

# La Grande Evening Observer

AN INDEPENDENT NEWSPAPER.

Published daily and weekly at La Grande, Oregon, by La Grande Evening Observer Publishing Company. BRUCE DENNIS, Editor.

Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter.

Address all communications to THE OBSERVER, 1415 Adams Ave., La Grande, Oregon.

### SUBSCRIPTION RATES.

By Carrier. Daily, per month \$1.25; Daily, per three months \$3.50; Daily, per six months \$6.50; Daily, single copy 5c.

CITY AND COUNTY OFFICIAL PAPER.

By Mail. Daily, per year in advance \$15.00; Daily, six months in advance \$8.00; Daily, three months in advance \$4.50; Daily, per month \$1.25; Daily, per month 5c. On sale in other cities—Oregon Hotel News Stand, Portland; Imperial News Stand, Portland; Stuntman News Stand, Portland.

MEMBER OF ASSOCIATED PRESS. The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited in this paper, and also the local news published therein. All rights of re-publication of special dispatches herein also are reserved.

LIGHT AND HEALTH AND SAFETY.—Then shall thy light break forth as the morning, and thine health shall spring forth speedily, and thy righteousness shall go before thee; the glory of the Lord shall be thy reward.—Isaiah 58:8.

## What Builds Business

Business competition is coming back into the world with a vengeance, and the merchant, manufacturer or banker who expects to get ahead from now on must fight his way upward, declared George Woodruff, Chicago banker, in an address before the South Dakota Bankers' association.

All business men will profit by reading what this clever banker and business man had to say.

Advertising, Mr. Woodruff asserted, is the most effective of all weapons in the fight for business and among the various kinds of advertising, newspaper advertising is unquestionably the "big Bertha" of them all.

"First, you must secure interest," he continued. "Your advertisement must be so well laid out, so attractively worded, so compelling in appearance, it will secure the reader's interest.

"Secondly, you must create in the mind of your prospect the desire to patronize your bank and make use of the service it offers. You must show how and why it is advisable from the reader's viewpoint to save money.

"Granting that your advertisement has aroused interest and created desire, if it is to obtain maximum results, it must breathe and inspire enthusiasm over saving money, over paying bills by check or protecting their valuables by a safety deposit box that they will be ready to put their desire into action. Before your advertisement may be considered a success it must compel action."

Furthermore, the same rule applies as in all other fields of endeavor. Don't advertise spasmodically. Regularity and continuity of purpose in advertising pays the highest dividends.

## Public Taste's The Blame

While the substantial American periodical is read as largely as ever, no regular purchaser of magazines can fail to be struck by the inordinate amount of literary garbage that is thrust into the public's face nowadays under one palpitating title or another. Edwin Markham, author and critic, bemoans the emphasis made in much modern literature on "slush and mud."

In the case of magazines, no particular inquiry is necessary into whether their material may constitute art and enjoy whatever immunity is afforded the sincere artistic essay at realism. Many of them are blatant in their eroticism and patently designed for the reader with a vacuum above the ears and ample leisure for its cultivation.

They are assembled by gentlemen who would be engaged in the honorable occupation of junk dealing if their tendencies and talents were utilized to the best public advantage. But obviously these publishers are only accessories to the fault. The public makes the propagation of trash possible.

Education is an easily cited remedy for almost any condition of affairs. Education, however, is about the only practical cure for the prosperity of the trash publication industry. When the world is generally educated up to decent things the clientele of the sex thriller will be much reduced, if not totally eliminated.

## Greatness

A book, characteristic of America, is that classic entitled, "Who's Who," the true inwardness of which is only discerned when one knows that the contents were written by each personage himself.

A search through these pages of self-praise is a rewarding work. But the question of who is great cannot always be fathomed in this volume of greatness.

Here and there the truly great have penned a few terse sentences, confined to pure fact; while the half-great and the would-be-great have adorned their names with degrees and affiliations, and have not spared the adjectives of honor.

Which reminds us, by way of contrast, with the self-written eulogy of Thomas Jefferson, in the form of an epitaph. Twice president of the United States, this man wrote an estimate of his importance to the world in general, in one brief paragraph, to be chisled on the enduring marble for the contemplation of the ages.

"Here lies buried Thomas Jefferson, author of the Declaration of Independence, the Statute of Virginia for Religious Freedom, and Father of the University of Virginia."

Twice a resident of the White House and yet not referred to as a mark of greatness. Nor was Jefferson's judgment at fault. The Declaration still lives, religious liberty is nation-wide, and the University of Virginia is still serving his native state.

A Who's Who of true greatness would prove an absorbing volume, if it recorded the great ideas sponsored by its characters, and not the petty milestones of a busy life.

Incidentally, it would not bulk large.

Bryan proves the truth of the theory that the weaker a man's argument is the stronger his lungs are likely to be in the effort to put it over.

The recent scramble for appointment to the office of Collector of Customs was somewhat of a poker game—Dr. McFarland holding the hand seldom dealt—a royal flush.

Secretary Hoover says he is in favor of prosperity being made permanent, but he neglects to mention who isn't.

## OFFICE CAT



BY JUNIUS

The only thing about the movie here that we envy in his ability keep a dirt clean through all accounts.

The Fool Moralist. To warning shun. He paid no heed. And now he's gone. Where there is no need.

The father of English Literature, Chaucer, spelled as he pleased, just like a stenographer.

Explained At Last. Amos Tash extra it is the tin that makes the milk pale.

An Alien landed in New York speaking a language nobody could understand. He landed in just the town where he should be perfectly at home.

A European diplomat says, "Any fool can make war," and it is also true that any war can make a lot of fools.

Did you ever notice that the fellow who has plenty of time to waste always uses it to bother people who have to work?

Boys, It's Useless. Every little while some foolish person wastes time in trying to get us to sympathize with him because he didn't get his money's worth while attending a prize fight.

Conscience is an alarm clock that helps a man to rise in his own estimation.

The most absent minded man we ever knew was one who stayed up until one o'clock trying to think what he wanted to do and then remembered that he wanted to go to bed early.

YESTERDAY is dead—Forget it. Tomorrow has not come—Don't worry. Today is here—Use it.

She Sleeps. She steps beneath the daisies. No help can reach her now. There sure is something doing. When a freight train hits a cow.

It is strange that the suitors who boast proudly of having "a girl in every port" do not discover that the girl usually has "a lover on every ship."

Charlie Chaplin was paid a million dollars to do eight movies. It pays to be a joke.

"That was a corking good dance," agreed the man with the pig leg.

All the proof one needs for ascer-

aining that truth of the saying: "There is nothing new under the sun," is to read the humor column.

He May Learn Yet. Occasionally the Prince of Wales gets through a whole week without being tumbled off his horse.

A man is just a bundle of habits wrapped up in an appetite.

The Secretary of the treasury estimates that it will cost each American \$200 for the expenses of government for the next year. But will the secretary accept \$100 from each of us and promise to leave us alone for a year? Probably not.

Silence is not always an indication of modesty; sometimes a man can't think of anything else to say about himself.

We're going to the ball game tomorrow!

## Editorials From Over the Nation

### EAST OREGONIAN NOW HAS INCREASED RESPONSIBILITIES

The suspension of the Pendleton Tribune as a daily publication was due partly to local causes but it is also in line with a general tendency throughout the entire country. The trend is toward fewer newspapers and better ones. In an address to the Associated Press members a few weeks ago President Harding "talked shop" and called attention to the fact that during the last 10 years 25 per cent of the newspapers of the United States have either suspended or have been consolidated with other papers.

There are several reasons for this. Increased cost of production is a big factor. Newsprint and labor the big items of expense. Newsprint costs approximately twice as much as in previous days and the price is still rising. Labor is much higher than in previous days. Years ago newspapers were not seriously worried over newsprint expense. Today they are. Jason Rogers, publisher of the New York Globe, is authority for this statement:

"It is a safe bet that the print paper bill of any great metropolitan daily today far exceeds the total cost of production in 1916 and is probably two to five times 1896 production costs in most cases."

On small dailies the increased cost of newsprint has been serious but not proportionately as on the metropolitan papers. On the other hand the increased labor expense has hit small dailies proportionately harder than it has the big city dailies. Composition work on a small daily does not render the same proportionate service as on large papers because of the larger circulation enjoyed by the big city papers. Therefore newsprint costs in the business of the big publisher and labor expense plus other costs threaten the existence of the small daily. In both fields the business is going through an evolutionary stage wherein only the strong can hope to survive.

But that is not all of the story by any means. Before the war and when production costs were not especially troublesome the same tendency towards elimination of needless newspapers was on. In 1896 Chicago had five morning newspapers. Now it has but two. Yet the circulation of those two is vastly in excess of the total circulation of the five that existed in 1896. New York has three less morning dailies than

it had in 1896, yet the total circulation of the New York morning newspapers has doubled meanwhile. There has been a decrease in the number of newspapers but newspaper readers are constantly increasing, so publishers would seem to justify mere publishers rather than fewer.

The very reverse is true. Under normal conditions the fewer newspapers a town has the better. This is true for the same reason that one telephone system in a town is better than two or more competing systems. Duplication of service is expensive. The reason why six big dailies in New York ceased publication within the last 25 years was because both advertiser and subscriber gradually rallied behind the larger and better papers. By doing so they got much better service at less cost. No business man wishes to run an advertisement in two newspapers when by using one he can reach the same people at one half the cost. The interests of the subscriber are akin to those of the advertiser. He is better served if his town has one good newspaper than if it has two or more weak papers.

Pendleton is not large enough for two newspapers. Portland has but three big papers and would save money and be better served with only two if they filled all requirements. The suspension of the Tribune as a daily means elimination of economic waste. If the East Oregonian can serve the territory properly, as it will prove it can, the change here will be a forward step. The recent local troubles of the local morning paper contributed to its end. But the Tribune had troubles over a long period of years. It was never a success. It did not succeed for the same reason that duplicating newspapers elsewhere failed to succeed. In the main it was lack of opportunity rather than lack of good management. Had there been a real opportunity the management would have been forthcoming. Several times the Tribune was in competent hands.

The suspension of the morning paper does not leave the East Oregonian without competition. We compete for readers with the Portland paper. In the east end of the county we are in direct competition with Walla Walla newspapers. In the handling of county news we compete with numerous weekly papers in various parts of the county. We therefore have an abundance of competition without having our local field divided.

Being alone in the daily field here the East Oregonian will strive more than ever to live up to its possibilities. We purpose to show more energy, not less. One step contemplated for the future calls for a Sunday morning paper that will be worth while. We will make other betterments from time to time in an endeavor to publish a paper of which its patrons may be proud. We will be under greater obligations than in the past to be fair and impartial in our giving, to be as unpartisan and unselfish as possible, consistent with good journalism, yet reserving the right to support such causes as may be seen for the public interest. The first and principal aim of the paper will be to serve Umatilla county and Eastern Oregon. To this end it will uphold such moves as seem good for this region and will defend this territory against all its enemies whomsoever.—Pendleton Oregonian.

The only thing that works 24 hours on a stretch in these soft times is a rubber band.

A fortunate country is one that hasn't much of anything to worry about except the price of sugar.

Send the Observer Classified Ad.

**W. West & Co.**  
FINE COUNTRY STORE

### Kiddies Play Suits

Made of good reliable Wash Materials such as Twill, Denim or Devonshire.

Nothing quite fills the place of a one-piece garment for children. They are more comfortable, easy to wash and the most practical. Kute Kut Clothes or Jane Dandy Suits fills the requirements. Shown in blue khaki or stripes, Dutch waist, round neck, short sleeves and red trimming.

**\$1.25**

### Fairy Frocks

A wonderful assortment of Rompers for children who are taking their first steps. Crepe or gingham and combinations of materials in attractive colors and neatly finished with embroidery. These dainty suits must be seen to be appreciated.

**\$1.65 to \$2.25**

WE HAVE A FULL LINE OF APPROVED UNDERWEAR

**L.D.S.**

NOTICE OF FINAL SETTLEMENT. In the County Court of Union County, State of Oregon. In the Matter of the Estate of Annie J. Hubbard, deceased. Notice is hereby given that the undersigned, administrator in the estate of Annie J. Hubbard, deceased, has filed in the County Court of Union County, State of Oregon, his final account as such administrator of said estate, and that Wednesday, the 20th day of June, 1923, at the hour of 10 o'clock a. m. has been fixed by said Court as the time for hearing of objections to said report, and the settlement thereof. SHERWOOD WILLIAMS, Administrator. May 19-26 June 2-9-16

**ARE NEVER SOLD**

—till you are satisfied. The broadest possible guarantee of satisfaction goes with every package. every package.




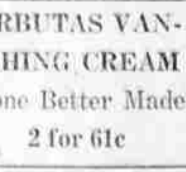


**Whitman's**

CHOCOLATES  
A Double Guarantee—Ours and the Makers  
**Red Cross Drug Store**

## One Cent Sale

### Saturday and Monday

#### A few of our specials

 <b>OPEKO COFFEE</b> None Better 32c lb.	 <b>KLENZO TOOTH PASTE</b> Large Tube 2 for 51c	 <b>STATIONERY</b> 2 for \$1.01 2 for .76 2 for .51 2 for .41
 <b>ARBUTAS VAN-ISHING CREAM</b> None Better Made 2 for 61c	 <b>OLIVE OIL</b> Imported 12 1/2-oz. Bottles 2 for \$1.01	 <b>FOUNTAIN PEN or Reloading Pencil</b> Gold Plated 2 for \$3.51

Remember these goods are all FRESH, having arrived here last Tuesday. WHY BUY OLD STOCK?

**GLASS DRUGS**  
IF IT'S SOLD IN A DRUG STORE WE HAVE IT

**The Rexall Store**

**U.B. Thrifty says:**



A man might lose a fortune by a single stroke—but very few of them are made that way.

A fortune is usually the result of careful and systematic use of every available resource at the individual's command.

You can start the unions around which a fortune may later develop by starting a **SAVINGS ACCOUNT** in our bank.

A dollar is all you need to start your account, and a desire to see it grow will bring surprising results in a year's time.

And now is the time to start building for the future.

**Quit blowing bubbles and start making bricks**

**La Grande NATIONAL BANK**  
SOUND-RELIABLE-PROGRESSIVE.  
IT TAKES 100 YEARS TO GROW TIMBER  
PUT OUT YOUR FIRES