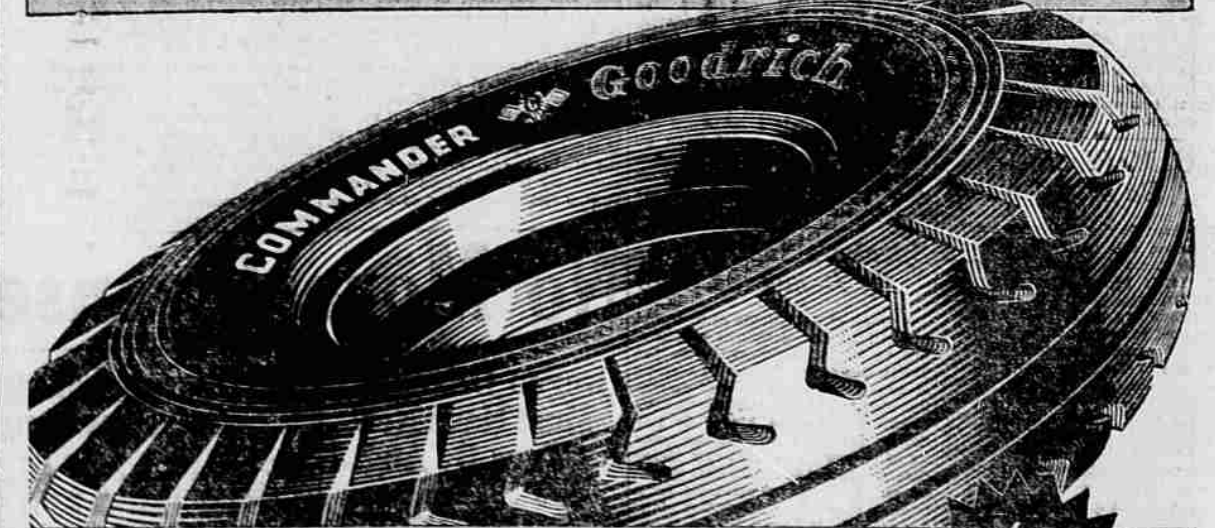
Along with the fee, each Camp Fire girl is asked to bring a quart of canned fruit, jelly or jam.

The outing will begin Monday morning at 10 o'clock when those taking the week's trip will meet at the corner of Fourth and Washington to be taken to Cove in trucks provided by W. C. Perkins.

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FOR THE CAR YOU PLAN TO TRADE



Goodrich Commander as low as \$4.16. Goodrich never before made a tire at such prices. Huge purchases of rubber and cotton at the bottom of the market made it possible. If you're trading in your car next year, this is your tire. It won't let you down. And you'll get just as much allowance for your car as if you put on more expensive tires.

TEN DOLLAR STYLE IN A \$5 SHOE. Freeman Shoes for Men. Perfect style and economy are happily combined for young men in this well turned out plain toed oxford.

FIND IT HERE. Copy for this Column must be in by 9 a. m. GREETING CARDS. With or without flowers. Buy them at Clarks Florists. 7-26-2 t.

Rasmussen 100% PURE PAINT. HAS LASTING BEAUTY for it is made of the highest quality materials.

WOODSAWING GENERAL AUTO REPAIRING. Drive to 2006 Birch St. and Save Money. O. M. HUFF. Club Auto Laundry. We Wash, Polish & Simoniize. Phone us, we will call for and deliver your car.

Many Bargains Listed on Want Ad Page