

La Grande Evening Observer

An Independent Newspaper

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ADVERTISING RATES

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Display, local, per column inch	40c
Time contract rates on application.	



HIT THOU, WHEN THOU PLAYEST, 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 thy Father knoweth what things ye have need of, before ye ask him.—Matt. 6:6, 8.

A sound argument does not require as much sound as a weak one.

Men used to burn the midnight oil to get ahead; now it's used to lubricate automobiles for the same purpose.

Vice President Dawes will make more speeches in favor of revision of the senate rules—but probably not in the senate.

The Bryans made a social call at the White House recently—that being the only way, apparently, that either can get inside the structure.

A La Grande professional man is one of the most tactful music critics we ever expect to meet. In speaking of an event some time ago, he said music is a good deal like whiskey, and he had never experienced any really bad whiskey—but some is a little better than others.

We would be inclined to think some of these mornings that chilly blasts of winter still hold sway over the calendar, but we saw a man buy a lawn-mower the other day. And a man who'll do that the middle of March is either an optimist or a weather prophet—or both.

THE ADVERTISER'S PULL.

What does your daily paper actually cost? It is obvious that the several pennies you pay per day does not cover the expense involved in the writing and printing of this newspaper.

What do magazines cost? It is reported the actual cost per copy of a famous weekly selling for 5 cents is actually 42 cents. Somebody pays for your newspaper and your magazine. This somebody is the advertiser.

From this simple bit of logic, obvious to all, has come the popular fancy that advertisers control the editors. Radicals love to mouth the phrase "the kept press."

And, of course, if the advertiser makes the paper possible, it would seem reasonable to assume that he controls the independence of the editor and directs the policy of the owner.

But it is not in accordance with either logic or truth. Advertising makes possible your daily paper. But no individual advertiser makes it possible!

The bulk of advertising carried in a newspaper makes possible the publication of that paper. Newspapers frequently reject undesirable advertising. In doing so they not only assert their independence of individual clients, but enhance the tone of the paper and increase the pulling power of the advertising columns.

The advertiser's "pull" with the editor and publisher is a myth. The only pull is the pulling power of a well-written ad in a reputable newspaper. The average advertiser knows this, and is content to help you enjoy for a few cents a real newspaper.

Yesterday In Washington

(By the Associated Press)
Charles L. Kagey resigned as American minister to Finland.

Pending resignations in the shipping board were indicated.

Secretary Jardine outlined his

views on the needs of the farmer. Wilder S. Motz of Kansas consented to accept the post of commissioner of pensions temporarily.

A treasury auditor was arrested in connection with charges of misrepresentation in settlement of tax cases.

The Harding Memorial association decided to proceed with erection of a six hundred thousand dollar memorial to the late president.

THE OLD HOME TOWN

By Stanley



OFFICE CAT

TRADE MARK REG.
By Junius

RECIPE FOR KISS-CAKE
Take 1 handful of pretty girl, 1 lovely face, 2 lovely brown eyes, 2 rosy cheeks and 2 tips like strawberries. Mix well together and press to 2 lips.

It always makes me laugh. So wonderful a treat. To see an athlete run a mile. And only move two feet.

In providing a rest cure for a run-down husband, it is better for the wife to take it.

Found to have a natural tenor voice, a New York laundry worker became a grand opera star almost over night. Out of the wash-bowl into hot water.

"Talk about torture!" "Nothing is worse than sitting in a barber's chair with your mouth full of lather, watching another customer taking your new spring hat."

If they are too young to labor young to whiz about in high-powered cars.

Nobody expects to meet any crooks, liars, thieves, profiteers, or

other disagreeable persons in Heaven and yet everyone expects to get there. How come?

Commenting upon the length of the Leviathan, a La Grander remarks that it would be well to build our ships long enough to extend past the three mile limit while still in dock.

Cross-word puzzle fans are learning that statisticians are "statists." It has been the general impression heretofore, that most of them were stative.

"Mr. and Mrs. Frank Sparrow of Lumpy Hollow were surprised by the arrival of twins last Wednesday. The Sparrows now have seven little birds in their nest."

"What could be more sad," said the schoolteacher, "than a man without a country?" "A country without a man," answered a pretty girl.

It is not what a man does during working hours, but after them that breaks down his health. Business is like oil—it won't mix with anything but business.

Thrift rhymes pretty well with gift—but it doesn't mean anything.

Mills on Four-Day Basis. EUGENE, Ore.—The Booth-Kelly sawmills at Springfield and Wendling, which have been operating for the last six or seven weeks on a five-day week schedule, will go on a four-day week schedule, beginning this week, according to announcement at the office of the company here. The working week will be from Monday to Thursday, inclusive, and the plants will be closed Friday, Saturday and Sunday for the present, said A. C. Dixon, manager.

Albany Plans Spring Opening. ALBANY, Ore.—Albany's first spring opening will be a parade of school children and bands and the uncovering of display windows throughout the business district. The school children will parade with lanterns and a number of prizes have been offered for the best showings made by the various school rooms.

EARLY SEASON IS EXPECTED

THE PARK (Special) — The snow is nearly all gone here and an early planting is almost assured. Usually the Park is one month behind others in the valley in putting in crops but the splendid climate here in the mountains makes it possible to harvest about the same time as others do.

And on being on Joseph Lay and Cy Turner of Big Creek, where by Mr. Lay will dispose of his sheep. The deal is not completed as yet.

The co-operative fanning mill which was at George McDow's place has been hauled to Bert Van's place where it will be busy fanning grain for seedling.

George McDow took a trip by auto to Baker Saturday. The friends of Mrs. A. J. Vandevanter will be pleased to learn that she is entirely recovered from her recent illness.

Clarence Vanorder took a trip to the Big Creek country, transacting business with some of the farmers there Saturday.

The Grange gave a big dance for the benefit of their hall Friday evening. The proceeds will be applied for the purchase of a set of chairs. The affair was also in honor of St. Patrick's day.

"Uncle" Dunham Wright, pioneer of this community, having helped to build the first large log barn in the Park on the Vanorder ranch, was seen by the Park people the other day and is reported being active and in excellent health this spring.

Joseph Lay has repaired his drag saw during the week, working at it in spare moments. It was reported last week that Chester Godsey was ill with the flu. He is fully recovered.

At the last report Buster Godway was still cutting cord wood. George Loseley and Joseph Lay are building line fences between their adjoining ranches.

Mr. Ord, formerly of Big Creek, who sold out last fall and is living now in Utah, has left his machinery and many other things with J. C. Lay to dispose of. George Loseley has recently bought one of the drills, and he is now overhauling the machinery making it ready to seed on his other ranch below Medical Springs.

Miss Oella Vandevanter, daughter of Mr. and Mrs. A. J. Vandevanter has recovered from an attack of "flu."

George McDow was at the home of Clarence Vanorder on business Friday morning. It was about an investigation of the poisoning of cats and dogs recently committed in this neighborhood.

Lay's sheep are herded in the foothills for some time. Guild Lay is herding them.

Creek Rising. The waters of Catherine creek are somewhat muddy and rising slowly these warm days. But due to the hard packed snow in the higher hills the snow is not melting very fast. This is a good sign, for there will be more moisture later when really needed.

Ed Haek, horse and cattleman from Big Creek, has purchased some hay from Joseph C. Lay. He hauled one load of it Monday.

Urdell Lay, from Big Creek, is hauling wood from the Martin place. He started Saturday.

Baseball is in progress these fine days. Edward Wolf and Laurel

Lay of this place went to a practice game down on the Big Creek diamond Sunday. They report a splendid field for practice.

The first daffodils to bloom this spring will be credited to Mrs. Ross Lay who has an abundance of the pretty flowers which she cares for very carefully during the winter months.

Mrs. Francis Kennedy ordered a setting of eggs from the Vanorder's blooded poultry pens, Monday.

Sunday a reception was given several guests by Mr. and Mrs. Clarence Vanorder. Among the many present Mr. and Mrs. J. C. Lay, Miss Clara Lay, Mr. and Mrs. Frank Wieglesworth and family, and Jack Hunter, Jr. A luncheon was served at which sixteen of them were laid.

Grading Rules to Be Studied. HOOD RIVER, Ore.—Interest is being aroused here in the proposed modification of Oregon grading rules on apples and pears. A committee of the Apple Growers' association and other shippers the past several months have given grading rules careful study.

The state board of horticulture has called a meeting for April 13 in Portland, when fruit shippers from all parts of the state will be present and discuss the packing of apples and pears.

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