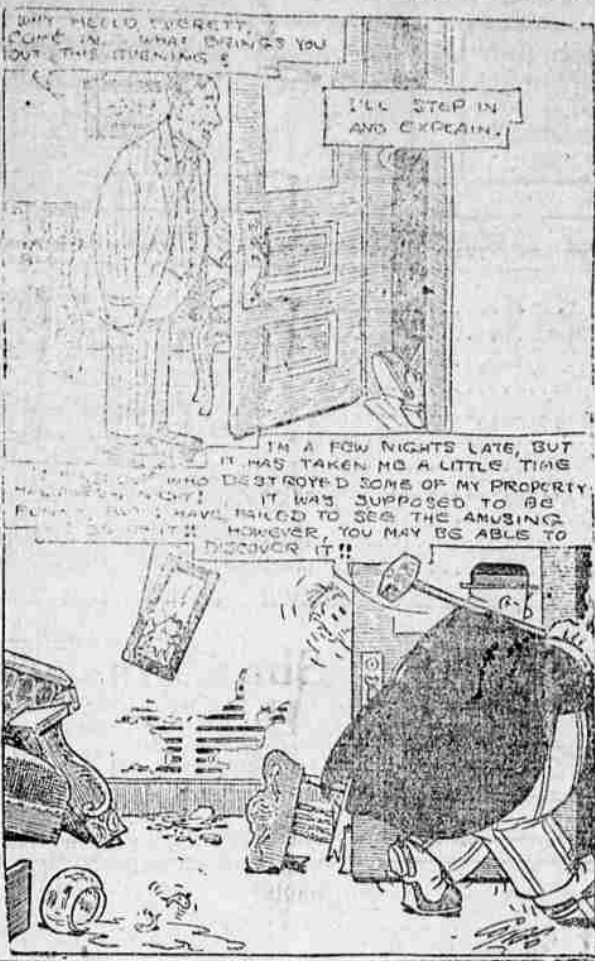


LET PEOPLE WITH MONEY KNOW WHAT YOU HAVE FOR SALE

OUTBURSTS OF EVERETT TRUE



WHY HE ADVERTISES
"Advertising" means literally a turning-towards something—a directing of the attention. The question was once asked of Theodore N. Vail, president of the American Telephone and Telegraph Company, "Why do you feel that it is necessary to advertise? Everybody knows about the telephone."

FROM EXCHANGES

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EDITORIAL COMMENT

It has been dinned into our ears for generations that the Willamette valley does not need irrigation, and we have finally come to accept it for the truth; but it was also dinned into our ears that the Willamette valley could not grow corn, and yet we are holding a corn show in Eugene this year that will open people's eyes.

KNIT BAG TERMED THIEF CAMOUFLAGE

TACOMA MERCHANTS SAY SHOP-LIFTERS CAN HIDE BOTY.
In Future All Women Who Enter Stores With Knitting Bags Will Be Viewed With Suspicion.

TACOMA, Wash., Nov. 29. (Special.)—The "handwriting on the wall" has been writ for the knitting bag but not by Tacoma women. They have lo, these many weeks placed their hearts in the capacious "innards" of that gay and giddy cross between a suitcase and a laundry-bag, with room and to spare for everything from a powder puff to a half-knit sweater for "him," and from party shoes to all the necessary garments for a week-ending in the country.

Tacoma merchants have spelled the doom for the knitting-bag. From now until at least the Christmas rush is over every Tacoma woman who carries a knitting-bag into a Tacoma store will be under suspicion. She is as likely as not to have a store detective watching her, whether her name is spelled in letters of gold in Tacoma's social register or whether she uses the bag in which to carry someone's laundry home; though the bag be one to bring a ransom from an Oriental Prince or a piece of tickling left over from the last home-made pillow.

Merchants say they have lost more goods through shoplifting since the bags came into style than ever before.

HINTS FOR THE HOUSEKEEPER

Dried cow peas make a delicious soup.
Old pillow tops make good knitting bags.
Save every particle of chicken and turkey fat.
Save the water meat is boiled in to make soup.

MARINES HAVE NEW MACHINE GUN CARRIAGE



The machine gun is the vanguard of warfare, and in the present conflict has held a decisive role. Rapid transit for machine guns, supremely important, is insured by the new machine gun carriage here shown. It was invented by United States marine officers.

The Observer's Classified Ads.

SITUATIONS WANTED
SITUATION WANTED—High school girl wants to work for room and board in good home. Phone Black 842. 11-27-17.
FOR SALE—Autos.
FOR SALE—A new 1917 Ford car at a big discount. Call at the Maxwell Service station or phone Main 71. 11-15-17.
FOR SALE—Farm.
FOR SALE—200-acre stock ranch, 140 acres in alfalfa. Best water right in the valley. Next the Dr. Richardson ranch. Price \$18,000. J. H. B. Harrington, Lower Powder Aply Farm, Kenting, Oregon. 11-26-91 pd.

LOST AND FOUND

FOUND—A man's overshoe. Owner can have same by calling at Observer and paying for this adv. 11-27-17.
LOST—A small gold beauty pin, at the Red Cross bazaar. Phone Black 1332. 11-28-17.
LOST—A sunburst pin set with pearls and small diamonds, between 5th street and the depot. Liberal reward. 11-28-17.

MARKET NEWS

FRUIT—Bananas, 35¢@40¢ per doz.; grapes, 15¢ per lb., 2 lbs. for 25¢; apples, per lb., 4¢; lemons, 45¢ per doz.; oranges, 25¢@30¢ per doz.; pears, \$1.20 per box.
VEGETABLES—Beans, white, 15¢; beans, colored, 15¢; dry onions, 5¢ per lb.; celery (California), 15¢, 2 for 25¢; cabbage, 4¢ per lb.; cucumbers (hot-house), 15¢; fresh tomatoes, 15¢ per lb.; parsnips, 4¢ per pound; lettuce, 10¢; potatoes, \$1.75, 2 cts. per lb.; turnips, 3¢ per lb.; beets and carrots, 4¢ per lb.; sweet potatoes, 4 lbs. for 15¢; green peppers, 20¢ per lb.; squash, 3¢@2.12¢ per lb.; pumpkins, 3¢@2.12¢ per lb.; rutabaga, 4¢ per lb.
BUTTER—Fancy creamery, 60¢, \$1.15; ranch butter, 55¢, \$1.05.
EGGS—65¢ per doz.; storage, 50¢ per doz.
HONEY—20¢.
FLOUR AND FEED—Best of the Best (patent), \$2.80; Jersey Cream, \$2.80; Bluestem flour, \$2.85; Royal Patent, \$2.80; Invincible, \$2.90; Snow-drift, \$3.00; Upper Crust, \$3.00; None-to-Equal, \$2.85; Sea Foam, \$2.75; Best of the Best (straight grade), \$2.75; yellow corn meal, 75¢; rye, 80¢; 10-lb. oats, 75¢.

COMING EVENTS

Nov. 28 and 29—Wallowa County Rod and Gun Club Shoot.
Nov. 29—La Grande High School vs. Franklin High School of Portland, football game, 1 p. m.
Nov. 29 (Thursday)—Thanksgiving Day.
Dec. 2—Annual Elks' Memorial Day.
Dec. 3-8.—Home Products Week.
December 7, 8, 9.—"Older Boys" Conference for Eastern Oregon at La Grande.
Dec. 25—Christmas.
Jan. 5—Third officers' training camps open at various cantonments.

AMUSEMENTS

Arcade Theatre—Motion pictures.
Star Theatre—Motion Pictures and Vaudeville.

WE HAUL ANYTHING

From a suitcase to a carload. Nothing too large for us. Auto trucks, jitneys, good teams, large and small drays. Packing, crating, storage and shipping. Coal is scarce and hard to get, but we have good wood, full measure to "Keep the Home Fires Burning." Prompt and careful service. Office Phone, Main 10. Res. Phone, Red 1091. The J. D. Lynch Co. One Block East of Depot

A Wise Choice

When in doubt what to give for Christmas why not act upon this suggestion:

A Bank Account is suitable as a Christmas present for man, woman, child and is always acceptable.

It is, moreover, a gift that constantly increases in value from year to year. Its expense to you can be made as little as \$1.00—or as much more as you wish.

We will be glad to have you call.

United States National Bank

Business Directory

THE HAVOY HOTEL
J. M. STALEY, Proprietor
Phone Main 713
Strictly Modern. Steam Heat Hot and Cold Water in All Rooms.
DR. MARGARET INGLE—Osteopathic physician. Diseases of women and children and obstetrics.
PHYSICIAN, SURGEON AND OSTEOPATH
F. L. RALSTON, D. O., M. D.—Physician, Surgeon and Osteopath. Over Silverthorn's Drug Store, Rooms 12, 13. Phone Main 21.

TAXI-CABS
CALL GREEN 13 for a Taxi-Stand at the Foley Hotel.

VALLEY VIEW FLOUR MILLS

Rowe & Richardson, Cove, Ore.
WHITE QUARTZ Blue Stem Blend
GOLDEN HEART Hard Wheat
Graham Flour, I. X. L. Germ Bran, Shorts and Mill Feed

VETERINARY

DR. H. W. RILEY—Graduate Veterinarian Hospital, 1409 Madison Ave. State Stallion Inspector and Inspector of stock for shipment. Home Independent Phone, Black 41. Farmers Co-operative Phone, Main 112.

WANTED - - Apples and Potatoes

To store for shipping, we have modern warehouse facilities for handling your crop. LA GRANDE FRUIT CO.

ARCADE THEATRE

ONE NIGHT ONLY, MONDAY, DEC. 3

The Ben Greet Players

An All-Star Cast with GRACE HALSEY MILLS, in "The Merchant of Venice"

RESERVED SEAT SALE OPENS SATURDAY

ADMISSION—Lower Floor, \$1.00; Balcony, 50c, 75c. Add to above prices 10 per Cent for War Tax.

This is not a moving picture but a New York Company with an all-star cast