

La Grande Evening Observer

INDEPENDENT NEWSPAPER

Published daily and weekly at La Grande, Oregon, by the LA GRANDE EVENING OBSERVER PUBLISHING CO. BRUCE DENNIS, Editor

Entered at postoffice at La Grande, Oregon, as Second Class Mail Matter

On sale in other cities—Oregon Hotel News Stand, Portland; Imperial News Stand, Portland; Multnomah 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	\$2.25
Daily, per six months, in advance	\$4.50
Daily, single copy	.5c
By Mail	
Daily, per month	50c
Daily, per six months, in advance	\$2.50
Daily, per year, in advance	\$5.00
Observer-Star, per year	\$2.00

CITY AND COUNTY OFFICIAL PAPER

MEMBER ASSOCIATED PRESS

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BUT THOU, WHEN THOU PRAYEST, enter into thy closet, and when thou hast shut thy door, pray to thy Father which is in secret, and thy Father which seeth in secret shall reward thee openly. For your Father knoweth what things ye have need of, before ye ask him.—Matt. 6:6,8.

Benefit of Snappy Weather

The mercury is shooting around below the zero mark these days and the populace of Eastern Oregon shivers in astonishment. But that shiver is for only a short time and then we all become accustomed to and enjoy the cold weather.

It is a great tonic for it clears up the odds and ends left over by too much heat. Cold weather is the great extract of weather as a whole. It is of short duration but during its stay it accomplishes great things for humanity.

Without a period of snappy weather each year the human machine gets in a dull state and we do not get the most out of life. In a climate that is much the same the year round dull habits form. People grow to know just what to expect the day following and they have no occasion to reorganize themselves. The farther south one goes the more pronounced it becomes until down near the equator people's skin become clouded with dark pigment and the white, virile race with its leadership, its ability to do things, is transformed into a lazy, sluggishness which never accomplishes anything worth while in the world. The big things in the world have always been done by people who live in cold climate.

When this is brought to your attention it may serve to quiet your temper against the plumber who is mending the broken pipes in your home, it may soften your feeling toward the coal man who is unloading the fuel in your basement, it may make you feel that the grocery boy delivering your food products is quite a chap.

Anyway, when the present cold spell is considered in the right manner it should be looked upon as a machinist who is tuning up the carburetors of all human machines so they will run properly for another twelve months, for that is exactly what it is doing.

Women Do the Buying

In La Grande, as elsewhere, women do the buying today. We seek the pay rolls and industry furnishing employment for men, but men do not spend the money they earn. It is spent by the women, and there is no complaint about this general condition for it is all right.

But the point we wish to drive home to every dealer and to the general public is that the women are the buyers.

Strange, perhaps, but business is conducted mostly for women in this era of many paradoxes. It wasn't so long ago that the majority of the stores traded with men, that advertisements were written to attract men and that the manufacturers were busy supplying the needs of men.

The new woman has three exclusive ladies' wear shops to one men's shop. Every man knows how the bobbed hair craze created "bobber" shops and beauty parlors for women only in sufficient numbers and capaciousness to completely overshadow the male tonsorial institutions. Automobile manufacturers are accentuating the appointments for women afforded by their models and where they formerly advertised that the motors were accessible to men drivers they now herald the fact that the operating levers and pedals are easily accessible to women. Department stores cater almost exclusively to feminine shoppers, and the cosmetic counters now consume the greater part of the floor space in the corner drug store.

A few years ago womanhood had to be content with one or two small and poorly edited magazines, for the large majority of the weekly and monthly periodicals were published for men. A census taken at any newsstand today would show magazines for women predominating. The modern women's magazine is larger and carries more advertising than the more popular men's magazine and while there are many periodicals strictly for women there are few strictly men's publications. The office girls are even making encroachments on man's traditional morning newspaper, as the advertisements and departments bear witness.

This result has not been the result of granting the vote to women. The ballot for women came with the rest of the revolution. The greatest factor in the transformation was the increase, during the war and since, in the number of financially independent women. More women working meant more women to buy. Better wages for husbands have given wives more money to spend and more time to shop. These also women are earning a wage today more commensurate with their needs and love of luxury.

THE OLD HOME TOWN By Stanley



ERNIE HICKS-NEW MAIL ORDER SUIT ARRIVED ON THE LATE TRAIN - THE FIREMENS BALL AND OYSTER SUPPER IS JUST STARTING - BIRDIE CROWES MILLINER WHO IS TO ACCOMPANY ERNIE IS WAITING AT THE DOOR.



OFFICE CAT By Junius

"Where was the baby born?"
"In the middle of the ocean."
"Oh! I see, that accounts for the squall!"

THE HONEST GOLD DIGGER
I should not love you dear, so much.
Were you not worth a million,
And though I dislike gold as such,
I should not love you, dear, so much.
If I could only fix my clutch,
On someone worth a billion,
I should not love you, dear, so much.
Were you not worth a million,
Husband (looking at volcano):
"What a wonderful scene!"
Wife: "By the way, dear, did you turn off the gas before we left home?"

A good fellow, as a rule, is one who enjoys having you watch him spend money on himself.

"Mama, why hasn't papa any hair?"
"Because he thinks so much."
"Well, why have you so much hair?"
"Because—Now you are right in and study your lesson, you beautiful boy."

UNHEARD OF EXPRESSIONS
"Yes, mum, one day off each fortnight will suit me nicely."
"I'm returning your umbrella, I took it by mistake."
"Look out! Incubation is over, dearest, you must insist on your mother coming to stay with us for a month or so."
"I regard the payment of Income Tax as a pleasant and patriotic duty."
"That hair you found on my coat, dear, came from the head of a pretty Elyse."
"Good afternoon, I was sincerely hoping I shouldn't see you."
"Yes, darling, I've kissed many girls before you."
"She's much prettier than I am."
"Sure, Pat, an' ye can call me what ye like. I won't forget ye, I hate scappin'!"
"Say, boy, but that's larger and finer than anything we've got in the States."
"Why, yes, dear, I've been enjoying myself thoroughly at the club. I was not detained at the office."
"Your worship, I wish to state that I was driving my car at over sixty miles an hour when the automobile stopped me."
"Please, sir, may I have the day off. I want to go to a cricket match."

You have often heard the expression, "The woman made her appearance," since we have been married we have found out just how they did it. It was a painful revelation, considering the cost of cosmetics, fancy hats, perfume, etc.

The doctor who removed his own appendix can doubtless hereafter be referred to as the village "I splitter."

There are 26 women lawyers in England. We would like to hear their hair being cut by 26 women barbers.

League of Nations Would Cut Profits Of Cannon Makers

LONDON (AP) — War or no war, the munitions business in Europe is good. During the years which followed the close of the late international cannon makers' picnic until 1923, the exports of munitions of war from one European country into another, not including warships, airplanes or similar equipment has overstepped the alarming total of \$250,000,000. And the world has been almost pacific during this time.

The traffic commission of the League of Nations, which has summarized out these figures, has not sought to cut the dividends of the



A Brownie for Betty

Or perhaps it's Bob, or Mary, Junior—wherever there are children a Brownie belongs.

Brownies are so simple to use that any youngster of school age can get good pictures. Brownies are Eastman-made, durable, dependable. Any Brownie are priced as low as \$2.00. Both Bob and Mary can have one. Come in and you'll take a Brownie.

RED CROSS DRUG STORE

BUY SOMETHING FOR THE Car THIS CHRISTMAS

Perkins Motor Co.

Blue Mountain Oregon LUMBER

Mars no longer seems far away, so why should that desire to build be kept in the distance?

Bowman - Hicks Lumber Company
MAIN 8
CHAIN AND BOX WOOD
PHONE MAIN 547
J. L. MUNHALL

The Treasure House of Christmas Gifts

5 SHOPPING DAYS TILL XMAS

W. K. West & Co. THE QUALITY STORE

GIVE USEFUL GIFTS

Ladies' Felt and Satin SLIPPERS

Felt in blue, Oxford, wine and rose with pom-pom to match. Some with satin trimming, \$2.00; without, \$1.75 a pair.

Quilted Satin Boudoir Slippers, solid leather soles and heels. Blue, rose, American beauty, lavender and black with pom-pom to match, \$2.50.

Blue Felt, soft padded sole with ecru collar trimmed in blue, \$2.25 pair. Same style in Oxford grey, but solid leather sole and heel, \$2.50.

Complete Line of Men's Slippers

Oxford Gray Juliette with gray fur trimming. Solid leather soles and heels. Gray pom-pom, \$2.50 a pair.

Beautiful shade of ecru felt with a quilted satin collar to match. Soft padded leather soles and spring heel, \$2.75.

Black Kid Boudoir Slipper, black silk pom-pom, with solid leather soles and heels. A very trim, serviceable slipper, \$2.50 pair.

to such a convention, and several other favorable replies have been received by the League.

The convention itself is a technical document of great length, which experts claim so effectively limits the manufacture and distribution of materials of war as to put a stop to petty warfare among the disturbing elements of the universities and makes it hard for the greater nations to keep a war chest in the closet along with the skeleton.

Hillsboro Schools Crowded

HILLSBORO, Ore.—If no errors appear, the school census of the Hillsboro district passes the 1100 mark, the final check showing 1,100 children in a real problem. Sept. 1924, an increase of 200 over last year. Both high and grade schools are crowded to capacity and where to put the incoming February per cent enrollment of the Hills-

Gifts That Reflect Good Sense

The Oregon Hardware & Implement Co. prides itself on being in a unique position during the Christmas holidays because every article it features as a possible Christmas gift is a practical one.

Bicycles for the healthy outdoor boy or girl—cutlery for mother, complete tool boxes for men young and old—these are just a few of the essential gifts we recommend—come in and see for yourself!

Oregon Hardware & Imp. Co.

Ladies' Wool and Silk-Wool Hose \$1 to \$2

Children's Gloves, Mittens and Caps for the wintry days.

Sweaters for infants up to 12 years.

Novelties of all kinds for Xmas gifts.

NORTON'S KIDDY SHOP

Button Holes Stamping Buttons Covered HEMSTITCHING PLEATING

GIFTS

Can you think of a more valuable present for your child's Christmas than a Certificate of Deposit or a Savings Passbook showing a deposit in this bank drawing interest at four per cent compounded every six months?

Would it not be wise to start an educational fund in this way now and thereby insure a college education for your boy or girl?

The investment is sound and can be converted into cash at any time.

THINK IT OVER.

La Grande NATIONAL BANK

SOUND RELIABLE - PROGRESSIVE