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Business Boom in the Spring.

The business outlook is better than it appears on the surface. While showing a tendency to exaggerate the present dullness, business men are already looking ahead to better times. If advertising plans mean anything—and they are probably the best criterion there is—the industrial and commercial revival is not far ahead.

Advertising men familiar with the national field say that large advertisers are making unusual plans for extensive publicity campaigns in the spring. This testimony is corroborated by a statement from Richard Spillane, a business expert well known for his writings in Commerce and Finance. He tells of one large monthly magazine which recently had \$302,000 of net advertising in hand for one of its spring issues, and expected to make it an even \$1,000,000 before the forms closed. That is said to be the greatest amount of advertising ever printed in any publication. Mr. Spillane's conclusion is, "Advertise."

It is undoubtedly good advice. Shrewd business men are planning to advertise on a big scale, because they believe prosperity is coming. If enough business men believe that, and follow their example, there will be no doubt about it.

Had Confidence in His Co-Workers.

One of the acts of the late H. L. Pitcock before he died was to name able men for important positions in his affairs. He appreciated the worth of Mr. Morden and Mr. Price and selected them to represent him when he was gone in business affairs, and he appreciated the honest work of Edgar B. Piper by stating in his will that Mr. Piper is to remain as managing editor of the Oregonian as long as his health will permit. In this selection Mr. Pitcock not only took into consideration the best interests of the Oregonian, but he chose the man for the big newspaper that the Oregonian's family of readers would have chosen by a big majority if they had had the opportunity.

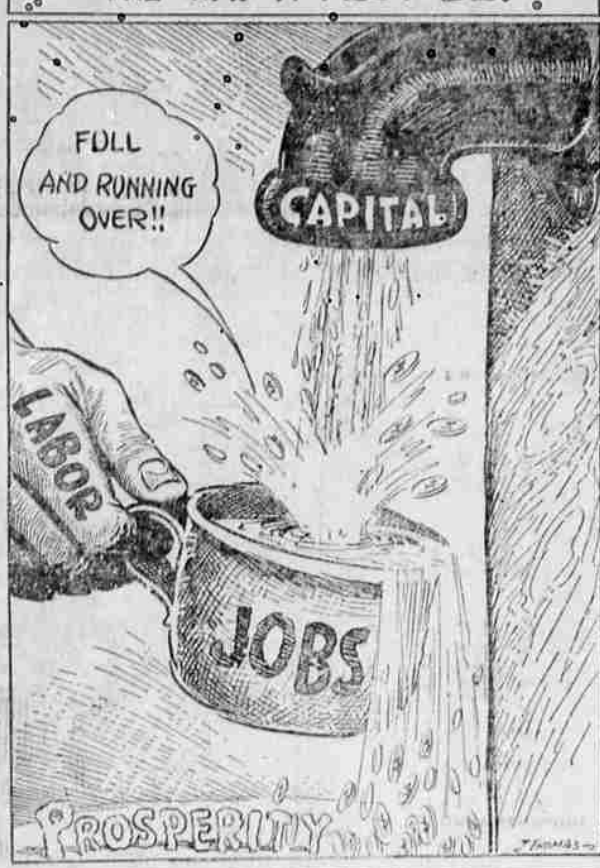
Changing the Ballot in Oregon.

It is not only refreshing but it is almost joyful to see that the present house of representatives in the state legislature has had the courage to pass a bill reviving the old Australian ballot which provides that political parties shall appear on the ballot in columns instead of the jumbled-up mass that now confronts the voter when he enters an election booth. Let the state senate follow the lead of the house and pass that measure and it will become a law, thus putting an end to the political trick which has been worked on the people for years by the formation of a ballot that was intended to be confusing.

In Baker the police department must have a man or two every night and if they can't get men they take boys. Recently they put three of the best boys in Baker in jail and kept them overnight for snowballing. La Grande may have its faults and the may quarrel with her police occasionally, but no policeman lives who could find a job in this town, and who is as fine as the boys in Baker.

Compulsory registration and compulsory voting as embodied in a measure before the legislature suits The Observer fine. If people were forced

THE WAY IT MUST BE.



THE FORUM

The Place Where Everyone Has His Say.

MR. GARRICK AGAIN

Editor Observer:
In the issue of Observer Feb. 1st, there appeared an able article from the Rev. W. W. Ketchum. It was headed with the question "Who is Jesus Christ?"

This is the question of the ages. Surely the time has come for man to find the correct answer if ever he is to gain that knowledge.

Nothing but man's lack of faith has in the past prevented him from learning the correct answer to this all important question.

As the Creator of all worlds He showed Joshua how to control the

multitudes of this earth.
As the God of the spirits of all flesh He in the meridian of time came to this earth and clothed himself with a body of His own production, laid aside part of His glory and assumed the position of a subordinate, operating in the capacity of his son, Jesus Christ. He obeyed all the commands of the Father, even to the laying down his life to pay the penalty for the breaking of his law, given to Adam at the beginning, thus removing every obstacle that prevented mercy and justice from embracing each other. And according to Isaiah and David He stands forth as Jehovah. The author and finisher of man's redemption, in Him Paul discerned all the fulness of Father, Son and holy ghost, embodied.

Now Mr. Ketchum, your question is answered. I trust to your satisfaction.
Jesus Christ is the eternal God, the creator of heaven and earth, the Father of our spirits, the redeemer of our bodies, the omnipresent, omnipotent, in whom dwells all the fulness of the God head bodily. Col. 2:9.

Very sincerely yours,
L. GARRICK.

The Man Who Frowns

The man who does business with a scowl doesn't do much business—does he? Whenever you have business dealings with anyone you prefer those who make you welcome—make you feel you are welcome. We welcome you here with a wholesome, hearty welcome. It is not measured by the size of your bank account. The welcome is for you. Old men or young men, women or children will find a cordial greeting awaiting them here.

We are a Bank of Personal Service.
La Grande National Bank
Member Federal Reserve System

Mammoth Registered Jacks

We Have 18 Head of the Right Kind
Selected with plenty of bone and weight; 15 to 16 hands high, 1800 lbs. and over; and you get black with white points. Fully guaranteed. We price them at our barns in Moscow, Idaho, and Walla Walla, Wash., at a living price, in order to sell them quickly and without the expense of peddling them around at long prices.
Come and see them. Your eye will not disappoint you. If you want a jack or stallion, call us up by phone or write.
C. W. BROWN
Box 214, Moscow, Idaho, or Grand Hotel, Walla Walla, Wash.

AROUND THE EDGES

And the wire read: "Ship my overcoat to Portland by express at once." It was received by Jim Corbett and was sent by Dick Buckley from St. Paul. Corbett said a dollar fee on the message. He did not like it very well, so he went down town and bought the dirtiest, filthiest overcoat he could find—one that had been used by a hog tender, and with the assistance of William Ash, tied it in a beautiful package and expressed it to Dick. When it arrived at Dick's home in Portland there was company for dinner. "You see," said Dick to his guests, "they can talk about city stores all they choose, but as fellows from the bunch grass section know where to buy clothes. Bill Ash never jobs anyone and he knows just what I want. Here is an overcoat that is a real coat—no bunk about this coat." And with that he clipped the tie that bound the package and out rolled the hog man's coat on the dainty dinner table which Mrs. Buckley had arranged for her guests. The odor was terrific and Dick saw in a moment he had been jobbed. The express bill was "collect." Jim got even with Dick for the price of the message and he and Ash had more fun than did the small boys on Silverthorn's corner the other night when a bulldog and a collie mixed it.

Enter Jake Gulling who is "ramrod" down at the railroad men's haven of rest. Two men were talking and Jake overheard them. One said "This Elks' lodge business is spreading over the world. The kaiser was exalted ruler of the Berlin lodge, King George is exalted ruler of the British lodge, the king of Italy is exalted ruler of Italy's lodge, and—" But he got no further, for Jake took a hand, "what you guys talking about—where's the gray matter in your cocoanuts? What in seven hundred kinds of Grande Blende wind do you mean, anyway—you blokes think you're smart and I want to tell you there is not a particle of real good sense—the kind that God gave horses—within any part of your blooming skulls." And then Jake added a few little words to make things run smooth, invited each of them to go into the gymnasium and he would knock his block off with one head tied behind him. A little later Joe Egan and a friend of his marched up the railroad track wondering why Jake took exception to the conversation that had just taken place.

When Price Gates was chief of police of New York there were many perplexing problems up for consideration, and it is now pretty generally admitted that the doctor made a deep study of criminology which has later enabled him to give officers in small cities a good many tips, which tips have always proved correct.

Here's one on Fred Currey. He's not here so it is safe to tell it. He was in Chicago once and went to the general delivery after his mail. As he passed the wicket a very good-looking girl was on duty and Fred said: "Is there any mail for me today?" Quick as a flash the young lady leaned over in a friendly way, saying "No, Jim, not a thing came." It is evident both had at some time in their lives had the unalloyed pleasure of having lived in a small town where everyone knew his neighbor.

Fred Meyers recently fell in with the allied hand which is giving concerts over the northwest and to his great surprise found a number of his old-time friends from Canada who had been fighting overseas and are now on a little recreation trip. The boys had many good stories to tell to Fred. One

was about three thousand Americans who were encamped close to the Canadians. Orders were strict that no American soldier could take a drink and every one of them was as dry as a hot day in August. The Canadians were very anxious to help out the Yankees along the line of slaking their thirsts, but they were afraid. Always a way where there's a will, however, and it was not long until the Canadians would go over in bunches to visit the Yankees, and the Yankees would trade uniforms with them. Soon a new crop of Canadian soldiers surrounded the refreshment tent and all was well and good. In due time they would return and change uniforms, so that an American uniform never disobeyed orders, but the men in them had their own way of doing things.

One old patriot never lets the flag become tarnished and that is now other than A. J. Martin, the old trusted O-W. employee. As soon as the big flag in the railroad yards began to show signs of soot and dirt from the engines Mr. Martin begins taking up a collection to buy a new one. He is a friend to the flag wherever it may be.

In the sixth grade the teacher asked her pupils who are studying Alaska many questions. To one little boy she said: "Can you tell me what is the largest city in the north part of Alaska?" The little fellow said: "No me."

Not long ago Ed Kiddle and daughter were driving home to Island City. In front of them was a slow, poky automobile and finally Mr. Kiddle, parried his Franklin in the flank and passed the other machine. In the slow machine was Walter Pierce. Mr. Kiddle's daughter said: "Well, daddy, you go by him on the road, anyway."

Luke Ferguson, who now rides the pony to Baker every day, was laid out at Union Junction a few nights ago. One passenger remarked that Luke had an engine without a self-starter, but if that remark were reached Luke's ears he will hunt for that fellow the rest of his lifetime.

The train crew had to load two bulls at Union Junction the other night. The bulls were crated and sent by express. When the station agent yelled for help Conductor Grady in his portly position stepped up to the truck. "Now, boys, all together, lift a little more on that corner." Just then another voice from the other side with Irish accent yelled "Steady, there boys—be careful—these belong to the county commissioner." It was none other than the voice of Jim Corbett. When the train started a fearful argument arose between Grady and Corbett as to who lifted the most. The brakeman only smiled.

FARM FOR SALE OR TRADE
500 acres, 200 now in fall grain, 225 more ready to sow, balance splendid pasture. All fenced, good buildings, 5 miles to two railroads, water for irrigation, and all the tillable land can be covered.

Will take some income property as first payment and the balance in crop payments at 6 per cent.
This is splendid alfalfa land, and all can be irrigated. Price is \$75.00 per acre and this year's crop goes with it. Four hundred and twenty-five acres in wheat this year will be worth some money.

SECURITY LAND & SAVINGS CO.
2-14-31

A very large assortment of all kinds of correspondence paper in boxes or in pounds, with envelopes to match, also typewriter paper and typewriter ribbons you will find at Silverthorn's at moderate prices.
2-14-31

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON.

New Silk Skirts

These skirts are by far the most beautiful of any we have ever shown. The very newest of figured material made up in the most attractive styles.

We invite you to visit our ready-to-wear department and see these beautiful new skirts.

Also the new spring suits we are showing are very striking. Mary Ann "peace time" models are already appearing with plaids and folds. Also pretty trimmings of braid.

SEE OUR WINDOWS

PRETTY SPRING VOILES IN PLAIN COLORS
Blue, Apricot, Peach, Lemon, Sky, Pink, Light Gray, Dark Gray, Black, and Green.
50c to \$1.00 Yd.

Outing Flannel at Sale Prices.
19c, 27c and 29c

Open Sat. 8:00 to 6:00

West & Co.

Open Sat. 8:00 to 8:30

Security Insurance Agency
CHAS. H. REYNOLDS, Manager.

is in the front rank in Fire, Accident and Health, and Automobile Insurance.

Our Service is the Best
—We Write Bonds—

La Grande Mattress Shop
And Weaving Works

Mattress Making and Repairing, Feather Mattresses Made, Feather Renovating, Carpet and Fluff Rug Weaving.

All Work Called for and Delivered
ONE BLOCK EAST OF FLOUR MILL PHONE RED 632

It Pays To Read Advertisements

YOU'VE often heard the saying, "It pays to advertise." That is true. And it also pays to read advertisements—pays you. If you read advertisements consistently for any length of time you will agree that this statement is also true.

IT PAYS YOU IN MONEY SAVED. There are many real bargains offered from time to time in the advertisements appearing in this paper. Watch for them.

IT PAYS YOU IN SATISFACTION. When a merchant asks you to come to his store he obligates himself to sell you quality goods "as advertised." You have a right to expect satisfaction from what you buy and you get it.

IT PAYS YOU IN TIME SAVED. When you know exactly what you want to buy and where you want to buy it, you don't have to "look-around" and waste time finding it.

Don't YOU want to save money and time? Wouldn't you like to be sure of getting satisfactory service and quality goods every time you go to a store? Then read the advertisements and patronize the stores which can serve you best.