

THE OBSERVER

BRUCE DENNIS

EDITOR AND OWNER.

Entered at the postoffice at La Grande, Oregon, as second class matter.

SUBSCRIPTION RATES.

Daily, single copy 5c
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Daily, per month 85c

FOR A LARGER HOSPITAL

It is understood that a movement will soon be put under way to increase the capacity of the Grande Ronde hospital. This certainly is the thing to do. La Grande is growing rapidly, and demands for a larger institution are every day apparent.

A word about hospitals in smaller cities might be worth while. The average hospital is not a money maker. But it is a necessity. With that in view everyone here should understand that dividends from a hospital are a rarity.

The smaller hospital is a great deal like the smaller daily newspapers—expense eats their earnings until when the balance sheet is struck there is little in the profit column. However, this fact does not take away the positive necessity for a first class institution here, such as we have, only larger.

IT WAS BOUND TO COME.

The half hearted, weak kneed manner in which the United States has been handling the Mexico situation seems almost to an end. It takes a change of administration for this country to do what she should have done long ago, but regardless of who fills the president's chair, sentiment is growing with such rapidity that it is hardly likely the United States can longer refrain from at least throwing a protectorate over the country bordering us on the south.

Anyone who has traveled over Mexico; who has seen the people who reside there and witnessed their peculiar ways, could not think but what at

some future time it would be up to this nation to offer protection to life and property.

Mobilization of the army may mean action, and it may not. But March 4 is not far away and then President Wilson will have a chance to show the metal he is made of.

COVE IS THE ONLY ONE BUST.

Cove people have had a revival meeting and are now going forth to continue telling the sweet story of success in their locality and the possibilities and opportunities that there await those who are seeking homes in the west.

At a recent meeting a strong campaign was outlined for the work and hereafter the name of Cove will be inscribed into everything that presents a place for inscription. They believe in keeping constantly at it, and in this they are absolutely correct. No advertising is so effective as the advertising that tells the truth and keeps on pounding away.

On March 4th Cove people will have a meeting for further deliberation and we understand, an invitation has been extended to La Grande to join them in this meeting and make it one of those old-fashioned rousing love feasts. La Grande should be well represented.

.22 CALIBER (SHORT).

The "dodge-it" governor is making himself the butt for all the jesters of the Northwest. He is showing what is really in him; he is at last indicating to the people of Oregon his true size—which is .22 calibre (short) with accent on the "short."

Governor West is not a governor, never has been, and could not be with a quarter century training, for he is built on a narrow gauge, incapable of seeing two sides of a question, and is flushed with the handclap of someone's temporary applause. He has no poise, but is similar to a big boy with a huge toy.

At present he is doing that very smart act of hiding from the legislature. His newspaper supporters claim he is "getting even" with the legislature by hiding his little head behind the hay stack, so no bills can be delivered to him from the legislature. What rot, what silly twaddle, what nonsense.

If West is larger than the .22 calibre (short) why does he not take a stand against the legislature and fight his battle in open ground and use honorable warfare? The legislature is not perfect, by any means, and West would have honest following if he stood manfully before the people of his state and advocated the right side of questions. But, no, he is the little dodger, who seeks notoriety by hiding.

Surely, Oregon has a poor excuse for a governor.

Over 1,800 federal jobs are being held up by the president. What's Bill Taft trying to do, start an epidemic of palpitation of the heart among politicians?

If the Unspeakable Turk could enlist a few militant suffragettes in his cause there might be some object on both sides in continuing the war.

The New Three-quarter COAT IS SUPREME

Extremely smart semi-fitting lines and cutaway effect distinguish these handsome spring wraps. Materials of every weave and shade—some rather daring combination of bright hues—yet very stylish. You must see them to appreciate the charming effect and excellent workmanship.

Prices from \$12.50 to \$35



OUR NEW Tailored SUITS

Fashion tendencies are toward the plain tailored effects, with tendencies of finger tip length and graceful slender lines predominate in skirts. Materials are of fine serges, diagonals and mixtures. Popular prices from \$15.00 to \$35.00

CHARMING Spring Millinery Styles

"Now on display" The most exclusive stock of larger cities does not offer you better styles or a much larger selection—a rather bald statement—but our exclusive millinery parlors back every word. Come and see for yourself. Sole agents for the famous GAGE BROS.' HATS

HERE'S a wonderful new corset—by far the greatest figure-reducer ever sold as low as \$3.50. It's the new

Nemo LASTICURVE-BACK SELF-REDUCING

The picture tells what this corset does. You have an extremely long corset which is made perfectly comfortable by wide gores of Lastikops Cloth at the back, extending far below the ends of the back steels. These gores expand when you sit down, giving plenty of room; the corset-edge can't show through; the corset can't "ride up."

Two models—No. 322, with low bust, \$3.50 and No. 324, with medium bust, \$4.50

REMEMBER "Lastikops Cloth" and "Lastikops Webbing," two Nemo patented inventions, are the only elastic fabrics in existence that will not lose their elasticity—will outwear the corset.



OTHER NEMO MODELS \$3.50, \$4.00 and \$5.00

"Also Sole Agents for"

Henderson Corsets

The correct foundation for a perfect fitting gown. \$1.00 to \$5.00

An expert fitter will help you secure a model especially adapted to your particular figure.

Have you seen the new crystal and pearl buttons. Many shades and sizes.

WEST'S THE QUALITY STORE

Our alteration department all by the careful and expert workmanship.

The Test of Time

Time determines whether the policies under which a bank is operated are safe.

This bank has been in business twenty-two years.

It has grown steadily until it has become one of the strongest and most prosperous financial institutions in the West.

The soundness of its policies is attested by the long list of conservative business men who transact their business here; also by an earned surplus of \$130,000.00, the work of time and the result of conservative management.

This bank has facilities for taking care of more high grade business and offers its services to those who appreciate the best in banking.

La Grande National Bank La Grande, Oregon

Capital, \$100,000.00 Surplus, \$130,000.00 Resources, 1,100,000.00

DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT. UNITED STATES POSTAL SAVINGS DEPOSITORY.

Reno lawyers are said to be learning palimony for the old graft which soon be spoiled if the proposed change in the Nevada divorce laws is put through.

President Taft is said to be working hard on two messages. Keeping out personalities probably makes it doubly hard.

We question the taste of a fat man who will wear peg-topped trousers.

ADVERTISING TALKS.

(To the Observer's Readers.) I have before me the advertisements of two different furniture stores.

They are both offering parlor chairs. If I am in the market for such chairs, in considering them I naturally have in mind the appearance of my home and what kind of chair will look best with my present home furnishings. One advertisement says that their chairs are "made of quartersawed oak, upholstered in real leather and are very comfortable." The illustration shows several styles with the prices in big letters underneath each cut. The other advertisement shows a scene in a parlor with the chairs placed around in an attractive manner. This picture showed the goods advertised in their natural surroundings—they appeal to me and make it easy for me to imagine how they would look in my house.

The reading matter or copy told me how the chairs were made—the kind of wood, upholstery, style, their comfort, easiness of moving, etc., just the

points I want to know before I purchase. Furniture is no different to advertise than any other article. A chair, bed, dresser, etc., can be exploited in terms that are interesting to the customer instead of in dry, stereotyped words that tell nothing.

If the furniture retailer would advertise his goods as if they were in his own home and he were using them and know their wants, he would be surprised how interesting and profitable his advertising would be.

Next talk on Laundry advertising. RALPH KAYE

It is in order to try and talk Dr. Fyke of the M. E. church into adding a chime clock to the new church building at the end of Depot street.

Preferences.

Some day I'll be as big and wide As dad or Cousin Lee. But I know lots of things beside I think I'd rather be.

A monkey walking on a limb Or hanging to a rail. But I could never hang like him, Cuz I ain't got no tail.

I wouldn't be a bird, cuz why It lives on worms an' things! I'd rather be a butterfly With freckles on my wings.

Sometimes I'd rather be like Pete And have a funny nose, And jump at people on the street, And go to kennel shows.

And grab a hat and shake it good, And growl and roll my eyes, And act as naughty as I could, And maybe take a prize.

But when it's dark and still, and when I'd rather be a boy again, I'd sleep with Cousin Lee. And sleep with Cousin Lee. —Chicago Daily News.

COLONIST FARES WESTBOUND

March 15 to April 15, 1913 SEND FOR THE FOLKS

WHILE THE FARES ARE LOW



The Low Fares apply from the following and many other points in the East, to any station on the O.-W. R. & N. in Idaho, Oregon and Washington.

Table with 4 columns: City, Fare, City, Fare. Includes Atlanta, Ga. \$49.80; Louisville, Ky. \$42.50; Oklahoma City \$35.25; Baltimore, Md. \$41.75; Memphis, Tenn. \$42.50; Philadelphia, Pa. \$41.75; Boston, Mass. \$55.15; Milwaukee, Wis. \$36.75; Pittsburg, Pa. \$47.00; Buffalo, N. Y. \$47.50; Muskogee, Ok. \$35.20; Denver, Col. \$39.00; Charleston, S. C. \$53.90; New York City \$55.00; Omaha, Neb. \$30.00; Detroit, Mich. \$42.50; New Orleans \$48.05; Kansas City, Mo. \$30.00; Minneapolis \$29.00; St. Paul \$30.00; Leavenworth Kas \$30.00; Chicago, \$38.00.

PREPAID ORDERS

Tickets will be delivered without extra charge to anybody at any point, where Colonist fares apply, upon deposit with any O.-W. R. & N. Agent of the amount.

For full particulars drop a card to

J. H. KEENEY

Agent O.-W. R. & N., La Grande, Ore.