

EDITORIAL PAGE OF THE LA GRANDE EVENING OBSERVER

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SERVICE-OPPORTUNITIES FOR MERCHANTS.

Listen to conversation between friends and acquaintances, and you will note that the "cost of living" is the uppermost topic in most minds. There is a new price increase in some commodity—or perhaps some necessity of life is once more reaching something like a normal price. PRICES OF THINGS enter into the current of the people's thought.

Under unsettled economic conditions, such as have recently prevailed very generally, merchants find their greatest opportunities for service.

To be able to sell a commodity at a lower price than that which rules in the retail market is a bit of rare good fortune for a merchant. It matters less how he has been able to accomplish this than that he really does it—and thus saves money to consumers.

There would be very little real competition between merchants if all were able to buy to the same advantage and to distribute at a standardized expense. Consumers would be the losers through such a condition.

Fortunately, merchants are continually striving to win victories over each other in both buying and selling. Such victories count for prestige and good will. They win new friendships for stores, and strengthen old allegiances.

The merchant who can do most to preserve the par value of the house wife's dollar, in a period when rising prices of commodities serve to diminish its purchasing power, wins lasting favor—and wins it through SERVICE.

In such a period as this, store advertisements have a new interest to all housewives. They afford to her an opportunity to plan her buying with the greatest wisdom and economy. With the advent of seasonable goods, she watches the ads with a heightened interest in THE PRICES OF THINGS. To find a reasonable price quoted on something which she needs is to find a bit of valuable news. Her interest in it is measured by her interest in her own purse. Women are coming to be shrewd buyers. They discriminate between the merely cheap thing and the thing that is good and reasonably priced.

Every advertisement, nowadays, holds possibilities of money-saving for those who read and study—and there is no stronger motive of interest than this.

PAMPHLET ON ROAD BONDS.

Edgar McDaniel, publisher of the Coos Bay Harbor of North Bend, has just issued a 16-page pamphlet entitled "Facts and Explanations about the Road Bond Issue and Other Valuable Information."

"This little pamphlet," says he, "is issued for the sole purpose of supplying information to those who are anxious to be informed. The writer realizes that the issue must be met squarely, that there must be no dodging or side stepping, but instead the arguments for the bond issue must be stated clearly, concisely and authoritatively."

All this the pamphlet undertakes to do. It sets forth in detail the new auto license fees, gives in full Commissioner Adams' statement of the prospective income from auto license revenue, quotes Mr. Adams' official utterances on other matters, publishes a sketch map showing routes designated by the law and the commission, and quotes from the bonding act.

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
Checks, stripes and floral patterns
Sport Skirting, all colors, stripes and plaids, yard 30c, 50c, 60c



WHAT THE PEOPLE CAN DO FOR PREPAREDNESS BY RALPH D. HETZEL

(Director Extension Service O. A. C.)

No phase of preparedness for the National crisis which we are now facing is of greater importance than that of the food supply. The present food shortage will be greatly intensified by the withdrawal of many producers who are being called into the military service. With our entrance into the war, our obligations to furnish food to the allied nations will be greatly increased. We must meet the situation. This can be done by increasing production and by the more economical use of food.

Vacant city lots and back yards afford the best means for prompt relief in production. If these are properly used for raising vegetables and poultry, thousands of dollars worth of food products can be added to the normal supply in a few months. At least sixty per cent of the city lots and back yards now available are not being used. In the interest of the nation, intelligent, sober and well organized efforts should be made to aid in improving the situation.

It is respectfully suggested that all organizations interested in the public welfare should get together and plan a campaign for their respective communities. A joint committee representing commercial clubs, women's organizations, parent-teachers' associations, school officials, and other organizations interested in public problems should appoint representatives to serve on a joint committee to be charged with the direction of the campaign. A survey should be made immediately to determine the amount of ground available and the number of persons who may be enlisted to put it to the best use. Encouragement and instruction should be continued in a systematic way throughout the season. The Oregon Agricultural College has prepared a special series of pamphlets on poultry keeping, vegetable gardening, the economical use of foods and canning foods, which will be available to the people of the State. We shall be glad to send a supply of these publications upon receipt of evidence that this work is being efficiently organized in your community.

The newspaper is the beacon of public affairs—the record of the day's doings—the chronicle of local and national news—and the school teacher of the masses.

HOW TO RECEIVE THE NATIONAL ANTHEM.

Whenever the National Anthem is played at any place when persons belonging to the military service are present, all officers and enlisted men not in formation shall stand at attention facing toward the music (except at retreat, when they shall face toward the flag). If in uniform, covered or uncovered, or in civilian clothes, uncovered, they shall salute at the first note of the anthem, retaining the position of salute until the last note of the anthem. If not in uniform and covered, they shall uncover at the first note of the anthem, holding the head-dress opposite the left shoulder and so remain until its close, except that in inclement weather the head-dress may be slightly raised.

The same rules apply when to the color or to the standard is sounded as when the National Anthem is played.

When played by an Army band, the National Anthem shall be played through without repetition of any part not required to be repeated to make it complete.

The same marks of respect prescribed for observance during the playing of the National Anthem of the United States shall be shown toward the National Anthem of any other country when played upon official occasions.

Advertising of a product generally throughout the country amounts to a virtual guarantee of the quality of that product, because, unless the product has back of it real merit and intrinsic value, it will not stand the sunlight of continued publicity.

Imbler News Notes

Imbler, April 9.—(Special)—Frank McKennon and Ray Norval returned from eastern Washington Saturday. While there the two ranchers purchased seven head of thoroughbred Holstein cattle, which they shipped back for their dairy ranches. McKennon has one cow which he informed us is a granddaughter of the world's champion milk producer.

The six teachers of the Imbler school enjoyed an Easter dinner at the school Friday.

W. V. Connor was a visitor to La Grande Saturday.

Autos are using the roads again, but a few remaining drifts prevent anyone getting through to La Grande yet.

About 30 Epworth Leaguers enjoyed an Easter social time Friday evening at the home of Mrs. Sadie Connor. The house was decorated with rabbits and eggs in commemoration of Easter. Games of various kinds were played and at 10:30 o'clock a dainty lunch was served.

The measles cases are improving and no new ones have been reported lately.

Tom Page is convalescing. Dr. Stork left an 8-pound boy at the George Crouser home Thursday.

Harry Larson and Gene Blanchard were in La Grande Friday evening to help welcome the regulars.

Mr. and Mrs. Ed Boylen of La Grande were Imbler visitors Sunday.

Several local boys passed the examination for enlistment with Uncle Sam, but were unwilling to sign up for four years, which was the minimum time the recruiting officer could offer for the marines.

Miss Ethel Pearson was in La Grande Saturday.

George Perry of Perry was an Imbler visitor Sunday.

Several ranchers have begun their spring plowing. Only a small acreage of spring wheat will be put in. The flooded condition of the river will probably delay work in bottom land.

Old Glory is being displayed by most of our business houses and a number of the homes, showing where a vast majority of the people stand on the war question.

Picked Up By The Stroller

I met a friend last night and he said his best girl "had shook him for an automobile."

Yes, I like spring better than winter, and sugar better than vinegar. These bright, clear, sparkling days are beyond description. The spring poet is the only one who will attempt it. There's only one fly in the ointment—work and spring do not mix. These are days for fishing, roaming, loafing and spooning.

Marines Are Recruiting.

Washington, April 10.—(Special)—Chance of immediate action in the ranks of the men who operate our battleship guns in submarine defense is bringing many red-blooded Americans to Marine Corps recruiting stations.

Seventeen hundred and fifty-eight men have applied for enlistment in the "Soldiers of the Sea" during the past week at their various recruiting stations from coast to coast, according to

recruiting officials here. The Marine Corps is still short about 4,000 men for war strength and is making a strong appeal to youths of spirit to "do their bit" in "The First Line of Defense."

Man Goes Insane.

Portland, Ore., April 10.—(United Press)—"Come out of that! What are you doing?" demanded one of Sheriff Hulbert's deputies of a man who was digging a hole in a vacant lot out on the Sandy road. "I'm fighting the Germans, I'm digging a trench," the man replied. "Come with me," said the deputy, but the man raised his shovel above his head and offered to fight. The deputy produced a rope from a neighboring house and with the skill of a Texas cowboy looped it over the trench digger's head. Robbed of his shovel, the man would listen to reason. "I am the commander of the American army," the deputy declared. "Come with me and we'll wipe the Germans off the face of the earth." The man accompanied the deputy peacefully to the county jail. He gave his name as Joe Boitano and was committed to the state hospital for the insane.

Baby Unites Parents.

Spokane, Wash., April 10.—Mr. and Mrs. Clyde K. Barber are living together again to day, reunited by their 14 months old child. Blanche, the 17 year old mother and wife, left her husband, declaring that she would not return. Deputy Prosecutor Hermon was interested in the case, and with the co-operation of the baby, he arranged a meeting in his office. "I'll give him another chance for the sake of the baby," said Mrs. Barber.

Union County Boys Enlist.

Four more Union county boys answered the call to colors yesterday by enlisting with Sergeant Rice for the U. S. Marine Corps. They are Walter F. Harris of Union, Leo Greiner of La Grande, Ralph E. Likes and Herber W. Conrad of Summerville. They leave tonight for Mare Island.

America's Idol GEORGE M. COHAN The Man Who Dramatized The American Flag In A Picturization Of His Greatest And Most American Play "BROADWAY JONES"

Presented by ARTCRAFT PICTURES AT

ARCADE APRIL 16-17