

EDITORIAL PAGE OF THE LA GRANDE EVENING OBSERVER

An Independent Newspaper.
Published Daily and Weekly at La Grande, Oregon, by the
LA GRANDE EVENING OBSERVER PUBLISHING CO.
J. D. MEYERS H. B. LEITER CLARKE LEITER
President Vice-President Editor and Publisher
Entered at the Postoffice at La Grande, Oregon, as second-class
matter.
Address all communications to THE OBSERVER, 1710 Sixth St.
On Sale in Other Cities: Oregon Hotel News Stand, Portland;
Imperial News Stand, Portland.
City Official Paper. Leased Wire Telegraph Report of United
Press Associations.

SUBSCRIPTION RATES.	
By Carrier.	Daily, by mail per six months
Daily, single copy..... 5c	in advance.....\$2.50
Daily, per week..... 15c	Daily, by mail per three months
Daily, per month..... 65c	in advance.....\$1.25
Daily, per six months in advance.....\$3.50	Daily, by mail per month..... 45c
Daily, per year in advance.....\$7.00	The Saturday Evening Observer,
By Mail.	per year in advance.....\$1.50
Daily, by mail per year, in ad- vance.....\$4.00	Weekly-Observer-Star, per year in advance.....\$1.50

EDMUND BURKE ON ADVERTISING.

"Let us only suffer any person to tell us his story, morning and evening, but for one twelve-month, and he will become our master."—Edmund Burke.

While not referring to advertising in the above striking epigram, Edmund Burke nevertheless state the underlying "psychology" of advertising in an unforgettable way. He emphasized the law of iteration, the law of appeal. Advertisers understand the laws governing in these matters, and utilize them. Wise merchants realize that to secure attention, interest and response to offers they must tell their story untiringly—with full personal belief in it.

If, in telling us his story, the merchant grows weary of his task, and decides that he should take a recess, the effect is lost. He loses the thread—the readers of his story lose contact with it, and their attention is diverted to other things. Such loss of attention is difficult to regain.

If Burke's supposititious man, who, through telling us his story every day for a year, becomes "our master", decides that for a brief period he will "let up on us," thus "saving" himself the trouble of the story-telling and sparing us the possible annoyance of hearing his story, he will fail to win the coveted mastery over our interest and attention.

And this is true of ever advertiser who fails in persistent effort to win attention and interest and response. Progress which has been made under difficulties is nullified when the advertiser ceases to show unaltered belief in his cause and unaltered determination to induce us to share his relief and to respond to his proposition.

A store's story must be told anew with every new day. It is a story abounding in new facts—yet it is the store's story, always. Only persistent telling will "get it over," get it believed, understood, appreciated. It is a "continued story," a real-life serial; and its readers must find the new chapter in every new issue of their newspaper.

A national campaign to increase the production of food stuffs has been started and is urged upon everyone as a patriotic duty. Here is a task that everyone can do, old and young. Everyone can plant a garden, plant vacant land, and raise something that can be consumed.

It is not too much to ask any one to be moderate in speech and to go quietly about his ordinary business. That is what Uncle Sam expects of us all. We should realize that we are in war times and that license of speech will not be tolerated.

The La Grande Y. M. C. A. has again proved itself a useful institution. It is the headquarters for the visiting troops. There the boys find clean, healthful amusement, games and recreation, a place to read to write letters home, to take exercise and swims, to hear music. The soldiers appreciate the hospitality of the Y. M. C. A. and it has done much to give them a fine impression of this city.

Get A Gold Medal

There is a contest on at this Bank whereby you can earn a Gold Medal that is worth twenty dollars. All can enter. It isn't necessary to be a hero to enter this contest, but it is necessary to have the "backbone" of a hero, and "stick-to-it-iveness," for it takes nerve to quit spending—and save.

WE GUARANTEE YOU A GOLD MEDAL

All you have to do is place one dollar on deposit now, and another next week and so on, for about eighteen more weeks, and at the end of this time you will have a "A BIRD" of a medal, with an American Eagle on it.

IT'S WORTH A TRIAL
YOU CAN'T LOSE

This Resolution looks good to me,
And to keep it will surely pay;
"I will start for myself a savings fund,
And bank the first dollar today."

La Grande National Bank

BEAUTIFUL SPRING WAISTS

Made up in plain and fancy voile, georgette crepe, and crepe de chene. Some of the season's most favored styles and color combinations. A complete assortment of sizes\$2.50 to \$12.00

A Spring Showing of Silks

36-in. Taffetas, all colors and fancy stripes yard.....	\$1.60 to \$2.00
40-in. Silk Poplin, yard.....	\$1.50
36-in. Paisley Silks.....	\$1.50, \$2.50
24-in. Corded Silk in fancy colors, yd.....	\$1.25
32-in. Tub Silks, yd.....	\$1.25
38-in. Crepe de Chene, all colors, yd.....	\$1.50
42-in. Sport Patterns in Chiffon Cloth.....	\$1.75
Georgette Crepes, all colors.....	\$2.00

Spring Brings New Ideas In Wash Fabrics

Pongees, mercerized, cotton, coin spots, and stripes, yard.....	25c and 30c
Plain Stripes, yard.....	60c
Coin Spots, yard.....	75c
40-in. Voiles, all patterns, yd.....	30c
Imported Voiles, sport stripes and plain, yard.....	50c, 60c
Sport Stripes in Poplins, yd.....	30c
30-in. Flaxons, yard.....	20c, 25c
Golden Cross Batiste, yd.....	15c, 20c
Cheeks, stripes and floral patterns	
Sport Skirting, all colors, stripes and plaids, yard.....	30c, 50c, 60c

McK West & Co
THE QUALITY STORE

A Chance For You To Do Your Bit In The Marines Corps

Sergeant Rice Receives Orders to Recruit Men of Previous Military Service Or Those Of Technical Experience

Sergeant Rice, of the local Marine Recruiting station in the postoffice building, has just received orders from headquarters of the Marine Corps, together with instructions for the enlisting in the Marine Corps Reserve all men of previous military service, or another class consisting of men who may be able to perform some useful service in the Marine Corps during time of national emergency of war.

Class one (1) is for honorably discharged men of the Marine Corps only. Class two (2) is for citizens of the United States who have been or may be experienced in the military profession and who comply with a certain physical standard and mental examination. Class four (4) is for "Citizens of the United States who are capable of performing some useful service in the Marine Corps or in connection with the Marine Corps in the defense and maintenance of naval utilities. Owners of automobiles, motor trucks, motorcycles, aeroplanes, hydroplanes and other craft suitable for purposes of defense and maintenance of naval utilities may be enrolled in this class and contracts made with such owners to take over their vehicles or other craft, in time of war or national emergency, upon payment of a reasonable indemnity. Enrollments in any branch of the reserve shall be for a period of four years. Uniforms and certain prescribed pay will be given to all reservist's enlisting. For full particulars apply to Sergeant Rice. Tradesmen such as telephone and telegraph operators, electricians, machinists, carpenters, blacksmiths, auto mechanics, steam boiler tenders, plumbers, cooks, bakers, laundrymen, and men of other trades or occupations that may be useful in the defense or maintenance of naval utilities. All must qualify before a medical officer. The rank held by men will depend upon the qualification and experience of the applicant and the requirements of the district.

During the past few days the following guests have registered at the sanatorium. Charles Schiele, Chicago; Eli Parrich and C. E. Curtis, Spokane; Tom Willard, St. Maries; Arthur Job and A. P. Campbell, Walla Walla; P. F. Hawkins, Dayton; J. M. Jones, Hailey; L. Sturmhaugh, Enterprise; D. T. Clarke, La Crosse; Mrs. E. C. S. Brainard, Payette; Florence Choquette, Nelson, B. C.; Mr. and Mrs. George Miller, Cove; Mrs. Louise Hove, Miss O. Hove, Seattle; Mr. and Mrs. Fred Murphy, Pocatello; H. Mitchell, Mrs. M. W. McDonald, and G. A. Thomas, of Portland; W. H. Browning, C. W. Morton and Mr. and Mrs. Carl Adler, Baker; Lute Lincke, Ione; C. T. Burch, W. R. Myrick and F. Araki, Pendleton; J. Roesser, Rainier; M. O. Ambrose, Gooding; L. G. Gagner, Nampa; W. D. Grandy, B. M. Benton, Ethel Bell, Mrs. Clarke Leiter, Miss Staley, L. D. Jacobs, Mrs. E. E. Chapin, Niles Hamden, of La Grande.



Certain-teed

Outstanding! In every community the name Certain-teed stands conspicuously for quality, good value, satisfaction, and fair dealing.

Certain-teed Paints and Varnishes

get their quality from the character of materials used in their manufacture and from the exactness with which they are mixed.

The formula of ingredients printed on the label shows honestly and unmistakably the real worth of the paint.

Modern, up-to-date machinery eliminates the uncertainties of mixing by hand and insures absolute conformity to the experts' printed formula.

The price of CERTAIN-TEED Paints and Varnishes is based on the most favorable manufacturing, distributing and selling costs, plus a margin of profit smaller than is generally customary. This low price would not be possible if we had to depend upon an exclusive paint organization to market our paints and varnishes.

CERTAIN-TEED Paints and Varnishes are guaranteed to give satisfaction. This guarantee is backed by the enormous resources of the Certain-teed Products Corporation.

Whether you do your own painting or employ a professional painter your interests will be best served if you insist upon getting CERTAIN-TEED Paints and Varnishes.

Any good dealer can sell you CERTAIN-TEED Paints and Varnishes. If he doesn't carry them in stock, he can get them for you.

Certain-teed Roofing

For factories, office buildings, farm buildings, garages, etc., CERTAIN-TEED is the efficient roof. It costs less to buy, less to lay, and less per year of life. It is light-weight, clean, sanitary, weather-proof, and fire retardant. For residences CERTAIN-TEED Slate Surfact Shingles have all the advantages of CERTAIN-TEED Roll Roofing, plus artistic beauty. CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to thickness (1, 2 or 3 ply). If you are building, or need a new roof, it will pay you to investigate CERTAIN-TEED before deciding upon any type of roof. Sold by leading dealers all over the world.

CERTAIN-TEED PRODUCTS CORPORATION

General Roofing Mfg. Co., Gregg Varnish Co., Mound City Paint & Color Co.

New York	Chicago	Philadelphia	St. Louis	Boston
Cleveland	Pittsburgh	Detroit	Buffalo	San Francisco
Milwaukee	Cincinnati	New Orleans	Los Angeles	Minneapolis
Kansas City	Seattle	Indianapolis	Athens	Richmond
Grand Rapids	Nashville	Salt Lake City	Des Moines	Houston
Duluth	London	Sydney	Havana	

W. H. Bohnenkamp Co.

Girls Honor Guard Will Meet Tonight

The La Grande Chapter of the National Girls' Honor Guard will hold a special meeting tonight at the Y. M. C. A. to elect permanent officers. Miss Naomi Kirtley received word this morning from the State Manager, that the membership roll must be closed on the 15th of this month, all young ladies desiring to enroll must do so now. There will be no lecture tonight; after the regular business meeting, the physical training class will be conducted. There will be no swimming tonight, because of several repairs being made on the pool.

High School Boys Enlist.

Members of the senior class departed the last of the week to do guard duty for Uncle Sam; Clayton Ingle, Warren and Vinton Forbes and Chester Thompson were sent to Huntington for duty.

Jess Andrews, Lynn Larson, Harry Moon, Tom Murphy, William Silverthorn and Eugene Millering were assigned on duty, patrolling bridges at Reith.

Illustrated Lecture Tonight.

Rev. Dr. O'Farrell who has spent seven years in missionary work in the heart of Africa will give an illustrated lecture at the M. E. church this evening.

Rev. Mr. Freeman, missionary to Malaysia for 20 years, will also deliver an address upon his work there.

This Is Rather Sarcastic.

The average newspaper man does not learn much, in the way of useful information, but he does learn who are the reasonable, fair-minded people of a community, and who are the narrow-minded asses.—The Atchison Globe.

Fight Over Rates.

Portland, Ore., April 9.—(United Press)—A fight between San Francisco and Sacramento on one hand, and Portland on the other, for the advantage of rates into northern California and southern Oregon is being waged today before the Interstate Commerce commission. Portland merchants contend that Southern Pacific and McCloud River railroad rates into the district are unfair, and that it is almost impossible for them to get business at certain points because of excessive freight charges. They ask for a reduction in rates. Examiner Flynn, of the commission, was in Portland this week and conducted a hearing. John S. Willis, assistant manager of the traffic bureau of the San Francisco Chamber of Commerce was here to represent the California cities.

Hot Lake Items

Hot Lake, Ore., April 7.—(Special)—Good Friday, 1917, a date that will go down in history as one of momentous and tremendous import, the day that the president of the United States signed a declaration binding this country to accelerate the coming of universal peace between all nations, was fittingly observed at the Hot Lake sanatorium.

On Friday evening an entertainment was given consisting, first of an exhibition of clever sleight of hand tricks by Professor Zienke followed by a musical program which was concluded by Mrs. Clarke Leiter singing in powerful voice and with evident deep feeling the "Star-Spangled Banner." The more than a hundred guests in the audience many of whom, through infirmity found it a difficulty, arose as one man and joined in the great anthem. It was a soul inspiring incident and one which will not likely be forgotten by all who were at Hot Lake April 6.