

THE OBSERVER

BRUCE DENNIS
Editor and Owner.

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

SUBSCRIPTION RATES

Daily, single copy 5c
Daily, per week, 35c
Daily, per month..... 65c

1911 OCTOBER 1911						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

GETTING CLOSE TO THE BUYER.

The salesman succeeds by getting "close" to the buyer; with that accomplished selling is comparatively easy. Ninety-five per cent of salesmanship is comprised in "getting close." The salesman whose goods and whose concern are unknown to the prospective purchaser must do one hundred

per cent of the selling. If he, his goods and his concern are known—and that favorably—he has only about five per cent of the selling to do.

It is the function of advertising to introduce and to make favorably known a concern and its goods, leaving as little as possible for the salesman to do, says the American Lumberman. But this preliminary introductory work is founded upon and its success is dependent upon the same principles as the actual selling. The newspaper chosen as the medium for doing this work will profit the advertiser according as it is "close" or not to its readers.

Wise advertisers know this and they know also that the local newspaper is closer to its readers than is any other paper. Moreover, the local paper is taken and read by more of the people of its community than is any other paper. These two facts have been demonstrated times beyond number.

The news and editorial pages of the local paper treat of matters that most intimately and directly concern and affect the personal interests and welfare of its readers. Readers know personally something about every fact mentioned and subject discussed in their home paper. Consequently they read it with a thoroughness that they do not allow to any other medium.

National advertisers know all of these facts and sadly bewail the fact that they cannot directly avail themselves of advertising advantages that are open to the retailers through local papers. In fact it seems that the person most directly concerned—the local retailer—has been the last to appreciate fully the undeveloped advertising opportunities before his very door.

The retailer is not altogether to blame for this situation. Often the local publisher, if he has known the advertising value of his paper, has not presented advantages forcefully enough to the local dealers. If advertising advantages to the dealer it is good for the publisher, and the publisher ought constantly to be advertising the advantages of advertising in his paper to the dealer, with so many points in his favor, ought not to lose his advantages by neglecting to do what he asks the local dealer to do.

ONE OF LIFE'S LITTLE TRAGEDIES

They wanted to get married and they were not very particular just how or by whom, as long as the hymenial knot was tied good and strong. So they wandered into the county clerk's office where Judge Maloney was busy working out solutions of road problems. Failing to produce the necessary license, the judge directed them to the office of the county clerk. To Deputy Clerk Brown they gave their names as Fred J. McNeill and Eva Carr, and the mother of the girl made affidavit that her daughter is a resident of Umattilla county. The paper was made out and duly signed but before delivering it, Mr. Brown surprised the girl by demanding her residence. "North Yakima," she stammered in her embarrassment. "What," said the deputy sharply, "didn't your mother just swear that you live in this county?" "Well, I don't," she came back, "we all live in North Yakima." Where

Arcade Theatre

"The Gypsy"—Lubin. A very interesting picture with Miss Lawrence and Arthur Johnson in the leading parts.

"Billie Manning"—American Pathé. A good live comedy with many laughs.

A new singer, Mr. Grice, will sing: "Any Old Time and Any Old Place as Long as You Are There."

STEAM HEATED BUILDING
YOU ARE ALWAYS WELCOME.

A Strong Modern Bank

Efficiently conducted not only in the interests of its stockholders, but of its depositors and patrons as well. With officials well known and trusted in the community. With capital, surplus and undivided profits of \$2,000,000 and total resources of \$1,000,000.00.

The La Grande National Bank opens its doors to corporations and individuals the best of terms, and its officers ask a personal interview with those contemplating changing accounts or opening new ones.

La Grande National Bank

LA GRANDE, OREGON	
CAPITAL	\$ 100,000.00
SURPLUS	105,000.00
RESOURCES	1,000,000.00

First Cashier, F. L. Meyers, Cashier
W. L. Church, Vice Pres.
Earl Zundel, Ass. Cashier

---it isn't the price you pay
but the value you receive
that makes it more economical to buy your clothing here

We Invite Comparison
of our garments with any others at any price for we are confident that--quality and price considered--ours are the best values.

WE'RE SHOWING MANY CHOICE STYLES FOR
FALL AND WINTER WEAR from the following high
grade lines for which we are Exclusive Agents:

Benjamin, Society and Sincerity
Suits and Overcoats for Men

Wooltex, Seigel and Red Fern
Coats, Suits and Skirts for Ladies and Misses

Lucille Dresses for Ladies

Xtragood Suits and Overcoats for Boys

Gage Pattern Hats in our Millinery Dep't.

N. K. WEST The Quality Store

Copyright 1911 Alfred Decker & Cohn

upon, the deputy cast a resentful glance at the mother as he slowly tore the license into strips and threw the pieces into the waste basket. The trio turned sadly from the room and left the courthouse much to the chagrin of Judge Mafey who had been memorizing his marriage ceremony and to Commissioner Walker who had been counting the number of cigars the fee would buy. Alas for blasted hopes and wasted time!

SELF-RELIANCE.

A child is not satisfied when his father shows him how to do a certain thing. But watch the earnest expression on his face when he is doing it—he has conquered the thing himself.

A sense of conquest is an added asset which increases self-confidence and self-respect.

Henry Ward Beecher used to tell the following story of how he was taught, when a boy, to depend on himself:

"I was sent to the blackboard, and went up there, full of whimpering. 'What lesson must be learned,' said my teacher, in a quiet tone, but with terrible intensity. All explanations and excuses were trod under foot with utter scornfulness. 'I want that problem; I don't want any reason why

I had the most intense sense of intellectual independence and courage to defend my recitations.

"One day his calm voice fell upon me in the midst of a demonstration, 'No!'"

"I hesitated, and then went back to the beginning; and, on reaching the same point again, 'No!' uttered in tone of conviction, barred my progress.

"The next day I sat down in confusion.

"He was stopped with 'No!' and finished; and, when I was down, was rewarded with 'Well!'"

"Why," whimpered I, "I recited just as he did, and you said 'No!'"

"Why didn't you say 'Yes,' and stick to it? It is not enough to know your lesson; you must know that you know it. You have learned nothing unless you are sure. If all the world says 'No,' your business is to say 'Yes,' and prove it."

One of the greatest delusions that a human being could ever have is that he is permanently benefited by continued assistance from others.—(Orison Swett Marden in Success Magazine.)

Baker Business College

A HIGH GRADE SCHOOL, WELL ESTABLISHED REPUTATION. MANY GRADUATES HOLDING GOOD POSITIONS. SKILLFUL, PAINSTAKING TEACHERS. LIVING EXPENSES THE LOWEST. LET US TELL YOU ABOUT OTHER ADVANTAGES.

WRITE FOR CATALOGUE.

Baker Business College
BAKER, OREGON

OUR FRESH TAFFIES

Are Excellent We Carry Vanilla
Strawberry and Molasses

THE AVANCE of SWEETS SELLERS