

EDITORIAL PAGE OF THE LA GRANDE EVENING OBSERVER

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SUBSCRIPTION RATES.

Table with columns for 'By Carrier', 'By Mail', and 'Daily, by mail per year, in advance'. Includes rates for single copy, weekly, monthly, and yearly subscriptions.

LORD NORTHCLIFFE.

In mentioning opportunities yesterday we overlooked one opportunity which is open to the newspaper men of the United States.

Who will be the American Lord Northcliffe?

You may talk about your uncrowned kings and leaders in England, but the real man who wields the power in England is Lord Northcliffe. His career is such as to dazzle the youth of any land. When a boy he conceived an idea for a boy's paper, got on the train and went to London and put the project before an experienced magazine editor. It was accepted. The youth, barely out of the academy, was made the editor. The paper was a fair success. He learned the publishing business. Then he decided to branch out for himself, got married, and found a partner, started a magazine. The paper at first did not pay. The young editor faced bankruptcy; his partner turned over to him his interest rather than put out any more money. Then by a series of brilliant advertising schemes Northcliffe put his paper on a paying basis. He bought another magazine, made it pay. He started others. He bought an old, decrepit daily paper; made it pay. He bought the London Daily Mail; then he rose to the pinnacle of world journalism by buying the London Times. Then John Bull sat up and took notice and commenced studying his new boss. For Northcliffe is really the boss of England so long as he doesn't abuse his power. He has the facilities for investigation. When the London Time speaks it tells the truth. When John Bull has heard the truth often enough he speaks and acts. Northcliffe has been the ex-officio runner of the war in England. He pointed out the munitions shortage. John Bull got busy and saw that there was more ammunition on the front. Now he is getting after the Admiralty for its slowness in putting the submarine where it belongs. John Bull immediately proceeds to put pep into the Admiralty. No newspaper in the United States occupies a similar position to the London Times. The New York World is the nearest approach to a newspaper in the United States which has a long record of worthy reforms actually accomplished. There is room for a newspaper like the Times in the United States, one that would speak the voice of the people and to whom the people would listen.

WHY SHOULD EVERY PATRIOT JOIN THE RED CROSS?

(By Leonard Wood, Major General U. S. Army.)

Every man and woman owes it as a duty to the country to become a member of the American Red Cross. Mem-

MIDDY BLOUSES

The season for Middy Blouses is on full sway and we have many new ones to show you. Some with stripes, plain, and some with striped collar and cuffs; in fact, all the new designs of the season. Come in and look them over. Prices and sizes to fit everyone.

\$1.25 to \$2.00



WASH DRESSES

A splendid line of wash dresses, skirts, and midday blouses for summer are on display at our store.

Some skirts with blouses to match, and some in one-piece dresses.

Many pretty designs in combinations of white, with the darker colors.

Your inspection invited

Are You Patriotic?

Of course you are, but show the world that you are. Show your colors in some way. We have just received the latest design in a midday. A red, white, and blue, in two designs. See our window display of them, they catch your eye immediately.

Prices \$1.50

Red, white and blue handbags are also new. See them in our window in two sizes 65c and \$1.25



bership—it is as low as one dollar—should be universal. Instead of having a membership of 500,000, as at present, the American Red Cross should far exceed the 1,800,000 membership in Japan, the 1,400,000 in Russia and the million each in France and England.

Membership alone does not necessarily imply service. It means merely that one helps to support the administrative organization directing the work of the Red Cross.

After membership there is opportunity for service with the Red Cross. Every chapter has its workrooms and its classes. It has trained instructors in the preparation of hospital and surgical supplies needed here and abroad.

Many chapters have classes in first aid to the wounded, home care of the sick, home dietetics and in the making of surgical dressings. All of these are at the service of women who wish to aid their country.

The functions of the Red Cross, however, go far beyond service in military hospitals. In addition to the department of military relief is the department of civilian relief, equally large and equally important.

Dependents of fighting men cannot be neglected. Red Cross committees, assisted by expert investigators, take

care of children who need aid. The needs of convalescing soldiers from the front will be looked after.

The Red Cross is the only organization authorized by the government to render war relief service. It acts under a charter from the government. Congress passed the act incorporating it. This act made the president its official head and placed representatives of the army and navy on its directing staff.

In other words, the Red Cross is officially as much a part of the government machinery as the army itself.

Despite this official standing, however, the Red Cross must depend upon voluntary service of women and men. It is the great volunteer army that is serving humanity as well as the nation. And it is an army made up largely of women.

New Members of Red Cross.

New members of the Red Cross are: Mr. and Mrs. C. E. Short, H. R. Patterson, H. V. Melville, Miss Pauline Lederle, Mrs. J. A. McCarthy, Mrs. L. D. Noah, Mr. and Mrs. C. H. Conkey and Mrs. F. C. Harding.

H. C. Grady, Mrs. Chas. Duffy, Mrs. Sam Andrews, Mr. and Mrs. R. L. Poarch, Mrs. H. L. Lyons, Mrs. J.

T. Dell, Mrs. Herman Seigrist, Dr. and Mrs. A. L. Richardson, Mrs. Ellen H. Cross.

Sweet clover is being cultivated in practically every state in the Union. At the present time the largest acreage is found in the western North-Central states and in the mountain states.

AT THE HOTELS

Foley.

Dr. J. P. Johnson, Joseph; W. Wessinger, B. G. Thompson, E. F. Wentworth; J. H. Watson, W. L. Lightner, L. J. East, W. D. Baird, Portland; Princess Wah Let Ka, Colonial; Mr. and Mrs. Victor Royal, New York; J. C. Shea, M. H. Nichols, Western Electric; G. Radke, Seattle; Hazel Foster, City; W. L. Sergeant; J. E. Rohenstein, San Francisco; Fred Gunderson, Palmer Junction; Thos. Duncan; G. W. Cain, Tacoma; L. B. Downing, S. H. Wood, San Francisco; G. D. Botsford, Spokane; F. H. Warner; A. J. Poley, Enterprise; C. L. Merrick; J. H. Yost; N. T. Callitte, Fresno; R. D. Howell, Joseph; J. J. Willey, Baker; J. P. Irwin, Pendleton; R. N. Partridge, Seattle.

Sommer.

R. H. Allan, A. V. Wells, J. E. Tourtellotte, David B. Seiger, J. L. McLaughlin, C. E. Hall, H. W. Harrington, H. A. Williamson, J. B. Winstanley, Portland; E. C. Peterson, Spokane; J. W. Crowley, F. L. Wisherd, St. Louis; Gerard Element, W. J. Wiswall; H. E. Brown, J. M. Ross, Walla Walla; G. H. Vincent; C. F. Whaley, St. Paul; J. W. Holbes and family, Newport; E. H. Taylor, Jr., Tacoma; H. B. Hayes and wife; Mr. and Mrs. W. A. Crank, Seattle; W. H. Lines, Boise.

Savoy.

Thomas Gilbraith, A. Munro, J. G. Kilpack, Portland; D. W. Moffatt, Boise; W. D. Butler and wife, Mr. and Mrs. C. H. Reeves, Seattle; W. R. West, Walter Ingerson, Kamela; J. D. Broughton, Fannie Broughton, Cove; H. G. Hale; W. S. Daugherty, Baker; F. W. Smith, Enterprise; Jas. Kinney, Joseph; Chas. Johnson, P. Anthony, Portland; W. E. Ruckman, Imbler; J. C. Bowser, O. M. Hatch; W. W. Mark, Pendleton; W. E. Robinson, O.-W. R. & N.; R. J. Kitchen, Union; L. Young, Echo; W. J. Mars, City.

Our want ads bring results.

Colonial Theatre

TONIGHT

The Cherokee Indian Seeress

WAHLETKA

7th Daughter of the 7th Daughter

Will Answer Your Question, Will Read Your Mind

Born With A Mystic Veil

SPECIAL MATINEE

For Ladies Only Friday Afternoon

-ALSO-

The Closing Chapters

Lass Of The Lumberlands



A BANK'S STRENGTH

is known by the statement it issues for the benefit of the public and its stockholders. How it accumulated its great strength and turned liabilities into assets is done through wise and judicious methods. Read over our statement. It tells how we did it.

Report of the Condition Of

La Grande National Bank

AT THE CLOSE OF BUSINESS MAY 1, 1917

Table with columns for Resources and Liabilities. Resources include Loans and Discounts (\$846,871.25), U. S. Bonds (112,000.00), Real Estate, Furniture, Etc. (59,294.60), Stock in Fed. Reserve Bank (7,200.00), and Cash Assets (Total \$1,436,037.87). Liabilities include Capital Stock (\$200,000.00), Surplus (40,000.00), Undivided Profits (5,228.99), Circulation (72,000.00), and Deposits (Total \$1,436,037.87).