

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.

The Observer carrier boys are instructed to put the papers on the porches. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone The Observer, as this is the only way we can determine whether or not the carriers are following instructions. Phone Main 37 before 7:30 o'clock and a paper will be sent you by special messenger if the carrier has missed you.

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

THE COMMERCIAL CLUB ELECTION.

The Commercial Club now has a new set of officers: Fred J. Holmes, president; G. L. Larison, vice-president; T. J. Scroggin, treasurer; Fred B. Currey, secretary, secretary; members of board of directors, C. D. Enahiser, G. L. Larison, H. E. Dixon, George T. Cochran, A. T. Hill, T. J. Scroggin, J. G. Snodgrass, Fred J. Holmes and E. Polack. These are an able set of men. They are active and public spirited. The citizens of La Grande will accord them loyal support. The Observer pledges its aid in making their administration a success. On behalf of the community it tenders to retiring President Snodgrass a vote of thanks for his untiring and unselfish services in the past.

A CHANCE TO HEAR COMMISSIONER ADAMS.

The people of Union County have an excellent chance to hear State Highway Commissioner Adams. He will speak in Imbler tomorrow at 10 a. m., at Elgin tomorrow at 2 p. m. and at La Grande tomorrow night at the Methodist Episcopal Church at 8 p. m. Friday he will speak at Cove at 2 p. m. and at Union Friday evening. Mr. Adams has won renown as an able public speaker. It should be a pleasure to hear his good roads message. It is a patriotic duty to turn out to hear him so that we can all vote intelligently on June 4 on this big issue. The ladies of the community are respectfully urged to attend the meeting, since they are entitled to vote on this important matter.

"THE DYNAMO."

A copy of "The Dynamo" comes to our desk. This is the house organ of the J. C. Penney Co. It is devoted to the interests of this organization and a copy of it goes to every employee. It breathes a spirit of optimism that is refreshing. At the last annual meeting of the company Mr. J. C. Penney retired as president and permitted the officers, directors and store managers of the company to elect his successor in the person of E. C. Sams, one of the live wires of the company who came from the "mother store" at Kemmerer, Wyoming. This was the answer of Mr. Penney, who assumed the position of chairman of the board of directors, to the statement frequently made by his bankers that this was a one-man organization. In each community in which the company has a store it has established and built up a good bank credit, which is used by the local store, but the fear was often expressed that if anything should happen to Mr. Penney the organization might collapse if it were "a one-man proposition." Mr. Penney's retirement as president is an answer to this fear. The success of the organization has been built upon taking able men into partnership with him. "The Dynamo" is another step in the way of link-

KAMELA NEWS ITEMS.

Kamela, Ore., May 6.—(Special)—R. A. Crawford moved his family to their new home in Gibbon today. He will take the position of 3rd trick operator at that place.

Mrs. Chas. McFall and children made a trip Saturday to visit with Mrs. McFall's parents, Mr. and Mrs. J. A. Graybeal of Imbler.

Frank Sanford, of Hilgard, who was in Kamela assessing property Thursday reports the snow is all gone around Hilgard.

Mrs. C. A. Norden went to Pendleton Saturday to visit her husband who is section foreman of the Pendleton yards.

Mrs. W. H. Pidecock made a business trip to La Grande Thursday morning returning that night on No. 5.

Robert Mathis was visiting in Kamela with his wife Thursday.

Mrs. Frank Hanlen went to La Grande Saturday to do some shopping. G. H. Frederick, 3rd trick operator, spent Sunday with his wife of Hilgard who is also 3rd trick operator of that place.

F. N. Keeler was in from the country last week and says there is only about two and one-half feet of snow in the woods yet.

Chase Bros. brought their horses in from the country to avoid carrying feed out to them but E. B. Kidder is still compelled to haul hay out on a hand sled to his stock.

Miss Beatrice Pugh, who is teaching school here, spent the week end in Union.

John Beers is moving his family out to Mentzerville.

Quite heavy rains during the latter part of the week have taken the snow off a lot.

ing each employe with the organization, stimulating their ambition, and showing them how to increase their own personal efficiency and thereby increasing their own earning power. "The Dynamo" preaches courage, optimism, creative ability, qualities which go to make up the success of any business.

VICE-PRESIDENT MARSHALL

Rev. C. A. Edwards is entitled to a vote of thanks for arranging to bring Vice-President Marshall to La Grande and for giving the people of Union County a chance to hear him. It isn't every day that we get a chance to hear a vice-president, and Mr. Marshall's coming here will be an interesting and instructive event.

A WONDERFUL EDITION.

The Industrial Edition of the Portland Telegram is a fine piece of work from an editorial, pictorial and typographical standpoint. The Telegram, when it starts to get out a special edition, finishes it.

DOES ADVERTISING REDUCE THE COST OF THINGS?

The central theme for discussion at the June convention of the Associated Advertising Clubs of the World, in St. Louis, is to be that of the relation of advertising to the cost of living.

Half-informed economists have been urging, lately, that the expense of advertising is a direct tax on the consumer, and that prices of commodities would be much lower if advertising were to be abolished.

This newspaper has often discussed this subject, and its readers are pretty generally aware that such a contention is wholly unfounded. But so long as there are people who make the contention, in good faith, there will remain others who will accept it as true.

Advertising is properly included in the cost of distribution, BUT OPERATES TO REDUCE THAT COST, and thus to reduce the prices of the commodities to consumers.

When a store is equipped to do a certain volume of business—when, without much extra expense, a maximum volume of sale may be made—and when, instead of making the maximum number of sales only a minimum number are made, the per-sale profit must be fixed that it will meet fixed overhead expenses. Only through advertising may the maximum volume be attained—and thus the minimum per-sale profit made possible.

A merchant must make his expenses and earn his profits through the goods sold. If he sells a great volume of goods, his net profits are assured on a basis of small profit margins on each sale. If he sells a small volume of goods, while facing the same fixed charges, he must collect his running expenses and his profits from a smaller number of buyers—and each buyer must pay a larger share.

Readers of advertising know that this works out in actual business life. They are suspicious of the merchant who does not advertise adequately, for they know that he is not making quick turnovers of stocks, and that he is carrying a lot of dead wood his capital tied up on his shelves and counters, instead of being turned over three or four times in a year.

The principle works out almost automatically. For the merchant who advertises knows that he must base his prices on a small per-sale profit if he would secure a large volume of sales within a brief space of time. With the education of women in values, which is going on all the time, no unjustified prices could be fixed and successfully imposed by a merchant. Yes, advertising DOES REDUCE THE COST OF THINGS.

Winter Wheat Needs Reseeding.

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are becoming more reasonable. Wal-



West & Co
THE QUALITY STORE

Just Received

PARASOLS

Our 1917 line of PARASOLS Has just arrived and are ready for your inspection

If you haven't bought your summer parasol this is a splendid chance to have your pick of the latest designs. See the New

SPORT PARASOLS

In our window. Just the thing to go with your sport suit or skirt. Everybody will buy Parasols this year. There have been seasons when fashion ignored them—now she demands them. Call while the line is new. PRICES 85c to \$5.00



Our First Showing of Graduation Gowns

Have you noticed our window display of graduation gowns? If not you should see it and then come in and let us show you the rest of them. They are beautiful.

—YOUR INSPECTION INVITED—

Where the stand has been reduced there is only part of a crop. A disk- ing up of the ground and the seeding of bald barley makes a very fine hay. Mr. W. D. Campbell of the Mount Glenn section has done this several seasons past where the alfalfa stand was thin, and has produced a good tonnage of hay. The thickening up of an alfalfa stand by sowing alfalfa seed upon the whole field has not proved satisfactory. Where an alfalfa stand is too thin to make a good crop, and still hesitates to plow it up, the seeding of barley or some other grain to thicken the stand is probably the best thing to do.

North Powder News

North Powder, May 7.—(Special)—The evangelistic meetings closed in North Powder Sunday, May 6. A large number of singers and others came down from Baker and the meetings closed with a big and rousing meeting. Rev. Lines and Prof. Huggins and their helpers have been in town for some time and have had a series of meetings. The crowds have been good and a great interest has been manifest in them. A number of converts were made and the local church at this place will be greatly strengthened by these meetings and the best wishes go with these earnest workers into their next field of labors. Mike Emery is the purchaser of a new Ford and is diligently learning how to run it. He claims that he is an apt pupil and will soon have the car mastered so that he can keep in the main road.

Miss Dora Mann is expected home today from Portland on her vacation. She will visit her father and mother, Mr. and Mrs. S. C. Mann. She will be here for some time and renew her acquaintances and friends.

The marriage of Earl Willis and Miss Violet Beyer is announced. The event occurred in Baker on April 28. The friends of this young couple wish them happiness.

Friends in Council met with Mrs. J. O. Pilcher on May 2. Members responded to the roll call with current events. The study hour was devoted to trees and how to beautify a town with them. Mrs. Riggs gave a reading, Miss Hughey sang two solos and Mrs. Laughlan gave selections on the piano. The next meeting will be held at the home of Mrs. Shaw.

Mrs. Walter McGrath entertained a number of friends on Saturday evening at five hundred. The prizes were earned by Mrs. Coughanour and Mr. Frank Wilson. Consolation by Mrs. Hudleson and Leslie Olson. A large number was present and all had a fine time.

Mrs. Wickes was brought back from Hood River on Saturday morning and is not so well as she was when she was taken down there. Mrs. Wickes did not improve in health as it was anticipated she would when she was taken to a lower altitude. She is very ill and the change only seemed to aggravate her condition.

Charlie Hutchinson and family have moved out to their country home where they will spend the summer. Little Helen is staying in town with relatives and will complete her school. Hartwell Yorke has bought out the interests of Charlie Dustin in the grain business and he and Evans will continue in the business. Mr. Dustin will go on a ranch and raise grain instead of buying it.

Ed Sencerbox has rented the Wiley Dalton place and will put in a large crop on that place as well as his homestead. He moved his family out to the homestead and will soon be out there himself as soon as he has his

crop in on the Dalton place. Hutchinson-Forsstrom Co. opened their new store last week in the building formerly occupied by the Forsstrom-Pilcher Co.

The Rebekahs gave the Odd Fellows a reception at the hall on Saturday evening. The occasion being the 98th anniversary of the order. The program was music, speeches and games. Refreshments were served and all voted it a splendid time.

Mrs. Rose Shaw and daughter Afie are visiting with friends. Mrs. Shaw is now living in San Francisco. She used to live in North Powder but left here some years since and this is her first visit here since she left.

Chris Peterson has purchased a new "Ford."

Mr. Hudleson has had a flowing well put down in his warehouse and has built an extension over it. The depth of the well is reported at 268 feet. Mr. Hudleson intends to have it piped into his house.

It is reported that Ellis Hess had to undergo a second operation for appendicitis at Hot Lake.

Dr. and Mrs. Law spent Sunday at the home of J. A. Pilcher and wife on the North Powder.

The ranchers near the mountains and foothills will not plant wheat this season on account of the late season. Large crops of oats and barley will be put in but owing to the lateness of the season they feel sure that wheat will not mature so they are going to put in quick growing crops of oats and barley.

A large acreage of potatoes will be grown in this vicinity. The ranchers in the dry districts are putting in from one to five acres apiece and the potatoes make a good crop in the dry belt.

A number of people in this vicinity are sick with the "grippe." Several are confined to the house and some have been kept in bed by the disease.

Cove News Notes

Cove, May 8.—(Special)—The Parent-Teachers' association met Monday evening at the high school building and elected the following officers for the ensuing year: President, Mrs. Louis Peck; vice president, Prof. R. J. Allen; secretary, Miss Dena Lund; treasurer, Miss Hattie DeBorde. The meeting adjourned to meet the last Friday in the month.

Mrs. A. R. McKennon of Portland, who has been visiting her sons Harry and Robert French, returned to her home Saturday.

Karl Stackland has charge of the government weather station in Cove and is prepared to give warnings of coming storms and frosts.

Jim Russels, wife and daughter of La Grande, attended the services at the Episcopal church Sunday morning.

The Rt. Rev. Robert L. Paddock, D. D., Bishop of Eastern Oregon, preached at the Episcopal church Sunday morning.

The girls of the National Honor Guard, assisted by the Boy Scouts, will give a patriotic program Thursday evening, May 10.

Wm. Breshers is painting his new bungalow.

Rev. E. O. Otto and family have returned from Baker City where Mr. Otto has been under the doctor's care for several weeks.

Born to Mr. and Mrs. Harry Lincoln of Bear creek at the home of Mrs. Lincoln's parents, Mr. and Mrs. Newcomb in Cove, an eight pound boy.

The Busy Bee Sewing circle met at the home of Mrs. Royal Jones last

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THE SUCCESSFUL BUSINESS MAN



uses the commercial bank extensively. Business could not exist without it. If you're not a client of ours there are many reasons why you should be. Our bank not only affords a safe place for your money, but pays interest as well. Let us explain our methods to you.

La Grande National Bank