

# LaGrande Evening Observer

(Incorporated)

An Independent Newspaper

FRANK B. APPELBY, Editor and Publisher  
HARVEY F. MATTHEWS, Business Manager

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FOR I WILL GIVE YOU a mouth and wisdom, which all your adversaries shall not be able to gathay nor resist.— Luke 21:15

## OUT OUR WAY



By WILLIAMS

## Know Him?



This is a picture of the chap whose face adorns the Buffalo nickel now in circulation—the late Chief Two Guns White Bull. He was the original chief of the Glacier National Park reservation. When he died in Washington, President Roosevelt sent his body home under military escort.

## Hart Schaffner & Marx



Good-looking  
Fine-fitting  
Long-wearing

CLOTHES  
for  
Particular Men

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\$45  
\$50  
\$55

See Our Windows

N. K. West & Co. Inc.  
La Grande, Oregon

The railroad station is being painted and the Island City rail crossing has been adequately repaired with big planks. If the Union Pacific gets much more reckless with expenditures possibly La Grande will wake up some morning and discover that long-promised new station.

### WHAT PEOPLE READ.

"No other form or method of advertising can compare in effectiveness with newspaper advertising," Pennsylvania merchants were told recently by William Nelson Taft, editor of a business magazine and nationally known authority on advertising.

Mr. Taft declared that the only competition now faced by newspaper advertising is supplied by the news, comic and other departments of the newspaper. He warns the merchants and other advertisers that they must make their newspaper advertising as interesting to the reader as the news columns, comic strips, cross-word puzzles and other departments if they would have the advertisements read.

This is not real news to the advertisers. They have long known the facts and have succeeded in making their newspaper advertisements as interesting to the reader as the other departments. They have succeeded so well that many persons read the advertisements before other features. They have made the advertising columns as indispensable to the average reader as the news columns, sporting page and cartoon section.

### PROSPERITY IN PEARS.

The pear crop in the Rogue River valley around Medford is arousing the admiration and envy of every section of the state—admiration for the fruit, and envy for the prosperity that the two and a half million dollar revenue from the crop will bring to that valley. In yesterday's Oregonian the superintendent of the southern Oregon experimental station was quoted as giving more adequate irrigation as the secret for the constantly increasing wealth of that area.

We cannot all grow pears, (although it is a satisfactory crop for the Grande Ronde valley that is increasing in importance each year) and participate in such harvesting of wealth as pear growing would indicate, but the entire Northwest is becoming more interested in diversified agriculture of every kind and the possibility of making money out of pear orchards is just one phase of the subject. With new lands being brought into cultivation each year and greater production being made possible, varied crops are going to be more necessary than ever before.

No place in the Northwest is more adaptable to a variety of crops—and especially crops that pay well on small tracts—than this valley. Whether it be cherries, or pears, or cream, or eggs, or apples, or alfalfa, or prunes, is of small consequence. Crops of this character are the kind that attract the settler who is now coming into the Northwest. Considering its character, Grande Ronde and Wallowa valley land can be purchased more reasonably than elsewhere. Securing buyers who will produce more varied crops is a profitable solution for future farm prosperity here.

## OFFICE CAT

By Junius

They say Cat in a certain Oregon park they changed the name of the park to "the orchard" because so many pines were found under the trees.

Knitting is dangerous to some, and it certainly has put an end to a great many bachelors.

To youth, six o'clock is the most dangerous hour.

"Me an' the boy friend," sobbed the proud papa as he walked the floor at 2 P. M.

MEMORABLE DATE  
"Among the memorable dates in history," wrote a boy, "was Anthony's date with Cleopatra."

Why do the darkest parts of movie theaters always fill up first?

Many professors have at last found a way to make education pay. They write textbooks, and then require all their students to buy the books.

Gloria Swanson is no longer interested in pictures without subtitles. And the reason? Miss Swanson herself is now a titled picture.

The question of the day is: How could the Jay and Chinaman tell each other apart if they fought?

The really thick-skinned man is one who can adjust a sock supporter in the face of feminine indignation without his ears turning purple and his gills red.

When someone also does it well, but when you do it, it's experience.

You need your money and I need mine. If we both get over, it would be fine. But if you get over, and hold onto it, what in the h— Am I going to do?

Human labor and horse labor are large items in farming costs. It pays to keep watch of both.

Fax divorce is the result of too many marriages.

Many a married couple thinks the about everything, but the lady tanks first.

It is said that criminals return

### to the scene of their crime. How about the fellow who steals a kiss?

If only some one would now invent a fireless cook.

We'd really like to go back to the old home town but for the fact that it would give the other residents who often predicted that we'd never amount to anything much, a chance to rhyme in on an "I told you so" chorus.

It seems like a waste of money to pay a doctor for advising President Coolidge to keep quiet.

### NEW TESTAMENT IN MODERN FORM

CHICAGO (AP)—An old religion in modern form will be sent to an old land from a modern country when an Indian edition of the Goodspeed New Testament, which recently attracted wide-spread attention because of its actual translation, is published by the Christian Literature Society of Madras, through the cooperation of the University of Chicago Press.

The project, made public today in the result of continued requests from the Orient for a translation of the New Testament in modern English that can be used by native students who are trying to puzzle out the language, and the style of the older versions awkward and cumbersome. Copies have been furnished by the University of Chicago Press and the actual printing will be done in India, perhaps in some little shop out in the mountains.

A statement from the press describes the plan as follows: "The edition is to be called the Tamil edition, because it comes from the press just 400 years after the Bible gave to the English-speaking world its first translation of the Greek New Testament. It is significant that the demand for Doctor Goodspeed's translation would come in this anniversary year. It was to date who made it possible for the boy that drives a plough" to read the New Testament in his vernacular and grasp its message. When it came to thousands of students of the great translation in the English of every-day speech by Goodspeed follows a precedent established 400 years ago."

Major Julia C. Stinson, America's only woman major, is superintendent of the United States Army nurse corps, says that our country sent 22,000 women to the great war as nurses and that there will be several times that number in the service if there should be another war.

## SAYS U. S. IS MODEL NATION

BERLIN (AP)—Dr. Otto Arendt, the noted biometrist, would have Germany copy the United States government rather than west-European democracies, in her parliamentary aims. In an analytical summary of the present status of the German Republic, published in the ultra-conservative Taegliche Rundschau, Dr. Arendt points out Germany's greatest need of a non-partisan cabinet, having the support of the large majority of the populace. Such a desirable state of affairs he sees ensured by the American form of government.

As a monarchist, a monarchist took the oath as president under a republican constitution in characterized by Dr. Arendt as an historical episode and a guarantee for a lasting republican form of government in Germany.

"A return to monarchism delays," he says, "and any attempt at a monarchial restoration could only contribute to civil war and a consequent decay in the Reich." He states emphatically that the constitutionalism of the present government must not be tampered with, but on the contrary, should be continually strengthened. "Therefore, any attempt, be it from the right or left, to alter the constitution Dr. Arendt calls a crime against the German people, which is to be hipped in the bud."

After the declaration of assistance to the Weimar Constitution, the writer feels justified in posing well-meant and constructive criticism. "What's wrong with the constitution?" he asks, and comes to the conclusion that it leaves from a variety of abstract democratic theories with only disregard for the salient features of national development. Changing the national voters he thinks would be a fatal error which now calls for at least some "half-way" corrective measure.

The present elective system, eliminating individual electoral districts, potential after parliamentary systems in other European democracies, the writer also considers detrimental to Germany, as strongly opposes all criticisms of the parliamentary system as such, but advocates raising the age of electoral franchise. The listing of votes he considers as a "purposely" mathematical measure, tending to harm the desirable formation of parliament, claiming that thereby "the elector votes for a party

## 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

and never for the individual." Dr. Arendt summarizes that three essential reforms are necessary of the Republic is to be maintained and the reconstruction of Germany ensured. The elimination of the national colors conflict, the renunciation of voting lists, and the discontinuance of parliamentary cabinets. the town with their dogs in leash and some of the dogs bore placards with sarcastic remarks. The procession halted outside the town hall, where the dogs, as if by command and to the delight of the crowd, raised their voices in unison and filled the air with their complaints, which will be investigated by the astonished city fathers.

If he advertises it, he knows it's good

## Why Not Now When You Can Save 25% to 300% AT OUR SUMMER CLEAN-UP SALE

\$4.50 Knit Cape, Ago 5, for.....\$1.00  
\$4.50 and \$5.00 Girls' Hats.....\$1.00  
And Several Other Bargains.....25c to \$1.00

## Norton's Kiddy Shop

Everything for Infants and Children's Wear

## Washing, Washing, Washing!

By the side of many a stream in Europe you can see women doing the family wash in that old, back-breaking way. They carry heavy baskets down to the stream—soak the clothes and scrub, scrub, scrub on the bare boards and hard rocks.

Contrast that with the average American home where washing is done in comparative ease. New labor-saving soaps and compounds eliminate much of the old scrubbing, even in homes where electricity does not eliminate it all. Wash day is over in a few short hours. Time for pleasure, for other things.

Not only in washing, but in practically every phase of woman's work, new products and inventions are freeing her from home drudgery and slavery. She has leisure now and comforts that the average foreign woman cannot even imagine.

To a large measure this has been due to advertising. Advertising has familiarized American women with new inventions. Advertising has made possible the wide distribution of new products. By increasing sales, advertising has reduced the price of modern household utilities to the reach of the modest purse.



ADVERTISEMENTS ADD NEW EASE TO LIFE. READ THEM.



IT'S A HARD LIFE THESE MAYORS HAVE. Witness the look on the face of this gentleman. He's George L. Baker, mayor of Portland, Ore. It is not all banquets and handshaking, he says. Real hard work, that's what being mayor means, says Baker.

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