

LaGrande Evening Observer

An Independent Newspaper

FRANK R. APPELBY Editor and Publisher
HARVEY P. MATTHEWS Business Manager

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THEN PETER OPENED HIS MOUTH, and said, Of a truth I perceive that God is no respecter of persons.—Acts 10: 24.

It makes you feel a little cooler to know that the heat wave has been nation-wide.

Hog prices, the highest in five years, indicate the farmer has at least one stock animal capable of bringing home the bacon.

Suit has been brought by the corporation owning the new Ashland hotel to secure payment of pledges made by two local citizens when the hotel organization was financed originally. Ashland must be experiencing the same difficulties with a community hotel that other cities of the Northwest have had in recent years.

La Grande will send her realtors to the Northwest convention at Bellingham—and the Chamber of Commerce quartet as the chief advertising medium—with every wish for a successful effort in bringing the convention to La Grande and the Grande Ronde valley next year.

It is an unusual opportunity for this community. The convention is completely self-supporting. There will be no demand on local citizens for financial support and no burden of entertainment beyond that of which La Grande is easily capable. What the convention will really do, however, is bring men from all sections of the Northwest here to "discover" Eastern Oregon, as did the Portland caravan, with this distinct advantage over the Rose City delegation's visit: It will give the community and county an opportunity to "sell" the opportunities of this section of Eastern Oregon to men who come inconstant contact with settlers, home-seekers, etc., looking for various kinds of permanent locations in the Pacific Northwest.

The intimate acquaintance these realtors will have with the Grande Ronde valley, possible through this convention, can be given in no other way and should prove of untold value in Union county development. In addition to showing the visitors an empire of rare agricultural beauty and opportunity, La Grande promises them a good time, a glad hand, and a city's hospitality.

POWER AND IRRIGATION COMBINED.

The Columbia River Basin project, which is the largest irrigation development ever proposed, was looked upon with much favor by Hubert Work in his recent trip through the Northwest and there is indication that it will receive the active attention of the federal authorities in the near future.

The project is of tremendous proportions and would put water on nearly two million acres, would cost only a little less than the construction of the Panama Canal, and would require \$100,000,000 greater expenditure than the government has previously made on all reclamation work in the country. The cost per acre, with concrete laterals to all farm units, is estimated at \$157 an acre with \$2.21 per acre operation and maintenance charge. This is a figure that is somewhat staggering but the greatest compensation, and one that apparently interests federal officials especially, is the power development that is planned in the same connection which would produce an estimated 145,000 horsepower of electrical energy that would be available to most of Washington and large sections of Oregon, Idaho and Montana.

If the engineers' estimates are dependable and their plans practical, the power possibilities are worthy the project's development. And if the constant gross income from the 80-acre farm units can equal the estimate of \$50 per acre, certainly the entire plan possesses merit and would be a benefit to the entire nation as well as to the Northwest. Only such sound business prospects should be the basis for such an expenditure of government money.

MARKET JOEL'S GROCERIES

Phone Main 759

You will enjoy using our Carsten's Bacon, Pickens' Eggs and Reynolds' Milk and Cream

OUT OUR WAY

By WILLIAMS



"FOOT LOOSE"

J. R. WILLIAMS 7-18
© 1925 BY NEA SERVICE, INC.



A girl gets the most fun imagining how she would look as a bride.

Our neighbor may be heard a new Ford Joke. It cost him \$245.

"Why the long face?"
"I've ceased to be broad-minded."

The man who is told to put up or shut up doesn't do either in most cases.

Don't hit a man while he's down unless you can keep him down.

SHIRKERS
He's always gone
Is Willie Beck
When it is time
To pay a check.
Cincinnati Enquirer

She's never here.
Is little Mabel,
When it is time
To set the table.
Sudbury Ont. Star

He always shirks.
Does Alonzo,
When he's supposed
To wash the dishes.
New York World

He's always ill
Is Jimmie Dyer,
When it is time
To change a tire.
Junius

If the ice man ever looks at the ads in the magazines he must get one rip roaring laugh at how dressed up the women doing the house work are always pictured.

Wouldn't it be fine, if the neighbors loved us as we love ourselves?

NEW AMERICANS
Among the good American names of the future we will have to add Hesperopatia and Edinno California, lately of Edinno, who were naturalized in Los Angeles the other day.

Dawes seems to be putting a new needle in the Congressional Record.

A girl says she has never been kissed. She also says that she caught a fish once, that was two feet long.

Surely it is no more naughty to

park at the side of the road than it was to let Dublin steer for himself.

It's a mean man who, when his wife asks him to buy her a car, tells her she must be contented with the splendid carriage nature gave her.

"Why is the neighbor's daughter different from a mosquito?"
"Because a mosquito never stings and tortures you at the same time."

Cough drops are getting back to the nickel class but as long as barbers keep their prices up the labels on the box will have long whiskers.

Even the fact that castor oil has been classified as a beverage by the revenue department don't make it taste any better.

And yuh know, yuh can't hardly make any money being crooked these days, there's too much competition.

Appropriated Porcelain Gives Soviet One of Finest Collections

MOSCOW (AP)—Soviet Russia claims to possess the finest collection of Russian and West European porcelain and ceramic objects in the world. A special museum recently was organized in Moscow to accommodate the vast collection, which is made up chiefly of private collections appropriated after the revolution from the nationalized property of Russian magnates like Rjaboushinski, Ols, Gudovitch, Muzozov and others. Morozov's collection alone consists of nearly 2,000 articles.

To make the museum's collection representative of all classes of porcelain art, magnificent examples of Sevres, German, Italian, English and Swiss porcelain were brought from the Hermitage in Petrograd. The splendid collection of Danish porcelain belonging to the Dowager Empress Marie also was added.

LIQUOR BELIEVED LANDED CANNON BEACH, Ore.—Summer residents near Arch Cape, several miles from this resort, believe that a liquor cargo was landed there last week. A boat anchored just outside the surf about 9 p. m. and presumably men on shore were seen signaling with flashlights.

The boat returned the signals and the lights could be seen bobbing around for about an hour. The residents believed that liquor was floated in with the tide and carted away in automobiles.

Climbing



Capt. A. H. McCarthy, U. S. N., is leading an expedition that is trying to scale Mount Logan, the highest unscathed peak in Canada. It is directly north of the Yukon-British Columbia line.

WHO PAYS FOR ADVERTISING

(By Leo Fleming)

(Excerpt from Fleming's talk)
Editor's Note—Leo Fleming is vice president of the Fort Smith Garment Co. The reply to "Who Pays for Advertising" here following is based on an actual experience.

Who pays for our Advertising? We don't pay for it. Increased sales so reduced the selling cost that we have paid back to the advertising fund all the money spent for advertising and some was left over to put into profits.

The dealer or the consumer didn't pay for our advertising. Increased production so lowered the overhead cost that we reduced the price of our product \$1 a dozen to the retailer, kept the quality up and made our usual margin of profit.

Yet we signed checks for a lot of money to pay advertising bills. The question is: Who did pay for this advertising? It is my idea to let briefly the circumstances that surrounded our campaign. Perhaps an answer will be found in this recital to that old query: Who pays for advertising?

We manufacture overalls and work pants. We sell direct to retail trade. It took us 12 years to build a business from scratch to a certain volume without advertising. With advertising the volume increased 500 per cent in two years.

When we decided to advertise we went to an advertising agency to work out our plans and invest our money. The fact that the appropriation was a modest one was all the more reason it should be spent in a way that would give us 100 cents on the dollar and to get this full value for our money was our reason for going to an agency. We knew how to make overalls. They knew how to advertise. We thought the two would make an excellent combination.

So that we may use approximate figures we will say that in our first twelve years we had built our production up to 1000 dozen a month and our overhead and selling cost was \$4000 a month. That made a cost of \$4 a dozen. Two years after becoming advertisers our volume increased to 5000 dozen a month. The overhead didn't remain the same but increased 100 per cent to \$5000 a month. As a result, the overhead and selling cost was reduced to \$1.50 per dozen.

We reduced the price \$10 a dozen to the retailer, just took \$10 a dozen to the advertising appropriation and had 99c a dozen extra profit on account of the advertising.

Before the campaign started—the chief work of the admen was to sell the campaign to the dealers. Dealers resistance was broken down. Presently, someone would work three towns to sell one dealer. Now they work five towns and sell seven dealers in the same time. New dealers were added and old dealers became more loyal to the line.

Now we get to the point of the story. One of our competitors, and a very close friend, was in our office one day. He remarked that we were making a terrible mistake, that a fine bearing so small a margin of profit as overalls could not stand the cost of an advertising campaign such as we were conducting.

"But Ed, it isn't costing us anything," we answered. "The increased production absorbed the cost."

"Well, the dealer is paying for it, then," he countered.

"No, we reduced the price to the dealer \$1 a dozen and still had more profit after paying back the amount spent for advertising."

Ed remained silent for a moment, rubbed his chin and gazed into space. Then he said: "You say you don't pay for advertising because it pays for itself. The dealer doesn't pay for it is he gets the overall \$1 cheaper on account of the advertising. The consumer doesn't pay since the dealer can sell them to him cheaper."

Then as if he had his argument clinched, he asked: "You stick checks to pay for the advertising, don't you? That money comes from some place. Well—who pays for it?"

"Ed, you are right," we answered. "Someone pays for our advertising. We don't pay for it. The dealer doesn't pay for it, and the consumer doesn't pay for it. Ed, you pay for it, you and your competitors who don't advertise."

"We take your customers and consumers with increased our production and lowers our selling and manufacturing costs. You pay either in loss of production or in the cost of selling new dealers. Ed, you have the secret—the fellow who doesn't advertise stands the cost of advertising."

Farmers! Attention!

14-FT. STRAIGHT BLADE WEEDERS \$30.00 Cash.

La Grande Iron Works

PUT NOT YOUR TRUST IN MONEY BUT YOUR MONEY IN TRUST

THE man who systematically saves his money seldom has a great deal of worry to bother him.

You should put every possible dollar in trust—and in future years you will reap your rewards in the form of the luxuries and comforts of life.

La Grande National Bank

THE BOOTERY

GAY HAYDEN, Mgr.

Ill smelling, perspiring feet—do you have any trouble with your feet? If so, Dr. Scholl's Brom-Ido-sin is highly recommended as a great relief and will counteract that trouble to a great extent. Many people who have used this recommend it highly. Try one can of Brom-Ido-sin and be convinced.

Union Tags will soften and take out the inflammation of your sores 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.

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N. K. West & Co.
THE QUALITY STORE

Eastern Oregon's
Quality Store

N. K. West & Co. Inc.
"Prompt Service With a Smile"

FRENCH AFRICAN COLONISTS
ADD COLOR TO ART SHOW

PARIS (AP)—The interest taken by France's colonial subjects in the decorative arts' exposition adds to the picturesque aspect of the crowds daily along the Esplanade des Invalides and in the Grand Palais.

Nearly Moroccan chiefs, Algerians, Tunisians, Congolese, all in native costume, promenade in and out among the booths and pavilions, pausing to inspect with gravity and awe the various displays. Some have come in connection with the exhibits of the French colonies and protectorates, but the exposition authorities maintain that a far greater number are in the real tourist class, paying their own expenses and following their own programs.

Frigidaire

Add one more chapter to the history of household achievements. It preserves Food in a Dry, Crisp air that is automatically regulated as to temperature.

SEE IT IN OUR WINDOW

Jesse Rosenbaum, Agent, with
Benham Electric Co.
New Foley Bldg. Main 407

Boys' Wash Suits

Age 2 to 8, \$1.08 to \$2.88

Girls' Bloomer Dresses

Age 2 to 10, \$1.08 to \$3.18

We guarantee our Wash Suits and Dresses to wash and wear and our regular prices are as low as most other stores sell at sale prices.

Boys' Tug Tog Suits

Has Belt with Fancy Buckle to Each Suit.
A Regular Suit for a Regular Boy.
\$1.50 to \$2.50

Boy Scout Handkerchiefs Free to Any Member of the Boy Scouts. Call at Store and Get One Free.

OUR PRICES ARE THE LOWEST FOR HIGH-GRADE MERCHANDISE

GIRLS' SUMMER HATS
At Half Price
\$3.00 CRETONNE PARASOLS FOR \$1.50

Norton's Kiddy Shop
Everything in Infants' and Children's Wear

IN THE PATH OF PROGRESS

To study any particular human mechanism properly and diagnose its ills is beyond the power of any one man.

Rapid scientific advancement demands specialists and complete modern equipment.

At the HOT LAKE SANATORIUM a competent staff of physicians and a well-equipped laboratory give each individual the best possible service.

The Hot Lake Sanatorium
Dr. W. T. Phy.
Owner and Director.