

THE OBSERVER

BRUCE DENNIS
Editor and Owner.

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SUBSCRIPTION RATES.

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Daily, per week 15c
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1911 NOVEMBER 1911						
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5	6	7	8	9	10	11
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COST OF DAILY NEWS.

There are about 25,000 newspapers of all sorts in the United States, of which about 2,500 are dailies. For a metropolitan daily the expense budget is not far from \$1,000,000 a year; several have a budget of \$4,000,000 and two or three made provision for an outlay of \$6,000,000. The number of employees directly concerned is placed at 107,000; while over one million people are directly or indirectly supported by the newspaper industry. The income of this aggregation is, from all sources, in round numbers, about \$200,000,000 a year of which not far from \$100,000,000 is received from advertising. The aggregate circulation reaches the enormous figure of 8,000,000,000 or nearly one hundred copies for every man, woman and child in the country; and the number of papers in proportion to the population, which in 1800 was one to every 26,450, is now one to every 3,500.

The organization of the business of a metropolitan daily is as finely coordinated as that of a bank. Each

paper, has in addition to its editorial staff, its purchasing agent, its bookkeepers and collectors, its advertising managers and its solicitors. The editorial staff includes a body of specialists, many of them men of the highest gifts, and all of them clever, alert, versatile. The average character is quite as high as in other occupations, and the standards of honorable dealing are not in any degree different from those obtaining in most well regulated corporations. Under conditions existing today the newspaper is first of all a commercial proposition. It has to live and it has to pay. Its initial investment is necessarily large, its expenses enormous and the selling price is so low that no subscription list, however large, would pay expenses. The low price is to insure a circulation and the circulation determines the advertising and the advertising furnishes whatever profit there is.

On the whole, the judgment of a keen observer puts the case fairly: "The efficiency, accuracy and ability of the American press were never on such a high plane of excellence as they are today. The celerity with which news is gathered, written, transmitted, edited, published and served on millions of breakfast tables every morning in a year is one of the wonders of the age."—Methodist Review for November.

COLDS VANISH.

Quick, Sensible Method That Doesn't Upset the Stomach.

Have you heard of the overnight cold cure that is putting colds in the head and chest out of business between sunset and daybreak.

Here it is. Cut it out and save it if you don't need it now. If you have a cold, cough, throat soreness or acute catarrh, be sure and try it tonight just before going to bed. Pour a scant teaspoonful of HYOMEI (pronounce it High-o-me) into a bowl of boiling water, cover head and bowl with a towel and breathe in several minutes the vapor that arises then go to sleep and awake with a clear head free from mucus.

HYOMEI is guaranteed for catarrh, colds, coughs, croup, asthma, sore throat and bronchitis or money back. Bottle of Hyomei 50 cents at the Newlin Drug company and druggists everywhere.

A NOTRE DAME LADY'S APPEAL.

To all knowing sufferers of rheumatism, whether muscular or of the joints, sciatica, lumbago, backache, pains in the kidneys or neuralgia pains, to write to her for a home treatment which has repeatedly cured all of these tortures. She feels it her duty to send it to all sufferers FREE. You cure yourself at home as thousands will testify, no change of climate being necessary. This simple discovery banishes uric acid from the blood, loosens the stiffened joints, purifies the blood, and brightens the eyes, giving elasticity and tone to the whole system. If the above interests you, for proof address Mrs. M. Summers, Box R, Notre Dame, Ind.

Classified Advertising

RUSSELL SAW MILL No 2, first class condition, 20-horse boiler and engine; everything complete, ready to set and saw lumber. You can't duplicate for \$2,800. Give some one a bargain. Address Abe, care Observer. 11-9-11

DON'T THROW AWAY hot water bottles because they leak. Leighton

"The Weather Man said it was Twelve Above Zero Last Night."

Time to Think of Warmer Winter Clothing

WE ARE EXCLUSIVE AGENTS FOR the following well known brands of high quality winter merchandise:

Benjamin Overcoats and Suits

Made in New York by expert tailors, and of the highest quality materials. Suits, \$20 to \$35; Overcoats \$15 to \$30

STEVENSON FUR COATS

Prices \$25.00 to \$65.00.

KENYON RAINPROOF OVERCOATS

Prices \$12.50 to \$25.00.

MALONE MACKINAWs and ALL WOOL PANTS
"All the Warmth and Wear without the weight."

STALEY BRAND UNDERWEAR FOR MEN
Union Suits, 2.50 to 6.00; Two-piece Garments, 1.25 to 3.50.

Munsing Underwear for Ladies and Children
"The Fit and Finish won't wash out."

Mid - Season Clearance SALE

of our entire line of

Ladies' Suits, Coats and Millinery.

Absolutely nothing reserved. Buy NOW and secure the benefit of Two Months Extra Wear

We sell Goodyear, Gold Seal and Ball Band Rubbers
Wool and Fur Lined Gloves and Mittens of every description

N. K. WEST, The Quality Store

Arcade Theatre

REFINED ENTERTAINMENT FOR ALL PEOPLE

"Building the New Line"—Kalem. A strong story woven around the construction of a new railroad line.

"In Ancient Days"—W. E. A very graceful and pleasing picture.

"Outgeneraled"—Selig. Comedy. A lively comedy clever and well acted showing many amusing incidents and pretty ocean scenes "You Will Enjoy ocean scenes. You will enjoy it."

"The Vale of Dreams"—Song by Mr. Grice.

Steam heated building for the cold nights.

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 \$210,000,000 and total resources of \$1,000,000,000.

The La Grande National Bank offers to firms, corporations and individuals the best banking service, 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

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

will fix them. Don't throw away anything—have Leighton make them as good as new. Everything done. Saws filed and set. Knives and scissors sharpened, expert on typewriters, cash registers and locks. Leighton is the man to call when you are in trouble. Fir street, La Grande. 11-9-11

FARM FOR SALE—150 acres of deep rich soil. Improved. Easy terms. Will trade for city property. Address P. O. box 333. La Grande, Ore. 11-8-21

FOR SALE—Furniture for seven room house in good condition. Cheap if taken at once. Inquire at 1603 Adams. 11-7-11

LOST—Between the La Grande investment company's ranch known as the Penington farm, near Alice and La Grande one suit case, containing wearing apparel. Finder will please leave at La Grande investment company's office and receive reward. 11-7-14

FOR SALE—Ludwig Piano good as new. Cost \$475.00. Will sell for \$225 cash. Call 1417 Wash. ave. or phone Red 752. 11-4-11

FOUND—Fur collar, between Cherry laundry and Penn avenue. Inquire at Observer office. 10-30-11

FOR SALE—Household furniture at 1520 V avenue. 11-10-31

FOR RENT—Two front downstairs rooms furnished. Call at 1407 Ninth street, or phone Red 332. 10-26-11

MODERN HOUSE for rent. Six rooms and bath. Inquire at Dault's bakery. 10-27-11

FOR RENT—Modern furnished front room. Inquire 1208 Seventh and M streets or phone Red 61. 11-6-11

FOR SALE OR TRADE—150 acres of timber land. Inquire Chas. Disqua. Russell Meat Market. 11-6-10

WILL TRADE—Good five room house

and 4 lots. Will trade for horses or cattle. 10-11-11
LA GRANDE INVESTMENT CO.,
La Grande, Oregon.

FOR RENT—New modern cottage, full basement. Phone black 3492. 11-7-11

FOR SALE—Good range and cupboard. Inquire 2005 N. Greenwood. Phone Black 3892. 11-7-5

STRAY COW—Spotted, right ear is cropped, no brands; young calf. Been in Pierce pasture all summer. Call Geo. Pierce for particulars. 11-6-10

FOR SALE—New two story modern house. J. G. Snodgrass, or call Main 43. 11-6-11

GOOD SECOND-HAND tent 10-12 for sale very cheap. 1421 Adams avenue. 11-9-11

FOR RENT—Housekeeping rooms near high school. 903 Third Street, cor of O. 11-9-6

LOST—Between 3 and 6 o'clock Saturday meerschaum pipe with amber mouth piece in chamols case lined with red plush. Return to 906 Adams avenue. Liberal reward. 11-9-21

FOR SALE OR TRADE QUICK—Two good young horses. Call at Kirtley's stables. 11-11-11

MONEY WANTED—Want to borrow \$4,500 or \$5,000 for three years at eight per cent on first class real estate. Address T. Y., care of Observer. 11-11-6

Starts Much Trouble. If all people knew that neglect of constipation would result in severe indigestion, yellow jaundice or virulent liver trouble they would soon

THIS CLEANER EATS DIRT

If you are "From Missouri" Let Us Show You

Guaranteed for One Year to Do Just What We Claim for It

Pacific Coast Distributing Office of the **Domestic Vacuum Sweeper Company**

Rooms 206-7 Couch Bldg. PORTLAND, ORE.

WE WANT A GOOD LIVE AGENT IN EVERY TOWN WRITE FOR PARTICULARS



Cash Price \$19.00 Express Prepaid

OUR FRESH TAFFIES
Are Excellent. We Carry Vanilla Strawberry and Molasses **SELDERS**
THE PALACE of SWEETS