

THE OBSERVER

BRUCE DENNIS
Editor and Owner.

Entered at the postoffice at La Grande as second-class matter.

SUBSCRIPTION RATES

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Daily, per week, 35c
Daily, per month, 45c

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PURPOSE AND METHOD OF NEWS-PAPER CONTEST.

In this issue the Observer announces a subscription contest. So far as the newspaper is concerned, this is admittedly an effort by legitimate means to increase its already large circulation.

In the circulation contest the patrons of the newspaper and the contestants, all residents of these valleys, do the circulation building. The publisher spends his money with amateur canvassers who work among their neighbors, instead of with professional newspaper solicitors.

To the newspaper the financial risk is far greater than the usual method of making collections and of building circulation. Professional solicitors are paid only for what they do. And when they "do not produce" their services may be discontinued. Not so

with contestants. They will receive the prizes advertised whether they earn them or not. The newspaper being a public institution in which the public puts its confidence must make good whether the contestants do or not.

The contest will be conducted on a high plane. It will be an interesting news feature of the newspaper. Its score list, showing the changing fortunes of the contestants from day to day, will rival in interest a political campaign. The newspaper contest, indeed, sustains interest to a greater extent than does the political campaign, for it becomes a series of elections with the same candidates before the public.

The American public loves action. The people who do things are in the public eye. The successful candidates will be in action and through the columns of the newspaper their achievements will be recorded. Their friendly rivalry precipitates unusual situations. The human interest element in the contest columns will equal that of any part of this newspaper.

The specialist engaged by the Observer to edit the contest columns is a writer whose literary activities include every state and territory west of the rocky mountains. For more than 20 years his permanent home has been in the Blue mountain region. For 20 years he has owned land in the Grande Ronde valley. The Wallowa and Grande Ronde valley were his playgrounds in boyhood. These facts are mentioned to give assurance that his contest stories will be true to the nature and traditions of our people.

Patrons of a newspaper are its best booster. Now is the time for all to boost together. The publisher hopes and expects his patrons will join him in this effort to increase the circulation and augment the prestige of the Observer; that they will nominate and encourage candidates for the prizes.

The newspaper is a reciprocal proposition. The wider its clientele, the better can be the newspaper. And the better and more widely circulated the newspaper, the better and more effectively can it serve its patrons at home and abroad.

The success of the contest depends upon the support given by every individual. Let us all boost!

SOME ORIGINAL IDEAS ON BANKING.

Many years ago I, in company with six or seven other men, organized a small bank out in Kansas, says A. C. Jones, vice president of the First National bank of Kansas City, Mo. The capital, \$25,000, was all paid in, the furniture and fixtures, including a small safe were purchased, the necessary books and stationery were provided, the board of directors was duly organized, the officers elected and the new banking institution was opened for business.

Among the first depositors was an old German farmer, who, by the way, was a shareholder in the bank.

Business was not very brisk at first and the borrowers were more plentiful than the depositors. After meeting the demands for loans to those who were worthy and re-depositing sufficient of the bank's funds with city correspondents to meet the new bank's necessities for exchange purposes, there was not more than ten thousand left in currency to be placed in the safe. At the end of the first month the deposits had not reached a sum ex-

Many New Lines Added This Week at the Great Bankrupt Sale

Saturday's Enormous Business Entirely Closed Out Many Lines of this Great Bankrupt Sale, but NEW LINES that we have Been Unable to Place on Sale on Account of Room Take Their Places

EVERY DEPARTMENT FILLED WITH BANKRUPT BARGAINS

Extraordinary Sale of Men's and Boys' Clothing

Right at the height of the season when every man is thinking of a new suit for Easter comes this extraordinary offering.

Every Suit in the Store REDUCED

Embroidered Stiff Collars
Values from 15c to 25c Sale price
9c

Ask to see the Peek-a-Boo Shoe FOR CHILDREN

Black, Tan and Patent Leather with colored tops—Button and Lace—Sizes 1½ to 9.
Regular Prices, 75c to \$1.75 SALE PRICES, 39c to \$1.39

Bankrupt Sale of Ladies Shoes

Ladies' \$4.00 Sorority Shoes \$3.10
Ladies' \$3.50 Sorority Shoes \$2.75

All the new short vamp lasts in patent leather, gun metal, tan and vici kid. Both button and lace, all sizes.

GOLDEN DAYS—MISSES' SHOES AT BANKRUPT PRICES.

Greatly Reduced Prices on EMBROIDERIES, BATH MATS, LACES, TOWELS, WASH GOODS, GINGHAMS, GLOVES, HOSIERY, ETC.

Half-Price Sale of Ladies' and Misses' Dresses and Suits

Time to think of that Easter suit. Why not save one-half on one of these bright new spring styles from Portland's newest east side store.

Lawns, Scarfs and Shams

Sold regularly from 30c to 50c, Bankrupt Sale price

20c
25 cts.
Wide Fancy Ribbon, Sale Price, 12c

Watch our Counters and Windows for New Specials Daily

N. K. WEST Assignee of the Morgan Department Store.

Arcade THEATRE

PROGRAM.

MAX IS EMBARRASSED.
Pathe.

THE LILLY OF THE TENEMENT.
Biograph.

ONLY A SISTER.
Star Film.

Illustrated Song
"WHERE THE RIVER SHALL FLOW."

Admission 10 cents

THE OFFICERS

of this bank will be pleased to talk with you at any time concerning mutual business relations

WHEN the Federal Government, the county, the city and a large and growing of list commercial and private depositors entrust their funds to this institution to the extent of \$800,000.00, you may be sure that it is a safe one for you to identify yourself with.

GALL AND TALK IT OVER WITH US

La Grande National Bank

LA GRANDE, OREGON.

CAPITAL . . . \$ 100,000.00
SURPLUS . . . 100,000.00
RESOURCES . . . 1,125,000.00

UNITED STATES DEPOSITORY

Fred J. Holmes, Pres. W. J. Church, Vice Pres.
F. L. Meyers, Cashier Earl Zundel, Ass't. Cashier

ceeding \$20,000, but the management was thankful even for that.

At about this time the old German farmer came in to inquire how the new bank was coming on and brought with him his little daughter, perhaps eight years of age. I invited them around back of the counter, in order that they might see for themselves just what a thoroughly organized and full-fledged banking institution looked like. Of course there was not much to see, so I took them into the vault, opened the new burglar-proof safe, which was about four feet high, three feet wide and two feet deep, and away back in one corner of the money-chest were two small packages of currency, containing about \$5,000 there being possibly \$1,500 out in front for counter purposes.

The little girl looked at the two little, lonesome packages of currency with all of the empty space surrounding them, and said: "Papa, there is no danger of this bank breaking; it hasn't got money enough." It was at first at a loss to understand her meaning, but her father was not, and explained that she thought a bank could only break when its safe was so crowded with money that the doors would burst open, and that, therefore, no such calamity could befall that in-

stitution.

A great many grown-up people do not have a much clearer idea of the proper relations of a bank to the community in which it is located than did this innocent little girl. Some people are of the opinion that the purpose of a bank is simply to receive deposits, keep an equal amount of cash in its vaults and be prepared at any moment to return to each and every one of its depositors the full amount of their deposits in actual coin of the realm. Others seem to entertain an idea that the only service a banking institution can render to society is to promptly meet the demands of borrowers and not be too much of a stickler in the matter of security, and this reminds me of a story I once heard of a northern gentleman who, in the early days, before the country was gridironed with railroad as it now is, was journeying south on one of those floating palaces which used to ply the Mississippi river. He was looking for a suitable location to start a bank. He allowed the purpose of his trip to become known to a few passenger aboard the boat, among whom was a man from some backwoods town in Arkansas.

After the prospective banker has been pointed out to him, the gentle-

man from Arkansas walked over and said: "Stranger, I understand that you are in search of a place to start a bank." The capitalist replied, "Yes, I have said I would start a bank somewhere in the south, provided I could find a place where the inducements were sufficiently inviting." "Well," said the Arkansan, "I know the spot. I am from a town in Arkansas which offers better opportunities for a profitable banking-business than any other town in America today. You should look no further, but go home with me at once and look the ground over for yourself."

"Well," said the banker, "tell me, if I should go to your town and conclude to start a bank, after confidence was once established in the institution, about how much do you suppose the average deposits would be?"

The man from Arkansas replied, "Oh h—! If that's the kind of a bank you're going to start, don't come to our town. We want a bank we can borrow money from."

It is a lamentable fact that a great many people today have about the same ideas concerning the functions of a bank as did this backwoodsman from Arkansas.

Read Observer want ads.

If You Want a Cup of Good Coffee

Here is the place to buy it, we carry all lines and don't push any particular line because there is a little more money in it.

We are Not in the Association

Royal Grocery
H. Pattison, Prop.