

ADVERTISING IS NECESSARY

WASHINGTON (Special).—Small retail dealers should advertise consistently, if they advertise at all. They should plan a campaign as a whole. These are the recommendations in a pamphlet, "Small Store Advertising," issued by the Domestic Distribution Department of the Chamber of Commerce of the United States.

"Every merchant," the department says in its foreword, "must make himself known in order to conduct a profitable business. This is done in various ways, the greater part of which is described as 'publicity,' and of all these ways advertising is the most effective."

The purpose of the pamphlet is stated to be: "To enable the owner of the small retail store to make the most economical and effective use of the money he has available for advertising."

Regular Ad Is Best.

"Although every repetition of an advertisement, a circular or a letter costs money," says the department, "occasional, hit-or-miss advertising is usually a loss; whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week."

"This principle applies to all forms of publicity. If form letters are sent out, it is best to send them regularly; if handbills are broadcast, it is best to broadcast them regularly; if window advertising is used, the displays should be constant and changed frequently. Never let the public forget you. Never give even your old established customers a chance to forget you, your store, your goods."

Should Be Planned.

"There are two points to remember in this connection: Your advertising campaign, whatever it consists of, should be planned as a whole; do not get out several booklets, letters or circulars, and then discover you are not presenting your arguments in proper order or that you have neglected the seasonal influences or something else."

"If your advertising is carried in a publication, call attention to that advertising in any circulars you get out, so as to tie the two together. Use some such phrase as 'Watch our weekly price lists in the Courier.'"

"The other point is to identify your store through a border, a trade mark, an illustration of a signature, so that every advertisement, every letter, every handbill, every delivery wagon and every piece of wrapping material will have some easily recognized mark which will remind the observer of all other ads of your store. Tie your ads together. Note how the large advertisers use a trademark, a phrase or a picture."

"At certain seasons and for certain offerings of merchandise, advertising announcements should appear more frequently than usual. A grocer has only a few weeks to sell strawberries, so he should advertise them more frequently than potatoes which he can sell all year."

"Druggists should press their advantage in selling remedies for colds during the winter months. During an especially rainy spell, shoe dealers should make frequent announcements on rubbers. But whatever the season, the goods or the medium used, be consistent—do not have spasms of advertising."

Famous London Buildings Succumb to Damp Weather

LONDON (AP).—London fog is responsible for the crumbling of the walls of the houses of Parliament, not the ravages of time as had been generally supposed.

The material in these buildings which has been a great disappointment from the standpoint of wear, is magnesian limestone. It was selected in the belief that it would withstand well both the action of the fog and the passage of the years.

Parliament will be asked for money to make repairs.

We Offer 50 LOTS 50

At Prices and Terms Never Before Given the People of La Grande

Have you seen the posters in our windows? If not, you surely must stop and read them. It is to your advantage to come in and let us give you all of the information you desire.

The lots are selling. Come in and get yours, from

La Grande Investment Company

BONDED REALTORS
Reliable Agents for Reliable Insurance Companies.
1201 Adams Ave. Main 1252

28 YEARS AGO

La Grande Gazette, October 16, 1896.—J. P. O'Brien was down from North Powder last night. W. Duryea returned from a trip to Portland this morning.

A. B. Cherry and wife returned from Portland Wednesday morning.

Mr. and Mrs. Julius Roemich have returned from a visit to Portland.

State School Superintendent G. M. Irwin arrived in La Grande Wednesday morning.

Marlin Anderson who was hurt in the wreck near North Fork, is so improved as to be able to be out.

President McNeill, Supt. O'Brien, General Foreman Graham and Passenger Agent O'Neill all of the O. R. and N. were in the city Sunday.

D. Sommer, the pioneer merchant of Elgin, has disposed of his mercantile interest to E. Crossen. Mr. Sommer will move his family to La Grande, where they will make their future home.

The infant son of Mr. and Mrs. Mullen, who died the first of last week, was buried last Thursday. The entire community extended sympathy to Mr. and Mrs. Mullen in their sad bereavement.

For some time this paper has carried an advertisement for Morvin Swift, of Baker City, who represented himself as a money lender. We have received the knowledge that he was a rogue and a hulk and that he was doing business fraudulently. We hope that our readers have not bitten at the bait thrown out by this unscrupulous money lender and in the future we will inquire into the responsibility of foreign advertisers before we accept their work.

The Women's Relief Corps of this city held a social at their headquarters Monday night, and among the different things done was the taking of a vote by those present upon the candidates before the people for president.

The vote resulted: McKinley 36, Bryan the prohibition candidate 5. This is in all probabilities about the way the election will go. Those in attendance report a royal time. Hon. Geo. H. Williams of Portland spoke to an immense audience in the opera house last night. The standing room only could have been hung up long before the speaker began his discourse. A large number turned away because of their inability to gain admittance.

Mr. Williams spoke for nearly two hours and during all that time the entire audience was wrapped up in the eloquence of the brilliant speaker, whose fame is well known to everyone throughout the state and who bears a national reputation as a public speaker and a public man. He confined himself to the financial question altogether speaking in the most convincing manner furnishing proofs that clinched his statements. He gave a clear explanation of the disaster which will follow the free coinage of silver backing up his statements with arguments which could not be contradicted. He dwelt sufficiently long upon the tariff question to close up a few Bryan men who allowed their enthusiasm to get the better of their good judgment and closed his remarks eulogizing Major McKinley.

The Presbyterian Synod of Oregon was convened at the First Presbyterian church at Union last Thursday afternoon, by a devotional exercise of half an hour led by W. H. Lee, D. D., of Portland, after which the synod was regularly constituted by a prayer by the Rev. W. O. Forster, the retiring moderator.

Earl Stevens took his departure for the state university at Eugene.



CLAUDE C. PRATT

October 17, 1924.
Dear Uncle Jiggs:
Tell Aunt Margie that I could save you many, many dollars in your building material. I am not in love with building material, in fact, I hate to see it lying around. I handle it like hot coals. A carload of lumber and shingles are spotted and it jumps out like a hundred fleas. Some jump into the form of a good home, some into a barn, some into a woodshed, garage or chicken house. I hold my sack open and a few dollars drop in. You have saved a great sum of money and I have made a little. You are made happy and so am I.
CLAUDE C. PRATT LUMBER COMPANY.

P. S.—Uncle Jiggs, it would be better if you and Aunt Margie would drop in and see our splendid material and get our prices.

Chekiang Artillery in Action



Chekiang artillerymen are seen in action on the outskirts of the town of Hangchow on the Shanghai front. They are using a three-pounder.

last Friday evening. We regret seeing Earl leave our city if only for a short length of time. He has been a main factor in placing the Blue Mountain band where it is today, one of the foremost organizations of the kind in the state. He is a thorough musician and a good instructor especially with bands. As a performer on the double bass in orchestra work Earl is hard to beat. We hope he may work his way to the top among the musicians of Eugene.

Japan Not Waiting to Grab Philippines, Says Legislator

MANILA (AP).—M. Inouye, member of the house of representatives of Japan, who is here to investigate business conditions in the hemp region of Davao province where Japanese have large interests, has declared that Japan had no intention of grabbing the Philippines in the event that America grants them independence.

"As a member of the parliament of Japan I know my country has never entertained a thought of adding the Philippines to her colonies," said M. Inouye. "All talk about Japan taking over the Philippines the moment the United States grants them independence is absolutely groundless."

"I know you are capable of running your own government, but I think you should first develop your natural resources because, when a country is economically self-sustaining, she will be able to stand on her own feet. As managing director of the South Islands Association of Japan, I am here to foster better relations with your people."

Island Rid of Rabbits By Use of Poison Gas

TACOMA, Wash. (AP).—A barage of gas, combined with the use of poison, has eradicated the rabbits on Smith Island, in the Straits

of Juan de Fuca, the entrance to Puget Sound. The rabbits had become such a pest on the island that they were undermining the foundations of the government lighthouse and the naval radio station there. Finally an appeal was made to the United States biological survey and a Leo K. Couch, in charge of the work in this state, planned warfare against the rabbits. Thousands of them were killed in a week by calcium cyanide gas introduced into their burrows and by poison put on apples. The gassing was done in the daytime.

Mr. Couch has prepared data for the information of Australian officials. He believes the experiment may result in the eradication of the burrowing rabbits that are a pest in Australia.

The Virgin Islands take their name from St. Ursula and her virgins.

ASK FOR

PURITY BREAD

First for Quality

La Grande Bakery

K. J. McWilliams

PURITY BREAD SUPERFINE BREAD

DODGE BROTHERS TYPE-B SEDAN

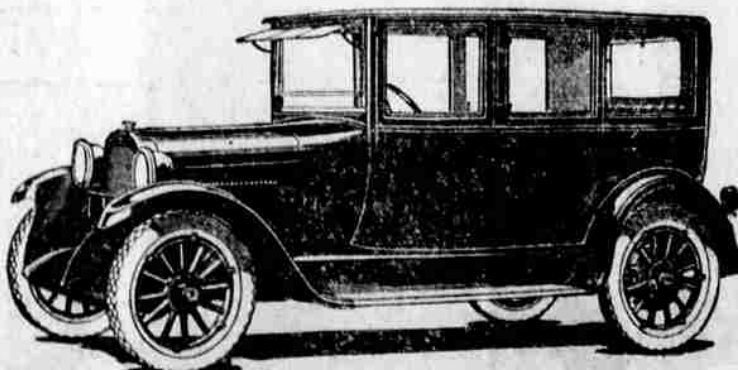
This car is now driven by a great many people who never before owned, and never intended to own a closed car.

It is driven daily over roads that heretofore were considered too rough and too heavy for anything except the sturdiest open cars.

As a matter of fact, the Type-B Sedan is as sturdy as an open car, and was built by Dodge Brothers for the same identical kind of service.

The price is \$1250 f. o. b. Detroit — \$1475 Delivered

L. C. SMITH
La Grande, Oregon



GLOOM, GLARE MENACE SIGHT

Elimination of gloom and glare in the home by the teaching of the proper use of light is the object of the Home Lighting contest which is being held among school children in the United States and Canada.

It has long been known that lighting in the home is an important matter, as it affords not only personal convenience and happiness but eyesight and health. The rules that govern good lighting are simple and definite yet very few persons know the fundamentals of this problem. This is shown school children of the country have defective vision, which is due partly to improper lighting in the home.

In many homes that are considered well lighted, today these two evils known as gloom and glare are present. Many persons have stopped reading from discomfort to the eyes or on account of getting a headache which becomes so bad that they cannot fix their attention on the book or paper. By this time damage is done to the eye because it does not complain immediately. However, it is a wonderful organ and will not be permanently injured if this does not happen often.

Gloom in the home, however, if much reading is done, will cause this to happen often and therefore precaution must be taken to make the lighting proper and eliminate gloom.

Glare is just as bad as gloom but it is not often that too much light is available to make glare. Lights in the home should always be shaded and a person should never look directly at a lamp bulb.

How to overcome the problem of gloom and glare in the home will be learned by the children entering the Home Lighting contest. They will have a chance to win

valuable prizes and at the same time save their eyesight.

London Turns to Pet Parrots.

LONDON (AP).—Parrots are replacing pet Pekingese dogs in the affections of some society people. In Hyde Park recently several women had green parrots with them in their motor cars. Many people have been seen walking with parrots on their shoulders, or with the birds sitting beside them on public seats. West End stores report an increasing demand for parrots as pets.

LA GRANDE IRON WORKS

MACHINE SHOP AND FOUNDRY
All kinds of Machinery, Automobiles and Tractors Repaired
Overhauled and Rebuilt
Acetylene Welding of All kinds
Cylinder Boring and Overhaul Pistons
Crankshafts, Pistons and Piston Rings
Give Us a Trial

D. FITZGERALD Prop.

SHERRY'S

SUNDAY - MONDAY - TUESDAY

JACKIE COOGAN Little Robinson Crusoe

A ragged Kid from 'Frisco suddenly finds himself cast up on a South Sea Island, the lone survivor of the good ship "Sara Winch." What does he do?

—Also—
"AMONG THE MISSING"
A Nigh Miniature

Regular Prices.

Gifts for Kiddies

There is no type of gift more appreciated than that made to a baby or child. All parents have a natural pride in their children and to have the baby remembered with a suitable gift gives them more pleasure than a gift to themselves. This class of gifts has a double value in the happiness brought to the child and its parents.

Let us show you the latest in Sterling Silver for the Kiddies

J. H. PEARE & SON

GIFTS THAT LAST

La Grande's Original Credit Jewelers.

Established 1891

O. W. R. N. Time Inspectors