

LaGrande Evening Observer

An Independent Newspaper

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AND I WILL STRENGTHEN THEM in the Lord; and they shall walk up and down in his name, saith the Lord—Zechariah 10:12.

THE PEDDLER'S ARGUMENT.

We had the interesting experience a few days ago of a talk with a house-to-house peddler about his business, the goods he is selling in La Grande, and the arguments he uses to convince housewives that his product is both better and cheaper than she could get at any store in the country.

The young man in question was selling silk hosiery and made the assertion that he sold as good a product for \$1.68 as could be bought at any store in La Grande for \$2.50.

Actually, the peddler's argument is based on the elimination of the "middle-man" in selling. Is that middle-man real or fictitious? Here in La Grande, for example, does part of the money you spend for silk hosiery in a local store go to half a dozen in-between selling agencies before it gets back to the makers, or does it go direct to the manufacturer after the merchant takes his profit, as does the peddler's money after he takes his?

Investigation of six of the biggest silk hosiery dealers in La Grande shows that all of them buy direct from the manufacturer and have done so for years. Each manufacturer, whether he sells to a store or a peddler, makes the goods and, if he is a good business man, sells it at a profit.

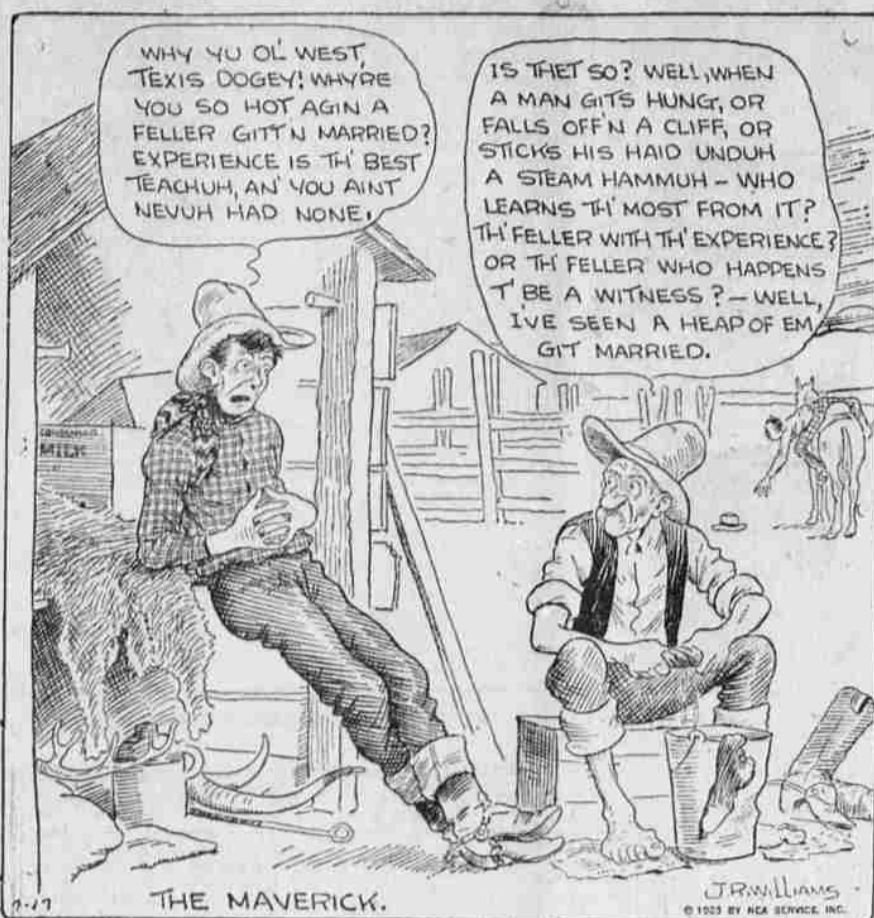
Each method is direct, but which method is most economical and the most likely to give largest value to the customer? The peddler admits (and he didn't say confidentially, though he shouldn't broadcast such admissions publicly) that he makes a larger profit from each sale than he imagines the store does on a similar sale—and he says he has been in the retail business and ought to know.

Of course the peddler makes many sales and excellent profits. Anyone who has ever indulged in house-to-house selling knows what large commissions are offered for work of that kind—and they also know that house-to-house canvassing is the most expensive method of distribution to the consumer yet attempted.

Market Groceries Joel's Phone Main 759

OUT OUR WAY

By WILLIAMS



on for centuries; the more elderly residents of this county can probably remember easily the days of the peddler and pack-horse when other more modern and less expensive methods of merchandising were undeveloped.

Of course it is something that cannot be stopped or appreciably curbed because human nature is difficult to alter. The loyal, progressive citizen of a community, however, is quick to see that it is merely a question of giving a legitimate profit to an established business firm or to a passing peddler, a question of buying from a firm that backs up its merchandise or from an individual who is gone tomorrow.

OFFICE CAT By Junius

The chief trouble with eternal triangles is that we always look at them from the base angle.

Pay—and the world dimes with you.

People who sleep on sleeping porches should get up foot.

"Covered Wagon" is the very latest name for the girl who has not bobbed her hair.

Speaking of hard jobs—did you every try to scratch your left elbow with your left hand?

More life insurance is carried by Americans than the rest of the world. Well, don't Americans need more?

"Are you sure you've used every argument with which to convince your husband?"

"Absolutely! There isn't a whole dish left in the house."

We cracked our ankles up one night.

In terror-stricken four took flight.

When a fellow pulled his gat; And Panvo Nurmi heard us swish.

By him, and said: "See I wish, That I could run like that!"

It will not be many weeks until we will have to be thinking of keeping the home fires burning.

The old-fashioned kids wasn't different, except that you just tasted girl without any flavor.

The Chinese are taking up cross word puzzles. That is where you get even with them for sending us Mash Jungs.

A woman in Dallas, Texas, hit a burglar over the head with a baseball bat, mistaking him for her husband. Her embarrassment was said to be pathetic.

Many a girl says "I do" when she gets married, and afterward she refuses to do a thing.

A farmer will never get rich as he wants to be until he can raise something that can be fed to an automobile.

"Oh, constable, I feel an funny." "What's the matter, madam? Have you vertigo?" "Oh, yes, constable, about two miles."

Funny how some men can enquire about religion, politics, and

Obituary

JOHN KLINGHAMER

John Klinghamer, well-known resident of Elgin, died at his home near Elgin Thursday, July 9. Mr. Klinghamer had been a resident of this vicinity for 26 years and was considered one of Elgin's and Union county's most respected citizens.

The funeral services were conducted Saturday in the Elgin Presbyterian church, Rev. W. C. Ross, pastor of the First Presbyterian church of La Grande, officiating. Interment was made in the Elgin cemetery.

Mr. Klinghamer was born March 23, 1847, in St. Charles, Missouri. In 1879 he was married to Miss Anna Schenker. He moved to Elgin with his family in 1922.

He was also survived by four grandchildren.

MIF Will Be Rebuilt

SALEM, Ore.—The plant of the Cherry City Milling company, which burned here last night with a loss estimated at approximately \$120,000, will be rebuilt, according to Peter Geiser, manager.

Of the total loss \$25,000 represented the building and equipment. The remainder included stocks of grain, flour and other products.

Fred E. Wells, who conducted a wood yard, suffered a loss of about \$1000. Other scattering losses aggregated \$2500.

HEALTH

HEALTH HABITS

(By Dr. Frederick Stricker) When children are young, they are taught how to walk, how to dress themselves, how to eat and to perform all the many actions which they learn become habits and are performed with putting any special thought on them.

It is just the same with health habits. We don't want to be thinking continually about our health and the various dangers that surround it. If we do, the worry would be worse than the chance of disease.

Instead of amusing ourselves by teaching children to be afraid of bogies, policemen, doctors and so forth, why not instill a little reasonable fear of playing with children who have contagious diseases? We already teach our youngsters to wash themselves; let's go a little further and teach them to do it before every meal.

Children are taught to eat three regular meals a day. At the same time, they can be accustomed to making these meals of good, healthy food. A person who has formed the habit of eating wholesome food in childhood will find it a hard habit to break.

Paper Men Meeting At Grants Pass, Ore.

(Continued from Page One)

that have to do with the flapper. Paul Cowles, superintendent of the western division of The Associated Press, will talk on "Gathering the News of the World."

The quality of English used in news writing is the subject of Prof. C. J. McIntosh, Dr. E. T. Hooper, professor of Geology of the University of Oregon, will talk on Oregon's position in the great Pacific earthquake belt.

Our July Sale Ends SATURDAY, JULY 18TH

If you have not already taken advantage of our Money-Saving Event, plan to do so Saturday. Every Article in the Entire Store Is Reduced N. K. West & Co. Inc.

tonight, and tomorrow will be devoted to a trip to the Oregon Caves.

Polis Dedicate Monument At Lemberg to U. S. Heroes

LEMBERG, Poland (AP)—The recent dedication of the monument to the three American aviators—Kelly, Graves and MacCollum—members of the famous Kowalski squadron who were killed during the war against the Soviets in 1919-1920, developed into a great pro-American demonstration.

The Start Isn't Hard

BUT KEEPING AT YOUR SAVINGS ACCOUNT IS WHAT COUNTS. IS YOURS GROWING REGULARLY EVERY WEEK?

La Grande National Bank

Sound - Reliable - Progressive

Minerva Says---

If swelling, perspiring feet—do you have any trouble with your feet? If so, Dr. Scholl's Brom-Idro-sis is highly recommended as a great relief and will counteract that trouble to a great extent.

Bunion Pads will soften and take out the inflammation of your sore and aching bunions. Also Zinc Corn Pads will act the same on sore corns.

Arch Supports for all kinds of foot ailments. Consultation and examination free. Arches fitted by a graduate Podiatrist. Ask for a pedigraph or blue-print of your foot.

THE BOOTERY

GAY HAYDEN, Mgr.

BUY PROTECTED

Firestone Tires

Perkins Motor Co. Phone M-500 Corner 4th and Adams

"The Slick Guy"

NEARLY every one of us has seen the checkered-suit person with the velvet tongue. How smoothly he once told of the merits of this product or that—and raked in perfectly good coin for purchases that were often worthless.

The "slick guy" is seldom seen today. When the wise person goes to buy, he knows what is good in value and fair in price.

Simply by glancing over the advertisements in your paper, you can see where to go for the best buys. You can compare values and check up prices without even stirring from your easy chair.

Nowadays, no one need be at the mercy of the "slick guy." There are still a few people who fail to read the advertisements—and "take a chance." Don't be one of them.



Advertised products are safe buys. They have made good before they are announced.

Save! Save! Save! BUY CHILDREN'S SUMMER HATS ONE-HALF PRICE Small sizes about all gone but we still have several good hats in larger sizes to sell at One-Half Price Norton's Kiddy Shop Everything in Infants' and Children's Wear

LA GRANDE'S GROCETERIA AND MARKET La Grande's Groceteria The Original One-Man Food Store Sell - Serves - Saves A Complete Stock Of Nationally Known Pure Foods at Lower Prices La Grande's Grocing The Coolest Place In Town. CALL MAIN 130 SPECIAL SALE ON Fat Veal Spring Chicken Dressed Hams Choice Juicy Steaks Roasts 2 Doors Below Black Cat Free Delivery