

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 President H. B. LEITER Vice-President CLARKE LEITER 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.

Table with 2 columns: Subscription Type and Rate. Includes rates for Daily, Weekly, and Monthly subscriptions by carrier and by mail.

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.

WHAT WILL YOU DO?

If you saw a little child lying on your doorstep dying of hunger, would you pass him by and go in to your own abundant meal? Or would you leave him there because you thought someone else in your street would probably feed him as much as he needed? Or, perhaps, because your husband is very particular about his food and the child might require something that he wanted and he would be cross? Or, just because it wasn't your child, anyway, so why think about it? The idea, even, of such cold-hearted conduct would bring a cry of protest from the women of the United States. Yet, that is substantially what many of you are doing. The fact that the child is not actually on your doorstep does not alter the principle. Realize him! Visualize him and all his tiny, suffering brothers and sisters in Belgium and Northern France. Realize also that from America must come the food for them. Sign the pledge card of the United States Food Administration and be comforted with the knowledge that your thought and self-denial are helping to feed the babies across the sea.

ZACH. TAYLOR'S SYMPATHIES.

Mr. George Creel, chairman of the committee on public information, presented in the "Official Bulletin" for October 16 some records of the administration of Zachary Taylor. Taylor was President in 1848 when the German people were trying to overthrow Prussian autocracy. Taylor had his Secretary of State write our envoy at Berlin

Rippling Rhymes

By WALT MASON

Heartrending.



It must be trying to the soul to do at home one's peaceful stunt, and hear each day the query droll, "Why aren't you fighting at the front?" Perhaps the stay-at-home can spring a reason why he spills no gore, but it must jar like everything to tell that reason o'er and o'er. The matrons view him with disdain, as for the soldier boys they knit; their glances say, "Your life is vain—why don't you try to do your bit?" The blooming damsels coldly gaze upon the friendless, outcast wight, and sigh, "We'll have no truck with jays who stay at home when brave men fight." The children see him pass their school, and cry aloud, a ribald horde, "The corkscrew is this slacker's tool, while other young men ply the sword." He may have reasons good as wheat for staying home and baling hay, while martial neighbors go to meet the prune-fed Prussians in the fray; but who will listen while he tells the reason why he doesn't go? Men say, "If you'd be wearing bells, you ought to swat your country's foe."

(Copyright 1917 by George Matthew Adams.)

Summerville Notes

SUMMERVILLE, Ore., Oct. 23.—(Special.)—Gene Becker, owner of the Summerville Meat Market, is one of the most "sought after" men in town, and he is like a flea—he is there, and you look again and see only the dust of his lightning speed Ford.

It's apple picking time in Oregon and at \$2.50 a day for women, its not a bad time. The annual Halloween Bazaar and social by the Ladies' Aid will be on next Saturday evening in the hall. You will be sure to find something you will want to wear or to eat, and above all, you are sure to have a good time. Come.

Cheate and Hale have good squash for sale. Mr. Enos Fisher, a hearty man of 79 years, and one of our old pioneers, drove to Imbler the fore part of the week and invested in a good sized Liberty Bond.

Four of C. W. Oliver's children are attending school here.

Miss Della Slack visited the dental parlor at Dr. Brown's of Elgin last Saturday.

Billy Bay and family have moved to the Pleasant Grove district for the next school year, so that if the snow comes "three or four man deep" next winter the girls wont have to stay at home. They are living in the S. D. Ficklin home, just north of the school house.

Mr. D. L. Sanderson and family were Elgin visitors last Saturday.

Mr. and Mrs. Leo Niederer motored to La Grande a few days ago.

The Sion boys and their families from Perry, Oregon, motored to Pumpkin Ridge last Sunday, to visit with relatives.

George McDonald intends to close his threshing season within about a week.

It is reported from a reliable source that Miss Oral Oswald and Mr. John Williams are henceforth to be known as Mr. and Mrs. John Williams. Long life to "Yes, me hearties."

Mr. Harlen Huffman and family of Elgin motored over a few days since, bringing with them Mrs. L. Fine, who had been visiting with relatives and friends over there and on the Flat. Mrs. Conrad Nilderer from La Grande was a passenger on the stage on its return from Imbler yesterday morning.

Prof. Starr and family had a little grief mixed in with their joyride last Sunday.

The young folks enjoyed a "weenie" roast Saturday night.

Frank Ott is having his house remodeled. Charlie Tameris is the carpenter and architect combined.

Mr. Stein did some papering and painting at F. Slack's.

Many potatoes from here and vicinity are being stored in the warehouses at Imbler and the Ott Building here.

The Eastern Stars and Odd Fellows met in regular session in their respective halls last Saturday evening.

A strong sermon on "The Golden Age" was preached by our pastor last Sunday evening.

To stint your usual buying—to practice senseless "economics"—is to help bring about poor business conditions from which all would suffer. It is a time for sanity—not for following the impulses of fear and baseless apprehension. The country is highly prosperous. Money is plentiful—will be more plentiful as the months go by. Buy what you need.

that "all the sympathies of the Government and of the people of the United States," were with the movement to overthrow autocracy. The great Americans of the past would oppose the present war.

THE MERCHANT'S OPPORTUNITY.

Merchants know that, in spite of war conditions, many commodities have not advanced greatly in price.

They know that some things are costing far less than the economic conditions might warrant.

They know that the average man and woman have an impression that "the high cost of living" applies to all things needed in living.

Thus the merchants have an opportunity to tell the truth in detail to their customers. They may explain the rising of some necessities, and the slighter increases in the costs of many other commodities.

Particularly may the merchants emphasize, in their advertising, the strange fact that a majority of so-called package goods, nationally advertised products, have not advanced at all in selling price, even while manufacturing costs have greatly increased.

The manufacturer of a widely advertised article or commodity, the selling price of which has been fixed in the public mind through long years of familiarity, must now rely upon a larger volume of sales than usual if he is to avoid serious manufacturing losses. The merchant should help him win this larger distribution, thus serving at one the public interest and the interest of the manufacturer who prefers to stand by his peace time prices for his commodities.

If advertising had performed no other service for the people than this service of having made it possible for manufacturers to maintain moderate prices under war conditions, advertising would have fully justified itself.

Advertising, in these days, should carry price news that has in it an element of good cheer. Such news will be wide-



Your Duty To Your Country

From cut of the smoke of the battle there comes to us this Fall, the most fascinating designs in Ladies' Coats and Suits it has ever been our pleasure to exhibit

Quality is conspicuous in every thread of fabric and finish. They look what they are, the masterpiece designs of the great French Couturiers.

Visit our exclusive ready-to-wear department and see these new Coats and Suits. We have them in all prices—

Coats from \$15.00 up — Suits from \$20.00 up.



WAR!

Cannot Dim French Supremacy

Comes first—then to yourself. You must be careful in buying your wearing apparel, the same as anything else, your clothing, shoes, and dry goods.

When we guarantee our garments we mean that we will absolutely refund your money if they do not give entire satisfaction.

Do you know of a better business proposition?

Neckwear Just In

Your Tailored Suit will be twice as smart with one of these JABOTS High-crushed net stocks with fluffy Jabots attached. All daintily laced-edged. Very trim and smart!

Come in and look them over. We have a fine new line of all kinds of collars.

Prices

SHOES

Have you seen them? Surely you have not seen them all—every shade and color combination, in cloth top and kid top. We want to show them to you whether you buy or not. They're not all in the window.

Gray, taupe, brown and ivory are leading shades now. Many combinations of these.

Party Gowns

A most gorgeous line of New Party Gowns are here for your inspection today.

We want you to see them while the stock is complete.

See our window display and then come in and we'll show you the rest.

New Party Slippers

Just in! A new shipment of Slippers. See them in our window—come in and try them on. We're glad to show them to you.

- Genuine White Glove Kid Pumps, plain. Price \$6.50
White Satin Pumps \$3.50 and \$4.50
Black Satin Pumps \$3.50 and \$4.50
Black Kid Pumps \$6.00
White Satin, Silver Cloth quar. Price \$6.50
All Silver Cloth Pumps \$7.50



ly and eagerly read, and will have an important part in safe guarding the country from the dangers of a period of needless and senseless "economics." For while it is true now, as in peace times, that WASTE IS CRIMINAL, it is equally true that to deprive oneself of needed things is a species of false economy which has no justification in either logic or conditions.

The Woman Who Pays



by check instead of in currency escapes a lot of worry about money matters. She has an accurate record of where her money goes and a receipt for every penny she has paid out. Besides it's so much safer to have the cash in the bank than in the home. Our special department for women will be glad to give information.

La Grande National Bank