

La Grande Evening Observer

INDEPENDENT NEWSPAPER
Published daily and weekly at
La Grande, Oregon, by La Grande
Evening Observer Publishing Com-
pany.

BRUCE DENNIS, Editor.
Entered at postoffice at La Grande,
Ore., as Second Class Mail Matter.

On sale in other cities—Oregon
Hotel News Stand, Portland; Im-
perial News Stand, Portland; Mut-
nomah News Stand, Portland.
Address all communications to
**THE OBSERVER, 1416 Adams
Ave., La Grande, Oregon.**

SUBSCRIPTION RATES
By Carrier
Daily, per month.....75c
Daily, per three months.....\$3.25
Daily, per six mo., in advance, \$4.50
Daily, single copy.....5c

By Mail
Daily, per month.....\$0c
Daily, three mo., in advance, \$1.25
Daily, six mo., in advance.....\$2.50
Daily, per year, in advance.....\$5.00

**CITY AND COUNTY OFFICIAL
PAPER**

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Hear, O Israel: The Lord our
God is one Lord.—Deuteronomy
6:4.

The Full Page Ad

As the newspaper man looks over exchanges coming from various parts of the country, he is impressed with the great use that is being made of advertising. The advertising space used in newspapers has greatly increased. Take the big city dailies, for instance. If you took the newspaper which before the war used to run an average of about 16 pages, the chances are that that paper will be running today from 24 to 32. The enlargement is not primarily due to the use of more news, though the space given to reading matter has increased. The big share of the increase is due to advertising.

It is interesting also to see how many concerns and interests there are that are taking big ads of a half page or full page, or two pages, that must be very expensive. The trained eye looks over these notices and it can guess fairly near what was paid for them. In the majority of the cases appearances indicate that the newspaper was running its advertisement on a strictly proportionate schedule, in which the interest of both the large and small advertiser were fairly balanced, and in which cases the big advertiser must pay a high price for his big ad.

The fact that so many concerns are willing to put up the money for this big display shows how thoroughly standardized advertising has become, and how much it is depended upon for results by those who use it persistently and with judgment. Fortunes are being made every day through advertising, and by this means a multitude of business men are rising out of small and inferior positions into leadership in the business community.

The Practical Way

Those who cling to phantoms and live idealistic lives are having their inning regarding the abolishment of war. Each day newspapers are filled with Bok and his peace plans, but the practical mind does not follow them. We have seen entirely too much of the dreamer in public affairs. The dreamer had dreamed his dreams into governmental functions, until today we have more regulation and more idealistic laws impossible to enforce than the statute books can carry.

Why would it not be well to take the profit out of war? Would not that delay, at least, many wars? It surely would. When even our own good America realized from farm to ammunition maker that the moment war is declared, all men, women and all business, no matter what the size, went under conscription by the government, there would be hesitation about entering a conflict.

This would deter war, and probably in many instances prevent war. And while this respite from war is on, then double the efforts to teach the individual human kindness and love for one and another. Not a bad prescription to prevent future war, is it?

Home Revival and Home Religion

Elder Jones and his congregation are planning a "home revival." By this it is meant that home people will hold a revival in the Christian church of La Grande without any outside ministers.

This is to be commended for after all religion and Christianity are strictly home institutions. No speaker, even of Billy Sunday's prominence can give one religion—it must be sought by the individual and understood by the individual, else the effort is lost and the mere act of attending a house of worship is but the act without the effect.

In the home revival which the Christian church will soon inaugurate members of the congregation will take an active part, and again we say this is the right principle for no one man preaching from the pulpit can do a great deal.

A religious revival is a product of the effort of each individual member of the congregation. There are times when it is fine to have outside speakers, and we all enjoy hearing some prominent minister from other sections, but to have a revival that will give a lasting effect; that will bring the teachings of the Bible close to you and have that effect remain, the home revival undoubtedly will be effective.

Russian prince sells to American women a pearl necklace for \$400,000, whereupon heartaching sympathy for impoverished nobility sinks one-half of one degree.

Now that the half-piece bathing suit has arrived, it is hoped that it will be quite as unshrinkable as those who wear it.

The liquor treaty has been signed, but since it must go to the senate for ratification perhaps some reservations will be attached.

THE OLD HOME TOWN

By Stanley



RUMMAGE SALE NEWS - FOURTH DAY - AUNT SARAH DEARBODY RUSHED UP THE AFFAIR ABOUT MRS. UROHNA FRENCH & THE DODD SACK SHE HAD GIVEN MRS. DEVAUGHN FOR CHRISTMAS. THE EDITOR OF THE CLARION PROMISED NOT TO MENTION A WORD ABOUT IT.

Editorials From Over the Nation

THE RECKLESS DRIVER

Edkhardt Truth: The streets of a city should be safe for every citizen that uses them legitimately. That they are not so is indicated by the constantly growing accident list.

It is the reckless driver who to a great extent makes the streets unsafe. Against him there must be carried on a war of extermination.

It is characteristic of the reckless driver that he has no regard for law, the safety of the public, or the injuries to his victim. He uses the streets as if every one was under obligation to get out of his way. When anything happens he is an inhuman as he is inconsiderate.

The reckless driver is a problem that is puzzling city authorities whose business it is to safeguard the public. It is a problem in Edkhardt that has resulted in regulations, ordinances, and penalties that have been repeatedly applied.

There is in the reckless driver that is the result either of nature or habits that makes him immune from the penalties that affect ordinary conduct. That is why he is so difficult to deal with. Certain cities are getting results by watching and wadding out the reckless driver, and taking from him his right to use a car.

It is a proverb that children should not play with edged tools, and an automobile is a reckless hands in an dangerous as a gun. It is safe only when in safe hands.

It is a defect in our practice that we have too much regard for individual rights, and too little regard for public safety.

THE PRESIDENT AGES
ALBANY, N.Y., Feb. 1.—The nation likes President Coolidge's prompt action in ordering a complete examination of the circumstances surrounding the Teapot Dome oil leases and expatriation of them if the probe exposes fraud. It recognizes in it a policy that will not shield the men who have been negligent of their trust, even though

they belong to his official family or to that of its predecessor. It may be that the investigation will not establish direct evidence of collusion. It may be that there was none of it in the transactions. But the people are inclined to question the propriety of a government official throwing open to exploitation a resource which the nation had set apart for the purpose of providing oil for its navy as a safeguard against future depletion of the private fields. Even such an act, which was a direct repudiation of the Taft administration's policy, should have been only after a most exhaustive examination. But when the act is accompanied by personal loans by the exploiters to the government official turned the properties over to them, it excites suspicion.

Mr. Fall's explanation of his reasons for leading the reserves is that their supply was being exhausted by the wells of neighboring fields. He believed that the time would come when the nation's supply in that area would be depleted and that the government might just as well get an income from it while the getting was good. It is not for the layman to dispute or accept this theory. But very likely President Coolidge's order will include this phase of the matter and its determination will throw light on the legitimacy of the transaction.

President Coolidge's attitude guarantees the nation against loss of its oil resources. The effect of the Teapot Dome leases will be confined practically to the discovery that one of the nation's administrative officers either erred in judgment or was guilty of betrayal of their interests. But, if the leases were criminally executed, there will be prompt redress. We may rest assured of that.

BUT THEY ESCAPE THE SALOON
St. Peter Herald: Pity the modern boy. Consider that he faces the enervating influences of the good room, the movie and the automobile. But the next great emergency will show that the American boy has found a way to triumph over the baleful effects of these agencies. He's some boy.

OFFICE CAT



BY JUNIUS

She blushed a fiery red,
Her heart went pit-a-pat,
She gently hung her head,
And looked down at the mat.
He trembled in his speech,
He rose from where he sat,
He trembled in his speech—
"You're sitting on my hat."

Noting that William Allen White is being mentioned for vice-president, The Atchison, Kansas Globe, asks, "What does William know about vice?"

Well, answers the Kansas City, Kansas, he knows a great deal about ad-vice, and might understand a little about ser-vice.

The Unanswerable Question
A modern magazine is conducting a symposium on "how to be Happy and Married at the Same Time." One rare bit of advice is:

"In domestic arguments avoid losing your temper!"
A fine, contradictory way to leave an important problem unsolved.

Flappers are not interested in political parties because they are not enough like petting parties.

Think of the poor school boy in the Balkins, who must learn the names of all the little nations he must hate.

When the golf bag enters one's system, the work bug is destroyed.

Nothing's impossible, so they say but have you ever tried to strike a match on a cake of soap?

Mr. Coolidge's attitude toward a world court won't effect his future so much as his attitude toward mayonnaise dressing.

Good Fellows,
If you have an old load-dime,
Pass it on.
Do not fuss and waste good time;
Pass it on.
You may feel real mean, it's true,
But just in a week or two
It will come right back to you.
Pass it on.

"The hero of today is the hussien of tomorrow," notes a La Grander, and adds, comfortingly, "There is considerable solace in this for the never washers."

The box is a success, because he trusts in work and keeps his attic sharp.

We often wonder if the guy who draws those Holoproof Hosiery advertisements gets pay besides.

Here's a Little Advance Dope on Spring Shirt Styles

Let us give you a little advance inside dope on the latest shirt styles for Spring. Men, you are bound to like them, they are so different. Soft collared models will be all the rage this season, in attractive colors and plain white checks and stripes are very popular. And of course you will want good quality, which can be found in the world's best and best known make of shirts.



Be sure to see our display. You will be convinced.

What We Forget Between 15 and 50

Schools teach, and nearly every home applies the rule against coffee and tea for children.

When middle age comes, a great many people remember the facts about the caffeine drug of coffee and tea, and how its regular use may disturb health. Often they have cause to remember what it has done to them.

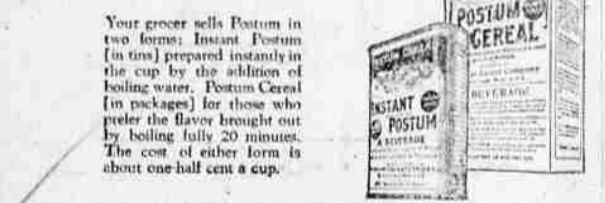
How much better it would be not to forget—and avoid the penalties!

Postum is a pure cereal beverage—delightful and safe for any age—at any time. Good for breakfast at home, for all the family; good for lunch at the club or restaurant; good with the evening meal; good with a late night dinner—good on any occasion. Postum satisfies, and it never harms.

Why not be friendly with health, all the time?

Postum for Health

"There's a Reason"



F
LA GRANDE'S
Foley Grill
Nothing instills pride in a community more than a first-class Grill
La Grande's Foley Grill fulfills this important mission.
Deep appreciation is felt for the patronage of our home people.
In our Grill you will find city service, the best of food, and at prices no higher than ordinary eating houses and restaurants charge.
Music every noon and evening.
Hear Kathleen Campbell sing with the Euphonia accompaniment.
Come and dine with us.
You Will Be Pleased
F

PACIFIC COAST LINES
Why not take a trip to California and enjoy summer time weather in the wintertime?
Round Trip Tickets at Reduced Fare on sale daily to many points
SAN FRANCISCO \$67.65
LOS ANGELES \$92.65
Carrying final return limit of May 31, 1924
Four trains daily via the scenic Shasta Route
Through sleeping cars to San Francisco and Los Angeles
As your local agent for any further information regarding fares, train schedules, etc., and copy of illustrated booklets, or write **JOHN M. SCOTT**, Asst. Passenger Traffic Mgr., Portland, Oregon.

LA GRANDE IRON WORKS
MACHINE SHOP AND FOUNDRY
All kinds of Machinery, Automobiles and Tractors Repaired
Overhaul and Rebuilt
Acetylene Welding of All Kinds
Cylinder Boring and Oversize Pistons
Cranks, Shafts, Pistons and Piston Pins Reground
Give Us a Trial
D. FITZGERALD Prop.

Kathleen Campbell
Soprano
PIANO AND VOCAL INSTRUCTOR
Coach Accompanist
Studio Eastern Oregon Music Co.
Telephone Main 119—Residence Foley Hotel, Main 773

READ THE OBSERVER CLASSIFIED ADS

U.B. Thrifty says
The Federal Reserve System is back of Commercial America. As members of the Federal Reserve System we are glad we can participate in its benefits for La Grande and Union County trade territory.
No legitimate requirement is ever refused by the Federal Reserve Bank. None we are always in position to serve our patrons through its resources.
This makes it easier to meet your legitimate requirements—and we are always glad to do it.
Slogan: There is no substitute for safety.
La Grande NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE