

# La Grande Evening Observer

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### CITY AND COUNTY OFFICIAL PAPER

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THOU SHALT LOVE THE LORD thy God with all thy  
heart and with all thy mind, and with all thy strength,  
and with all thy might; and thy neighbor, as thyself.—Luke 10:27.

## A Case of Cold Feet

Several years ago a new, cheap and highly efficient burg-  
lar alarm for use in private residences was invented, patent-  
ed, put on the market and advertised in a small way for  
a brief period. After a few months the advertising ceased.

Recently the purchaser of a new house desiring to pro-  
tect himself against the depredations of thieves, bethought  
him of the aforementioned device, of which he had a ling-  
ering memory, and visited nearly a dozen hardware stores  
in search of it. Every dealer knew that there had been  
such a thing on the market, but none could recall the name  
of the maker or tell where it could be obtained. In a small  
shop the intending purchaser finally found a dealer who  
was confident he had the thing in stock but he said the  
demand for it was so dead that he had put it away some-  
where, and couldn't lay hands on it at once. He promised  
to hunt it up, however, and a few hours later he delivered  
the order at the purchaser's home.

The article in question is, as we have said, efficient,  
and is susceptible of a wide variety of uses. It is dead  
for lack of advertising. Why the maker gave up after  
a feeble effort at publicity we do not know, but we suspect  
that he lacked the faith and perseverance that must back  
the introduction of every brand-new idea.

Perseverance in advertising is not necessarily costly. A  
very small appropriation will keep a modest enterprise  
before the public for a whole year if small space in good  
newspapers is used.

The successful advertisers are those who proportion  
their investment to the requirements of their business, and  
keep everlastingly at it.

## A Just Recognition

The enthusiastic and active work which Dr. W. T. Phy  
of Hot Lake has been doing in behalf of dairying interests  
receives state-wide and national recognition in his election  
as one of Oregon's delegates to the national Holstein-Freis-  
ian association convention to be held in Richmond, Va.,  
June 4. Word of Dr. Phy's appointment reached him the  
first of the week. Because of professional duties, however,  
he has wired that he will not be able to be one of Ore-  
gon's two representatives at the convention.

Dr. Phy has been consistently prominent among Hol-  
stein-Freisian breeders ever since he first purchased a herd  
of purebreds to furnish milk for the tables of his sanator-  
ium. Animals from the Phymere herd have repeatedly  
brought honors to the dairy industry of Eastern Oregon  
and Dr. Phy has become recognized as one of the leading  
authorities of the state.

Cheer Up --the less you  
have the more there is,  
to get.

U. B. Priddy



The more you help home  
interests the better La  
Grande will get.

LOYALTY BEGETS  
LOYALTY

Patronizing home institu-  
tions of all kinds is being  
fair to those from whose  
patronage you expect to  
profit.

Loyalty to those who are  
loyal will work reciprocal  
prosperity.

For banking service to La  
Grande people your home  
bank is unexcelled.

La Grande money banked  
in other towns can do La  
Grande little good.

Make it fifty-fifty. Pat-  
ronize those institutions  
whose support and patron-  
age you enjoy.

"There is no substitute  
for safety."

# La Grande

## NATIONAL BANK

SOUND-RELIABLE-PROGRESSIVE.

## THE OLD HOME TOWN

By Stanley



LIVERY STABLE  
10¢ FEED

## OFFICE CAT



BY JUNIUS

### MUTUAL

The sage was ruminating and  
finally broke the silence.

"When a young man escorts a  
girl home there is a long pause at  
the doorstep."

"Well," inquired the other.

"He is wondering if he can kiss  
her," the sage continued.

"Go on," encouraged the other.

"She is wondering if he is going  
to try."

"Both are usually disappointed,"  
declared the groucher.

When a newly married man be-  
gins to call his lovely wife "sage-  
there" the honeymoon is over.

IF YOU HAVE THE JACK, THE  
QUEEN IS YOURS.

The lips were made to mean things,  
but some kisses don't mean any-  
thing.

If there were no movies, where  
would people go to talk?

The average La Grande flapper  
who does not like to sweep be-  
cause it puts callouses on her  
hands, thinks nothing about it if  
she gets them from handling the  
steering wheel.

The difference between a rich  
painter and his artist is that the  
latter paints his art.

"Oh!"

She always pulls the blinds down  
When she's dressing, you can bet,  
but I don't give a dangone  
she still has a silhouette.

The discerning reader, after fre-  
quent perusal of the daily news-  
papers, is led into the belief that  
the man does not reach the age of  
discretion until he is about the  
years old.

Most husbands pretend to be  
hard-boiled to keep from being  
pounded.

When and how the owl got his  
reputation for wisdom we do not  
know, but most men who initiate

his tactfulness grow wiser.

Who am I?  
I am always misanthropic. I  
am no out of trouble. I often  
come between husband and wife.  
Women love me. I am a friend  
in need. Women expect me to do  
all the worrying. The banks bor-  
row me. I am more dangerous to

the hands of a woman than a gun.  
I have made men weep. I am a  
woman's check book.

Opportunity comes like a snail  
and goes like a rabbit.

Credit Where Credit's Due.  
Doctor: "Young man, you owe  
your very remarkable recovery to  
your wife's tender care."  
"It's kind of you to tell me, Doc,  
I shall make out the check to my  
wife."

"This is no joke," said the editor  
as he read this.

Harding Law School.  
ALAN O. (DEPT) in memory of  
the late President Harding the  
Western H. Harding College of Law,  
of Ohio Northern University, is to  
be dedicated May 25. Dedicatory  
addresses are to be delivered by  
State Supreme Court Judges E. S.  
Mathias and E. M. Wauzank.

WHY THEY PARTED.  
"I was down with pain in my  
right side which at times almost  
killed me. Most all of the doc-  
tors said operation. But what I  
want to tell you is the pain she  
appeared with the first dose of  
your medicine and I never see  
my since. Mayr's Wonderful  
Remedy has the right name—our  
stomach and dyspepsia have  
left, too." It is a simple, harm-  
less preparation that removes the  
causative mucus from the intes-  
tinal tract and always the intes-  
tinal which causes practically  
all stomach, liver and intestinal  
ailments, including appendicitis.  
One dose will convince or money  
returned. At all druggists.—Adv.

## ONE OF THE STRONGEST COMPANIES IN AMERICA



Will you investigate  
**ONE POLICY**  
that gives you all  
of this?

\$5,000 if you die from natural causes  
\$10,000 if you die from accident

and in case of permanent total  
disability the company will

1. Waive all premium payments
2. Pay you \$25 per week for one year; and in addition
3. Pay you \$50 per month for life; and
4. Pay \$5,000 to your beneficiary when you die
5. If disability involves loss of limbs or sight as a result of accident, the company will pay you \$5,000 in cash, immediately; in addition to all other benefits.

In case of temporary disability, as a result of  
either sickness or accident, the company will  
pay you \$25 per week for a limit of \$2 weekly

"A Service That Endures"

## WEST COAST LIFE

INSURANCE COMPANY  
HOME OFFICE—SAN FRANCISCO

(Opportunity available to experienced Life  
Insurance salesman as District Manager)

WEST COAST LIFE INSURANCE CO. (116-12)  
400 Market Street, San Francisco

Gentlemen:—Without obligation on my part,  
and for more information,

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Date of Birth \_\_\_\_\_

# STAR

THURSDAY ONLY  
**JACK HOXIE**

—IN—  
**"Where Is  
The West"**

HERE'S HORSEMANSHIP—THRILLS—  
ROMANCE—ADVENTURE!

Everything you love in an outdoors story of love,  
romance and adventure is here—and more!  
A swift and fascinating story that will keep you  
breathless with its thrills—and Jack Hoxie's golden  
smile and winning style through it all!

The hard-boiled gunmen thought that he was  
easy—and started to take away his girl and  
his fortune! They received him with open  
guns and he responded with closed fists,  
pounding hoofs and whirling lariat!

Comedy—"QUIT KIDDING"

Coming Friday—"CODE OF THE SEA"



## FOR THE GRADUATE

Graduation day is a time in every young man's and young  
ladies' life that will always be remembered. You will want  
to look your very best. We have been very fortunate in ob-  
taining for you a stunning collection of new things. Dainty  
Dresses in the newest and most pleasing shades and styles



for young ladies, and for our young  
men, a handsome line of stylish clothes  
and accessories. Products of the world's  
best factories and most competent  
workmen.

Young Ladies Dresses in Nor-  
mandies, Voiles, Tub Silks,  
Linen and Crepes.

Moderate range of prices.

Visit our Shoe Department.  
You will always find the latest styles  
and best values.

## W. H. West & Co.

THE QUALITY STORE

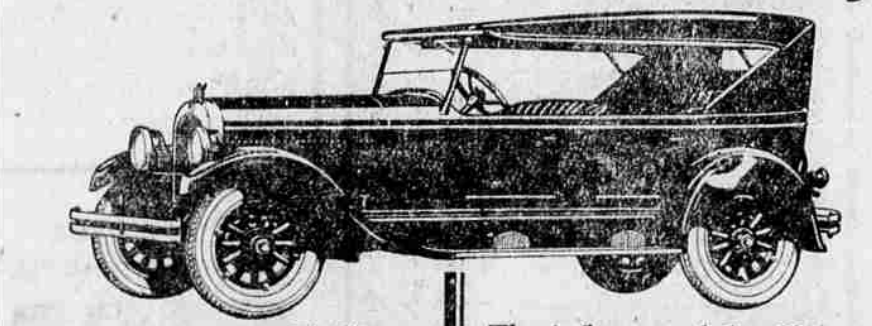
See Our Windows

Young Men's Clothing  
We are the headquarters for young  
men's clothing, first in style and  
first in quality. Ask to see our line  
made by  
Hart Schaffner & Marx

Gold Bond  
—clothes have two pair of pants,  
excellent style, and fine quality, for  
only  
\$35.00 and \$10.00

### READ THE OBSERVER CLASSIFIED ADS

## Chrysler Six Awakens The Motor Car Industry



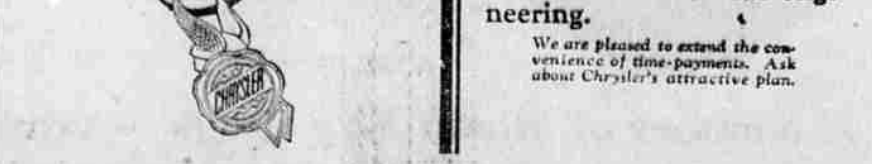
The influence of the Chry-  
sler Six on motor car engi-  
neering is inevitable. Before  
many months you will see  
many attempts to dupli-  
cate the performance and  
economy of the Chrysler.  
The fact is, that this realiza-  
tion of a low priced car  
weighing only 2705 pounds  
(touring type), that affords  
the riding comfort of a two-  
ton car; a high gear range of  
2 to 70 miles per hour, and  
gasoline mileage well over  
20 miles to the gallon, has  
startled and awakened the  
entire automobile industry.  
Nothing about the Chrysler  
is untried or unaccepted—  
nearly everything about it  
makes it a most remarkable  
advance in motor car engi-  
neering.

Its air cleaner is typical of the  
Chrysler's advanced engineering.  
It accomplishes one of the vital  
things for which automotive en-  
gineers have long striven—the  
exclusion of foreign matter  
which usually enters through the  
carburetor. The Chrysler oil  
filter assures the continuous use  
of clean, fresh oil, with resulting  
protection of bearings and all  
moving parts. All the oil in the  
crankcase is passed through the  
filter once in every 25 miles.

The Touring, \$1335 The Phaeton, \$1395  
The Roadster, 1525 The Sedan, 1625  
The Brougham, 1795 The Imperial, 1895  
All prices f. o. b. Detroit tax extra.

## The Chrysler Six

Powered as always  
by the Chrysler



## W. H. BOHNENKAMP CO.