La Grande Evening Observer

INDEPENDENT NEWSPAPER
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BRUCE DENNIS, Editor.

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CITY AND COUNTY OFFICIAL PAPER

MEMBER ASSOCIATED PRESS
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WHY NOT?—O ye simple, understand wisdom; and, ye fools, be ye of an understanding heart.—Proverbs 8:5.

A Heart to Heart Talk

The Evening Observer finds that it cannot issue the quality of newspaper it is doing, that it cannot pay for the augmented Associated Press report, cannot pay the wages it is paying, cannot issue early in the day to catch the stages so that outside communities may receive the paper at the same time people in La Grande receive it, and make interest on the investment in the Observer plant at the present advertising rate.

Some reader may say, "Well, why don't you raise rates?" Now, raising advertising rates is not like raising the price on any other merchandise, but we find that to make any profit it is going to be necessary to make a slight advance in rates.

This will not be done during the coming year, but on January 1st, 1925 rates on display advertising will be readjusted with a slight raise. All contracts for the coming year will be written at the present rates, but any contract written after the first of January will carry a clause stating that during the remaining portion of the year 1924 the charge for advertising will be at the present rate, while the months included in the contract for the year 1925 will be at the slightly advanced rate.

The Evening Observer believes in frankness in this matter. We know that La Grande has grown past the small town period and we have endeavored to keep the Observer abreast with La Grande's growth. When a city grows, a newspaper grows, and as it grows the requirements are greater upon it. We have met those requirements to the best of our ability, and instead of immediately raising rates we prefer to keep absolute faith with our patrons and run the following year on present rates, thus proving our desire to not only be fair but also show our ability to produce a product that is worthy of the advanced rate before we ask for the advance.

Each advertising contract will carry a notice relative to the intended raise, and in order for advertisers to get the contract rate on display advertising it is necessary that we have a contract on file for every advertiser, as the plan of all newspapers is to give a better rate to the advertiser who contracts for regular daily space than the man who advertises on what is known as the "open space" basis.

We respectfully call attention to the fact that the Evening Observer's display rate on advertising is notoriously low—lower than any other newspaper of a like class in the west—and under the proposed new rate to be inaugurated one year from now, advertising will still be purchased in La Grande cheaper than in most cities of this size.

It is with considerable pride that this newspaper calls attention to a mechanical force that is one of the best to be had, and that wages commensurate with this ability are now being paid to those who make the Observer each day. Therefore, in order to have a fair business deal all around, we find it necessary to make the advance in rates which upon investigation by any advertiser will be found to be wholly just and fair.

For Better Music

Nothing can help a community more than high grade entertainment of any kind. It is both elevating and educational. It lifts the individual to a higher plane and promotes better tastes and improves the conversation, for is it not far better to discuss the merits of a noted musician, a fine reader or a Shakespearian actor than to waste words about the windy weather or the prattling little things of the neighborhood?

It is quite difficult to obtain the better things in the smaller cities like La Grande, but we have noticed that once the habit starts it grows. Several times each year, if properly planned, an artist of exceptional ability can be induced to come to La Grande. We once thought we had such a plan in the winter to come to La Grande. We once thought we had such a plan in the winter lyceum but we found that the circuits were being loaded with broken down speakers and hackneyed singers, hence it was right to discard the lyceum.

Recently Winifred Byrd, a pianist of almost international fame, appeared in La Grande and her program was exquisite. It was in fact a rare treat. It so happened that her audience was small, but that should not be a reason for growing disheartened. Probably the next artist to come will be received with a large house. Local conditions sometimes cannot be changed to meet a certain date as in the case of the Byrd event, and this being true there is but one standard to cling to and that is "get the better things for La Grande." Appreciation will be shown; it is always shown to merit, even if it is a little tardy sometimes.

The governor of Indiana has been indicted. But so was the governor of Oklahoma recently and the governor of Illinois a while ago. It is getting to be quite the fashion.

Ten million more people would mean 2,000,000 more automobiles. How could we get across the street at all?

THE OLD HOME TOWN • • By Stanley

Editorials From Over the Nation

PITY THE POOR WOMAN OF 40

Arkansas Democrat: "The American girl is the result of circumstances. Fate is not terrible—just sad. American women are the most beautiful in the world, the most intelligent, but life has no charm for an American woman after she is 40. All romance has gone. Every thrill has been hers—life holds nothing for her."

After having read this bit of theory of "Three Weeks," will the woman more than 40 years of age please repair to the family drug store and purchase enough carbolic acid to end it all? We have it on the authority of this English lady that two score years is enough—after that the American woman just clatters along like a broken skid chain.

Poor Ella! Like all of our "experts" on subjects, she is inconsistent. In one breath she says that the American woman is the most intelligent in the world and then she goes up her philosophy by saying that this same American woman has nothing to live for after she is 40.

Because the American woman is intelligent she has as much to live for after 40 as she had before that age, in fact more. She has reached the time in life where frivolity takes its rightful place—on the tablets of memory, she in a majority of cases has children at the age when a mother's guiding hand is need most; her husband is getting along toward the time when his earning capacity may dwindle soon and her heart and hand are needed to guide the family ship through the financial storms; she has just learned the true meaning of charity and turns to aid others less fortunate; she must turn her hand to reaping the harvest which she and her husband have sown in their younger days.

All of this is romance to her because it means that she has a daily task that it must be done and done well. This is the real American woman, about whom this English lady might be better informed.

A MAN'S INTENTIONS

Marion Star: Whatever a man's problem and hindrance there is a word that describes the one thing he can do and must do. That word is "Forward!" The man who lets nothing stop his steady advance beat down future obstacles. His motor is his will and no force can long check and impoverish that. Success comes sometimes when least expected. It is missed sometimes because of lack of faith in the evidence that he who advances, whose watchword is "forward," is never surprised at prosperity. He welcomes it when it comes, for he has long expected it and is prepared to meet its responsibilities.

Success is wholly a matter of mental attitude toward success. The halfhearted idea that it may work out never made a success of anything. Success comes from the determination at the beginning to be successful and then by being it. It isn't willful-blindness to believe enough bigger than anything which may stand in the way of success, but to believe that is necessary to success. Success is determined by determination and keeping it going.

Goethe in his "Life and Character," said: "Strictly speaking, everything depends upon a man's intentions."

SHOWER FIGHTING BATHTUB FOR FAVOR

Yonkers Herald: Amid the conflicting currents of human evolution of this crude age of history it may prove to be significant that the shower bath, that lofty symbol of culture and triumph of American plumbing, is becoming an object of use as well as of ornament. Hitherto the shower has been more honored in the breach than in the observance.

By tacit agreement among the whitecollared, even the overhead sprinkler has been recognized as a rather impossible factor for the daily or even the Sunday ablutions, but now the less ambitious emblem of respectability that today, in the architectural exigency of securing space for city dwellers, the shower bath is actually beginning to share the grand old porcelain bathtub into the discard.

And, by Jove, if the builders of apartment houses continue to give way to their space scrimping complex the day may come when we'll have to sleep on our feet, too.

Advertisers should note that the mosquito, which does a humming business, is not satisfied with one insertion.

Most of the gum is chewed by people who are more easily persuaded by an orator than by print of matter.

Paved roads should last a long time now that they have billboards on each side to protect them from the weather.

A good neighborhood is one inhabited by people who are willing to pay more rent than they can afford.

The most common short story of the day is "Yes we could have afforded a bigger car, but the one we have answers our purpose all right."

PEOPLE WHO LIVE IN GLASS HOUSES SHOULDN'T THROW BOOZE PARTIES.

We don't know whether he makes both ends meet or not, but the barber generally manages to scrape along.

Mouse, according to the advertisements, is one of the popular new shades in silk hose. That reminds us of the old fashioned girl whose "feet, beneath her petticoat, like little mice, creep in and out."

In terms of the advertising columns, not a few of the White House visitors are going there under the head of "Advice Given," when what they really mean is "Situations Wanted."

Prayer of a La Grande suitor who has just been rejected for the third time for financial reasons: "Now I lay me down to sleep; Pray the Lord my girl to keep. Until I have cash enough to redeem her."

THE LESS A MAN HAS IN HIS SKULL THE MORE HE NEEDS IN HIS POCKET.

The charming new frocks are appearing in abundance. The only tight lines are those about dad's mouth.

Stenographers are good-looking girls who can't spell cat.

Rich kinfolks are prosperous relatives who give you advice and lend you no money.

Poor kinfolks are improvident relations who want to borrow money and refuse your advice.

A man's wife's kinfolks are her relations to whom he is proving he is some account.

Half passer-by and weep a tear
For these remains recumbent near,
The poisoned corpse of
EDWARD HAINES
His wife suspected other janes.

Tourist—What is of special interest to this cave? Is it a historical spot.

Native—(dryly) Very, very historical, sir. That's where the heroes of the war hid while the battle was going on.

Delvers Uncover Popular Building Site of Ancients

PHILADELPHIA, (AP) —A cross section of history from the flint age to the Crusades, has been revealed by excavations conducted by the University of Pennsylvania Museum's expedition in Palestine, according to Dr. Clarence S. Fisher, leader of the enterprise, who returned recently to this city.

Excavations were made, Dr. Fisher reported, on a steep hill in Beth-Shean, where the inhabitants built their fortresses in various ages. "The top layer of ruins are those of a fortress begun by the Crusaders in the eleventh century," Dr. Fisher said. "Just below are the ruins of an Arab town of about 632 A. D., and beneath the town the remains of a magnificent circular Byzantine church of about the sixth century.

"Two other buildings were found beneath the Byzantine church. The upper one was a square church with beautiful mosaic floors from which the Byzantine builders took the marble to build the structure above. Beneath the same church was a Roman temple with magnificent masonry. It had apparently been dedicated to Bacchus, the god of wine."

Dr. Fisher said below the Roman temple were found huts built he believed, by the Scythians who invaded the Holy Land on their way to Egypt before 156 B. C. Below the huts fifty foot shaft was sunk, he added, and layers of civilization dating back to the flint period were encountered.

In Egypt near the Valley of the Kings, where Howard Carter is uncovering the tomb of Tutenkhamun, Dr. Fisher said the tomb of the commander-in-chief of the army of Seti, who set his soldiers as masters over the Israelites, has been found. The concession on which the University Museum expedition is working contains the tombs of the nobles and the generals of the court of Tutenkhamun and others of his dynasty. The tombs of 36 nobles have thus far been located, Dr. Fisher said.

Seek Settlers from Island.

TOKIO, (AP)—As a part of its contribution to the relief of earthquake sufferers, the administration of the island of Hokkaido is offering special inducements to settlers to take up land in that rich agricultural section.

The administration is offering 750 yen and traveling expenses to those wishing to take up land and 300 yen, plus traveling expenses, to those coming to the island to become tenant farmers.

One of the surprises that greet foreigners visiting Hokkaido is the preference Japanese exhibit for settling abroad rather than in that district which has a soil and climate similar to those of the northwestern states in America.

HART SCHAFFNER & MARX
Trumpets This Call to the Populous

Start Your New Year Right

With the distinguished mark of Hart Schaffner & Marx in your new suit or overcoat. It signifies that the clothes you wear are the best that can be had, that every one will admire the style that speaks so well of one's good taste and that the dealer who sells them is well justified in recommending them to the people they strive to please and whose confidence they value.

$45.00 to $65.00

N. K. West & Co.
THE QUALITY STORE

Copyright 1923 Hart Schaffner & Marx

THURSDAY
THE BAD MAN

CHAPPED HANDS
chilblains, frostbite—just rub on soothing, cooling, healing
VICKS VAPORUB
Over 17 Million Jars Used Yearly

IT'S ALL PINK ?

QUALITY, SERVICE, SATISFACTION

LA GRANDE'S PIONEER HOME FURNISHERS

Established 1896

FOUR FLOORS OF FINE FURNITURE

W. H. Bohnenkamp Co.

U.B. Thrifty says

"It takes sixty-five muscles to make a frown and only thirteen to smile—Why waste energy."

MAKE THIS BANK YOUR FINANCIAL HEADQUARTERS.

It will be a pleasure to serve you and to have you call on us at any time.

Consult our officers on any business problem and, if you desire, a solution will be submitted.

LET US HANDLE YOUR BUSINESS.

Our character and high standing will be a great benefit to you. Slogan—

"There Is No Substitute for Safety."

La Grande NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE-

WOMEN--
SHOULD SEE OUR BIG ASSORTMENT OF
Wire Goods
FOR THE KITCHEN
EGG WHIP—Several Kinds
STRAINERS—All Kinds and Sizes
POTATO MASHERS
KITCHEN FORKS
SOAP DISHES FOR THE SINK
TOWEL RACKS
TOASTERS
BROILERS
DISH DRAINING RACKS
FLOUR SIFTERS
POP - CORN POPPERS

A BIG SHIPMENT JUST RECEIVED—
COMPARE PRICES

Oregon Hardware & Implement Company