

La Grande Evening Observer

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CURRY BROTHERS,
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This paper will not public any article appearing over a nom de plume. Signed articles will be received subject to the discretion of the editors. Please sign your articles and save disappointment.

Advertising Rates.
 Display ad. rates furnished upon application.
 Local reading notices 10c per line first insertion; 5c per line for each subsequent insertion.
 Resolutions of condolence, 5c a line. Cards of thanks, 5c a line.

THE COST OF ADVERTISING.
 The unwise merchant often wonders how some rival "can afford to spend so much money for advertising." He is sure that he could not—that it would bankrupt him in short order to "plunge" into publicity on the scale that the other fellow does. "The other fellow" is not worrying about the "cost" of his advertising for the simple reason that he does not have to pay for it. The competitor who cannot "afford" to advertise really, in effect, pays the bills of the man who can "afford" it.

He pays them in the loss of business caused by his failure to advertise. The business he ought to have—his "share" of the trade in his line—goes in large part, to the competitor who seeks it, who can afford to advertise for it. The profits on the trade drawn away from the timid advertiser by the aggressive one pays the latter's advertising bills—and leaves a comfortable surplus.

This is a fact which progressive merchants are proving all the time—so it ought to have some personal significance to the over cautious business men who are waiting to get rich before "risking" adequate advertising campaigns.—Baker Herald.

Marshal Walden says that he will be compelled to make an example of some one for violating the ordinance which prohibits expectorating on the sidewalks and in the halls of public buildings. Only a few are careless, however.

Oh, cheer up! Mince pie season is at hand and things could be much worse than some would lead us to believe.

Watch that park project materialize. When the ladies of La Grande go out after anything, they land it.

PORTLAND NEWS LETTER

Portland, Nov. 9.—(Special correspondence.)—Albany is not allowing the people of Portland or the other valley cities and towns to forget the Albany apple fair, and the dedication of the new Southern Pacific depot on Tuesday, November 10. Portland will be there with a thoroughly representative delegation.

Two of the greatest displays of apples ever made in the Pacific northwest are attractions for early in December. One will commence at Portland December 1, and continue for three days, when Spokane will take the center of the stage in this same character of entertainment from December 7 to 12.

The Portland Commercial club had two great overflow occasions last week. There were more people present Tuesday night to get election returns than at any time since the new building was erected. But the greatest event, both in attendance and importance was the banquet given Friday night to mark the opening of the North Bank railroad, with the honored guests including James J. Hill,

chairman of the board of directors of the Great Northern; Howard Elliott, president of the Northern Pacific; Louis W. Hill, president of the Great Northern; George P. Harris, president of the Chicago, Burlington & Quincy; Francis B. Clarke, president of the Spokane, Portland & Seattle, and other officials of national reputation in the railway and commercial world. A miniature train was part of the decorative scheme of the banquet tables.

Goldendale, Washington, has given all the communities of the Pacific coast a record in raising money for advertising purposes, by giving \$2 for every man, woman and child within the city limits. The total amount of money thus came in at the rate of \$125 a minute.

Prosperity has been rife in all parts of Oregon, and all the election had to do with it one way or the other was to give some men an excuse to wait. Now that even that is useless people are closing great contracts, and building activity will be more marked than at any time in the history of the state.

During the last few days that the colonist rates were effective more than 1200 people came to Oregon on one-way tickets to make this state their permanent home.

Crowds are meeting the farming demonstration train at every station. Through the co-operation of the Oregon Agricultural college and railroad interests which have made this possible, lots of good is being received towards the encouragement of diversified and intelligent farming.

NOTICE FOR PUBLICATION.
 Department of the Interior,
 U. S. Land Office, La Grande, Ore.,
 September 21, 1908.

Notice is hereby given that **MARTHA LANGDON**, of La Grande, Oregon, who, on September 8, 1908, made timber and stone sworn statement No. 61333, for W 1/2 NE 1/4, section 18, township 2 south, range 38, E. W. M., has filed notice of intention to make final timber and stone proof, to establish claim to the land above described, before the register and receiver of the U. S. land office, at La Grande, Oregon, on the 9th day of December, 1908.

Claimant names as witnesses: Chas. Colwell, of Perry, Ore.; Harry Colwell, of Perry, Ore.; Edward Lovely of La Grande, Ore.; W. R. King, of La Grande, Ore.

F. C. BRAMWELL, Register.

NOTICE FOR PUBLICATION.
 Department of the Interior,
 U. S. Land Office at La Grande, Ore.,
 October 5, 1908.

Notice is hereby given that **CHRISTEL R. PENDER**, of Vancouver, Wash., who, on October 5, 1908, made timber and stone sworn statement No. 61851, for E 1/2 NE 1/4, section 17, and E 1/2 SE 1/4, section 8, township 5 south, range 35 E. W. M., has filed notice of intention to make final timber and stone proof, to establish claim to the land above described, before the register and receiver, at La Grande, Oregon, on the 21st day of December, 1908.

Claimant names as witnesses: Basil E. Lever, of Portland, Ore.; John O. Kisset, of Vancouver, Wash.; Chester A. Pike, of Vancouver, Wash.; David C. Brichoux, of La Grande, Ore.

F. C. BRAMWELL, Register.
 10-16-12-18

NOTICE FOR PUBLICATION.
 Department of the Interior,
 U. S. Land Office, La Grande, Ore.,
 September 21, 1908.

Notice is hereby given that **CHARLES BODEAU**, of Baker City, Ore., who, on November 6, 1907, made timber and stone sworn statement No. 5810, serial No. 6315, for SE 1/4 NE 1/4 and NE 1/4 SE 1/4 section 8; N 1/2 SW 1/4, section 9, township 5 south, range 36, E. W. M., has filed notice of intention to make final timber and stone proof, to establish claim to the land above described, before the register and receiver of the U. S. land office, at La Grande, Oregon, on the 19th day of December, 1908.

Claimant names as witnesses: David C. Brichoux, John T. Williamson, James C. Henry, W. A. Burns, all of La Grande, Oregon.

F. C. BRAMWELL, Register.

NOTICE FOR PUBLICATION.
 Department of the Interior,
 U. S. Land Office at La Grande, Or.,
 October 19, 1908.

Notice is hereby given that **RUFUS M. MCCOY**, of Kamela, Oregon, who, on November 14, 1904, made homestead entry No. 14077, serial No. 61827, for W 1/2 SE 1/4, section 30, township 1 south, range 36 E. W. M., has filed notice of intention to make final commutation proof to establish claim to the land above described, before the reg-

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S. S. S. is the best treatment for Catarrh because it is a perfect blood purifier. It is the only medicine that is able to get down into the circulation and entirely remove the catarrhal matter and impurities which produce the trouble. As long as the mucous membranes and tissues are kept inflamed and irritated by this impure and infected condition of the blood Catarrh will remain. The disagreeable and dangerous symptoms, of ringing noises in the ears, mucus dropping back into the throat, headaches, watery eyes, difficult breathing, and even stomach disorders and weakened health, cannot be permanently relieved until the blood is purified. Nothing equals S. S. S. for this purpose. It goes down to the very root of the trouble, and removes every particle of the catarrhal matter from the blood and enriches this vital fluid so that all the mucous surfaces are supplied with nutritive, healthful qualities, instead of being constantly irritated and inflamed by impurities in the circulation. Then the symptoms begin to pass away and when S. S. S. has entirely purified the blood, Catarrh is permanently cured and the general health greatly built up. Book on Catarrh and any medical advice desired sent free to all who write.

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