

La Grande Evening Observer

INDEPENDENT NEWSPAPER

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CITY AND COUNTY OFFICIAL PAPER

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DAILY BIBLE THOUGHT

THE WAY TO FREEDOM:—I shall know the truth, and
the truth shall make you free. John 8:32
PRAYER:—O Lord, reveal Thyself to us, for thou art
the Truth, and we will rejoice in Thy liberty.

Standard Oil And Advertising

The Standard Oil company has ordered all sign boards
on highways on the Pacific coast removed. This means
that the money spent in signboard or billboard advertising
by that gigantic company is deemed poorly spent. It means
that the most thorough test has been given to what is
termed "outdoor advertising," and it has been found want-
ing.

John Wanamaker, the nation's greatest merchant, made
the same test years ago. He tried billboards, street car
and all other kinds of advertising, and his decision was
to quit all other methods of sending business news to the
people except through the newspapers.

Now comes the Standard Oil company with the same
decision. Each spent millions testing out advertising, and
each came back to the one legitimate and regular method—
the newspaper.

Painting It Black

Talk about crepe hanging and painting things black
in Oregon, just read what some bank has recently issued
about Oregon's "banded" debt and you will drop over dead.
"The staggering sum of over sixty millions of dollars,"
says the report of the financial institution, and then it
whines and wails worse than Walter Pierce used to before
he "got on the inside looking out" of the governor's of-
fice. Yet, Walter in his days of barnstorming could not
"Gloomy Gus" people any worse than does a Portland
financial institution in its "Business Digest."

Of course we're in debt—we're in debt up to our eyes,
but why don't you be fair, august and pompous Portland
banker, and explain these debts?

You say with mournful tone "we owe \$450,000 of rural
credit bonds." Quite true, and behind those bonds is four
times the amount in private property.

You say with a coyote rasp in your voice, "we owe
about thirty-eight million dollars in highway bonds." Yes,
but you are not fair enough to explain that the automobiles
of Oregon are paying these bonds and that real property
is not taxed a dollar for Oregon's road program.

You say with your eyes rolled up like a dying calf, "we
owe \$20,000,000 in World War Veteran bonds." Yes, but
you do not explain that the great bulk of this large amount
has been used by soldiers to secure homes in Oregon and
is now on the tax rolls of the state; that it is a loan which
the youth and energy of Oregon executed and will be re-
turned to the state with interest.

We have grown tired of these "financial wizards" who
paint Oregon as a bankrupt state. The governor's wail is
bad enough, but when we find big banks taking up his
line of talk and enlarging on it, we say it is time to take
a stand for Oregon.

As a matter of absolute truth Oregon is not in bad
shape financially when compared to California and other
states. Our roads are being built by the automobiles and
they are being maintained by the motorist who buys gaso-
line.

Our farm credit bonds are as safe as a baby in its
mother's arms for private farm lands are behind them.
Our soldier's bonds are a good business investment to de-
velop the state and make young men happy to live and
pay taxes in Oregon.

Then what in the world are people kicking on? Does
this Portland bank want all the money there is in Oregon?
Does it want no one to do business but itself?

The period for sane legislation and efficient operation
of Oregon industry is with us, and that time automatically
brings the fool killer around to play such games as issued
the "Business Digest" with its worse-than-Walter-Pierce
tale of woe and ruin.

Last year 3,636,599 motor vehicles were manufactured.
Perhaps they have to go fast to get out of the way of
each other.

So far as reported, no government buildings have been
disposed of at private sale to oil magnates.

At any rate the modern drama has inspired the creation
of some nifty bedroom furnishings.

Daily health hint: Relax the muscles and use an easy
gentle motion when stepping on the gas.

THE OLD HOME TOWN

By Stanley



OFFICE CAT



YOU HAD TO BE ENGAGED TO KISS HER!

"George, dear," said the young wife, "you are growing handsomer every day."
"You, I know it," he replied, "I always do just before your birthday."

I had a lady friend named "Sue." At sweet sixteen she'd had no kiss. At seventeen she'd found that bliss. At eighteen—Oh, I MUST DESIST.

A handsome boy without man-ner is like a beautiful rose that has no scent—only good to look upon.

Whether a joke is a parlor story or not depends in whose parlor it is told.

CAPITAL IS ALWAYS THE MONEY THE OTHER FELLOW HAS.

La Grande doctor: "Deep breathing, you understand, de-stroys disease germs."
Humbert born: "And, doctor, how can I force them to breathe deep-ly?"

NOT SEEN IN LA GRANDE. Pastors owning Lincoln or Pack-ard cars.

Bird seed, that when planted, will sprout canary birds without nickel-plated bills.
Bird seed, that when planted, will sprout canary birds with nick-el-plated bills.

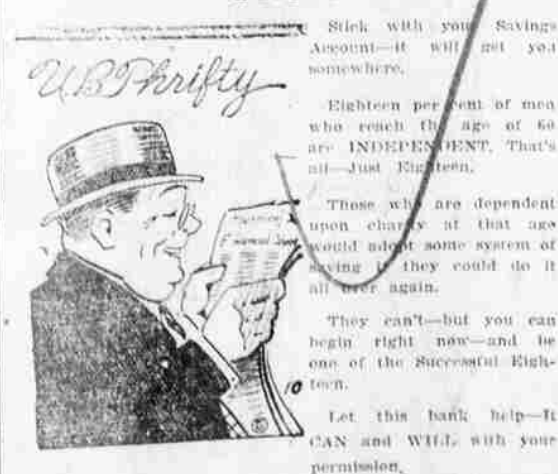
Robbers who give part of their ill-gotten gains to the needy poor. Young men who wear suspen-ders.

When a basketball team is pho-to-graphed the manager is the man who has his ugly knees covered.

Teacher: "If each of six after-dinner speakers is given five min-utes to speak, how much time will they consume?"
Bright Pupil: "Probably about three hours."

28 YEARS AGO

La Grande Gazette, March 12, 1896.—Monday was election day for the city of La Grande and there was an unusual amount of interest shown inasmuch as the vote was the largest cast in a city election in this city for some time. The fight appeared to be on marsh-als and the friends of each man were working continually all day. The latter fact is spoken of as one of the reasons for the large vote.

Consider the Postage Stamp
--It Sticks Until It Gets There

Stick with your Savings Account—it will get you somewhere.
Eighteen percent of men who reach the age of 60 are INDEPENDENT. That's all—just eighteen.
Those who are dependent upon charity at that age could adopt some system of saving if they could do it all over again.
They can't—but you can begin right now—and be one of the Successful Eighteen.
Let this bank help—It CAN and WILL with your permission.

There is no substitute for safety

La Grande NATIONAL BANK

SOUND-RELIABLE-PROGRESSIVE.

The following officers were elected to take charge of the city's affairs:
Mayor, William Miller; recorder, H. T. Williams; treasurer, William Grant; marshal, J. C. Arnes; councilman, first ward, David Day; councilman, second ward, Peter Rubin; councilman, third ward, J. W. Scriber.
John Leavitt visited Huntington Tuesday.
J. H. Cowan was a visitor from Union today.
J. M. Church was a visitor from Union Saturday.
A. B. Cherry made a flying trip to Baker City Wednesday.
Miss Mary Kommer has been suffering from a severe cold.
J. B. Eaton was a visitor from Cave Wednesday.
Deputy Sheriff McLaughlin was a visitor in the city Tuesday.
In the municipal election at Enterprise the following officers were elected: Mayor, W. B. Holmes; treasurer, F. A. Reavis; recorder, W. H. Decker; marshal, William Snyder; councilmen, E. V. John-



You wouldn't acknowledge gifts by telephone. No well-bred girl would think of doing such an outrageous thing.
But are you quite sure you are not doing other things that detract from the must correctness you so strongly desire? Are you using stationery, for instance, that has no social standing?
You can be sure that you are beyond criticism when you use

EATON'S HIGHLAND LINEN

We have a full stock of many attractive shapes and shades which we will be glad to show you.

"Style is a greater social asset than Beauty"

Red Cross Drug Store

REMOVAL SALE

We have to be out of our present location by March 20th in order to make room for the new building
TAKE ADVANTAGE OF THESE BARGAINS NOW

Lourmay Face Powder, \$1; Lourmay Perfume, \$1; both for 89c
Weaver Hot Water Bottles and Syringes, Special \$1.19
Guaranteed for two years. Full two quart. Regular \$2.00.

Buy a Tooth Brush, any price, and get a 50c tube Squibbs Tooth Paste FREE
A Wash Cloth FREE with each 25c purchase of Soap

All Pyralin Ivory at.....13 OFF	300 CANS ASSORTED	All Box Candy sold at cost.
All Alarm Clocks.....13 OFF	Talcums, Special,	Bulk Chocolates, 1/2 lb.23c
All Hair Brushes.....13 OFF	3 for.....25c	All Gum, 3 for.....10c
All Cloth Brushes.....13 OFF	200 BOXES OF STA-	Children's Rubber Balls, 1-2 Price
All Leather Goods, Purses, Bill	TIONERY at.....17c	Cantrell & Cochane Ginger
Folds, Pocket Books at.....13 OFF	Regular 35c to 50c	Ale—the Irish Kind, 3 for.....50c
All Nail Brushes.....13 OFF		50c Whisk Brooms, Special.....29c
CUTLERY		Silver Dip Polish, 2 for.....25c
Scissors, Knives, Tweezers, Files,		Fancy Candles up to 20c.....5c
Clippers, etc.....13 OFF		50c Squirrel Poison.....25c
Auto Sponges & Chamois 13 OFF		25c Infant Syringes.....10c

Ruled and Plain Linen Tablets, 15c — A 15c package of Linen Envelopes FREE
ZePyrol 50c, MagLac Tooth Paste, 50c, both for 50c

FOR THE SCHOOL CHILDREN
5c Pencil Tablets, 3 for.....10c All 10c Composition and Note Books.....7c
5c Pencils, 3 for.....10c 5c Spelling Tablets, Note Books, 3 for.....10c

Loose Leaf Note Books, regular 35c, Special 19c

Buy a 50c package of Auto Strop Raz-
or Blades and get
a complete Auto
Strop Razor and
Strop absolutely
FREE
Universal Lunch
Kit complete
\$2.19
A 50c jar of Gar-
den Court Cream
FREE
with each box of
Garden Court
Powder at.....75c
Hobson's Almond
Cream, regular
50c, Special 3
bottles.....50c

One lot box Stationery
Values to \$1.25, Special, 59c

THE L. & L. DRUG COMPANY

Double Radio Coupons with Each Purchase