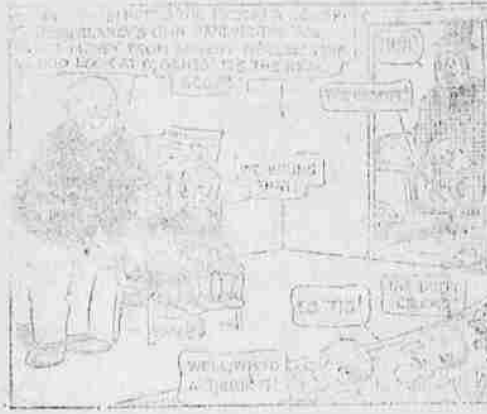
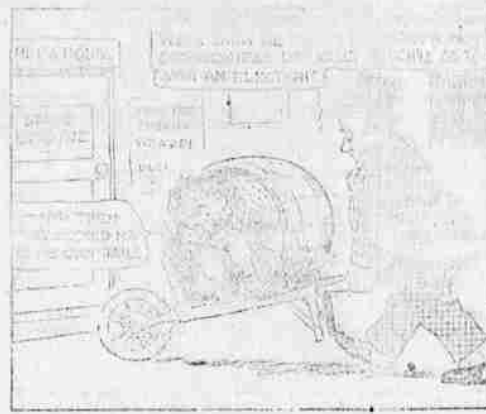
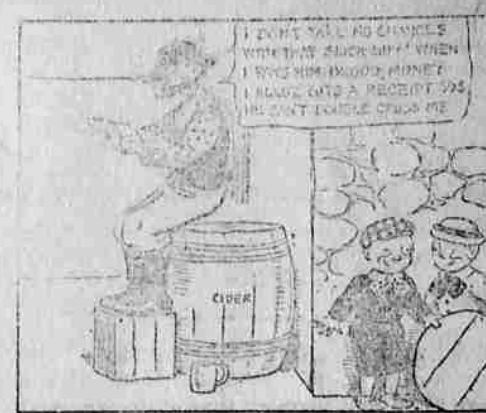


TIM -- THE KELLY KIDS -- TOM



DAILY TRAIN TO COVE OFF

UNION, Jan. 22.—Owing to bad conditions of portions of the railroad between Union and Cove, the local train has not been able to make its daily trip for several days.

25-15 Instead of 34-16. Anyway the Hamblers put up a sporty game and with their regular players might have told a different story.

ASHLAND HAS NEW CHIEF ASHLAND, Jan. 22.—Ashland's chief of police controversy has been definitely settled with the appointment and confirmation by the city council of Stanley Robinson to succeed J. W. Fletcher.

First Journal: "Germany Wants Peace"—headline. If we knew where it was we certainly would tell her.

Exchange is lower today than it was ten years ago.

"In the twelve years since the first campaign was launched the consumption of California oranges has doubled. The American consumer has been taught by co-operative advertising to eat nearly twice as many oranges as before."

Advertising, properly done, saves money for the consumer and makes money for the producer by driving out wasteful methods, increasing volume and cutting down the costs of selling and distribution.

Superfine Bread

made by

Machpherson's Bakery

La Grande, Oregon

Advertised Goods Reach You Without Lost Motion

A BIG PART OF THE COST OF LIVING TODAY MAY BE CHARGED TO LOST MOTION, TO SLOW, SLIPSHOD DISTRIBUTION OF GOODS, AND TO OLD-SCHOOL, WASTEFUL SELLING METHODS.

For example, every year tons of fruits and vegetables rot on the ground, because it doesn't pay to pick them.

Contrast this with the handling of oranges. \$1,000,000 a year is spent for advertising by the co-operative association of the California Fruit Growers.

And this advertising has kept down the cost of oranges. To quote an official of the Exchange:

"The cost of selling oranges and lemons through the California Fruit Growers'

Exchange is lower today than it was ten years ago.

"In the twelve years since the first campaign was launched the consumption of California oranges has doubled. The American consumer has been taught by co-operative advertising to eat nearly twice as many oranges as before."

"Had the orange industry remained on the old basis, there would have been no profit in growing oranges. New acreage would not have been planted. Old orchards would most surely have been uprooted and other crops planted."

Advertising, properly done, saves money for the consumer and makes money for the producer by driving out wasteful methods, increasing volume and cutting down the costs of selling and distribution.

LA GRANDE EVENING OBSERVER