

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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ADVERTISING RATES

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



ARA'S PRAYER:—Lord, it is nothing with Thee to help, whether with many, or with them that have no power; keep us, O Lord our God; for we rest on Thee, and in Thy name we do against this multitude.—2 Chronicles 14:11.

A dainty little airplane "for thin women only" is on sale in London. That's one more excuse made available for those who are reducing.

Chinese is spoken by about 400,000,000 people, but it should be understood that this figure does not include American babies.

An article in Sunday's New York Times says that the appointment of Hanford MacNider, of Iowa, as assistant secretary of war is conclusive evidence that the American Legion has been recognized as the important political factor in the nation's life predicted for the last few years. It may be that this appointment is official evidence, but there has been a large amount of unofficial evidence for some time. The Legion is not a political factor organized and directed for that purpose, of course, because it includes men of all parties and all preferences, but its ideals as an organization are common to practically the entire membership, its conception of patriotism and loyalty is clear-cut, these characteristics, combined with the youth and energy of its personnel, that make the Legion a tremendous political force that is growing constantly.

CHARGE IT TO ADVERTISING.

La Grande merchants were solicited recently for advertising in a monthly magazine that has 400 or more circulation here and 29,000 or more scattered over the rest of the United States—the rate being based on the twenty-nine thousand, not on the four hundred. The solicitor, who works on a commission, was successful, of course, because he has a nice story to tell about the magazine's advertising La Grande in that particular issue and could paint a colorful picture of the tremendous good the entire effort would do this city.

The Observer doesn't know what business men bought space but we are confident that they are progressive, boosting citizens who are anxious to do their share in aiding city growth and development. They probably wanted to be good fellows and "help out" the magazine in its work of advertising La Grande over the nation. It is only to be regretted that they did not analyze the proposition thoroughly before they allowed a spirit of altruism to have full sway. Had this been done, we rather imagine the solicitor would have had less successful interviews.

That gentleman, for example, in an interview in our office, admitted that retail merchants could not possibly benefit from the advertising he was selling them. He admitted that he thought the company publishing the magazine was advertising La Grande, not for La Grande's sake, but for the company's sake, that any beneficial returns from this publicity would benefit his company first and La Grande second, and that the company would be well compensated for the cost of this publicity for La Grande regardless of the co-operation received from local business firms. Otherwise the company would hardly continue the publication of an organ that shows a deficit of \$30,000 a year, according to the solicitor. To seek advertising from retail merchants here under such circumstances is therefore as logical as for a business man to request that this big company pay part of his advertising bill with The Observer. The mutual benefit from successful returns would be much greater.

It is all, perhaps, a small matter and can be attributed to the careful thought and ardent effort of minor magazine officials who wish to make the best possible showing for themselves and their department, the company executives probably giving the condition no thought. But the policy is wrong and La Grande business men are unconsciously the goats. Perhaps they are unconsciously made so.

Guaranteed Used Fords

1922 ROADSTER

Has box on rear. Price . . . \$175.00

Perkins Motor Co.

Phone M-500. Cor. 4th and Adams

OUT OUR WAY

By WILLIAMS



OFFICE CAT
By Junius

Nowadays a man doesn't go to the dogs. The cats got him.

Doctors say onions kill disease germs. But how are you going to get the germs to eat 'em?

Mother—"Yes, my dear, your father and I first met at a dance."
Boy—"Oh, that's why he's always telling me to keep away from dance halls."

DUMBBELL PONES
Though Eddie Windsor is a prince,
He has both nerve and gall;
He mounts the wild and woolly steeds

And gamely takes his fall.
I never saw Prince Eddie fall.
But I'll pass you this tip—
While in a downtown store today
I saw a princess slip.

Animal instinct isn't so impressive when you know the men some dogs associate with.

IN A DIFFERENT LIGHT
It was evidently a clear-cut case of desertion. Her lawyer proved that he had deliberately abandoned her some six months before and gone to live in the 23rd club. Mere chance had disclosed the miscreant's whereabouts. The jury was primed. Then, by adult cross-questioning, the defendant's coun-

sel brought out the fact that she had: Sharpened her eyebrow pencil with his razor; Told her friends how much he was making; Asked him, on alternate nights, why he didn't live in his old office; Always favored canned soup; Pre-empted eight out of the ten hooks in the closet; Played golf (with him); Insisted on the window regulating privilege at night; Believed what her mother told her; Suspected his scrawny secretary.



HEY, BOY!

Just forget "Clothes Line Night," but remember we have a dandy lot of

HALLOWEEN CANDIES
1/2 lb. 15c

Red Cross Drug Store



Saturday Specials Children's Winter Coats

Youthful Styles for Infants and Boys and Girls to 16 Years

Fashioned of excellent quality materials and some selling at less than half price—\$2.50 to \$22.50—wonderful values!

A LARGE ASSORTMENT OF CHILDREN'S SHOES
Size 5 to No. 3 for boys.....\$1.95 to \$4.50
Size 5 to No. 5 for girls.....\$1.95 to \$4.50
Infants' Soft Sole Shoes.....50c

WE CARRY A COMPLETE STOCK OF INFANTS' AND CHILDREN'S WEAR AT POPULAR PRICES.
Free Halloween Hats for the Kiddies.

Norton's Kiddy Shop

Everything in Infants' and Children's Wear

Obituary

SALINDA B. SHIELDS
Salinda B. Shields, mother of Mrs. W. R. Jones of this city, died last night at the Grande Ronde hospital at the termination of an extended illness.
The decedent was 85 years of age and was born September 5, 1840, at Hackettstown, N. J. She was a resident of La Grande for the past 17 years.
Mourning her demise are her daughter, Mrs. Jones, a granddaughter, Mrs. Gilbert Hunter of Island City, and a host of friends.
Funeral services will be held at the Bohnenkamp chapel Sunday afternoon at 2:30 o'clock. The Rev. W. C. Loos will officiate.

Football Rules May Be Changed by Board

NEW YORK (AP)—When the football rules committee holds its next annual session two major changes dealing with the scoring system in football will be up for re-consideration. One deals with the extra point after touchdown. Another deals with the extra point after touchdown.
Agitation against both issues has developed in all sections of the country as a result of a wholesale number of extra points being scored after touchdowns. The extra point after touchdown, which is claimed by many critics, puts too great a penalty on a team matching one touchdown with another. Football's scoring rules are

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 invariably left the cap off the tooth-paste tube! Acquittal, naturally, resulted on the first ballot.

Union Pacific Offers Special Fare to Show

The Union Pacific railroad will sell round-trip tickets at fare and one-third (\$12.95) on October 29, 20, 21 and November 3, 4 and 5 for La Grande people who wish to attend the Pacific International Livestock exposition at Portland, J. H. Keeney, local agent, has announced.
The tickets permit a return to La Grande up until midnight of November 9.



LaDanse

French in name and French in fashion . . . LA DANSE will just dance its way straight to your heart. November's Calendar Style!

Black Satin—patent leather trimmed

\$8.50

N. K. West & Co. Inc.
LA GRANDE, ORE.

unique in that they provide no relief for the tie game. No other major American college sport of track and field fails to supply a means of breaking a deadlock.
The extra point after touchdown was incorporated in the play with the idea of breaking ties, but it does not appear to be generally effective.
In the past this year 14 games have resulted in the score while seven have been decided by the extra point after touchdown.
While opponents of the extra point after touchdown feel that there is little likelihood of any change in this ruling next year, they contend the rule makers will endeavor to bring about a satisfactory solution of the tie game problem.
Silverton Armory Nearly Ready
EUGENE, Ore.—Work on the new armory at Silverton is expected to be completed in two weeks, according to members of the firm of Hargreaves & Lindsay, contractors of this city, who are building the structure. The roof has been completed and all that remains is some inside finishing, it was stated.
Man Likes to think he is naturally truthful instead of lacking in imagination.

Groceteria & Basket Grocery

- Shaker Salt, round pkg.....12c
- Shaker Salt, square pkg.....8c
- Premier Salad Dressing.....44c
- Alber's Oats, large pkg.....29c
- Alber's Minit Oats, pkg.....14c
- Jasper's Graham, 4-lb. pkg.....29c
- Preferred Stock Crosby Corn, No. 1 tin.....17c
- Schoolboy Peanut Butter, small tin.....14c
- Wisconsin Sugar Peas, No. 2 tin.....17c
- Royal Club Peanut Butter, 1-lb. tin.....27c
- Underwood's Clam Chowder, No. 1 tin.....14c
- Columbia River Salmon, 1/2-lb. tin.....16c
- Hershey's Cocoa, 1/2-lb. tin.....19c; 1-lb. tin.....36c
- Campbell's Tomato Soup, can.....10c

Phone MAIN 120
FOR YOUR SUNDAY DINNER
Fancy Fat Spring Chickens or Fat Hens to Roast
Juliey Steer Beef - Young Fat Pork
Milk Fed Veal
And all kinds of Cold Lunch and Cured Meats.
Fresh Fish
2 Doors Below Black Cat. Free Delivery

MARKET

Basket Groceteria and Market and La Grande Groceteria and Market

Next to Arcade Theater

Next to Black Cat

FREE COAL!

With every HOWARD Heater sold this week we will give 1,000 pounds of coal. HOWARD Heaters are superior to any heater made. Over five hundred in use in this vicinity. Special low terms if desired and your old heater as part payment.

W. H. BOHNENKAMP CO.