

LaGrande Evening Observer

(Incorporated)

An Independent Newspaper

FRANK B. APPLEBY, Editor and Publisher

HARVEY F. MATTHEWS, Business Manager

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SUBSCRIPTION RATES

By Carrier	
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Daily, six months in advance	\$4.50
Daily, single copy	5c
By Mail	
Daily, per month in advance	50c
Daily, per six months in advance	\$2.50
Daily, per year in advance	\$5.00
Weekly Observer-Star, per year	\$2.00

ADVERTISING RATES

Display, foreign, per column inch	42c
Display, local, per column inch	40c
Time contract rates on application	



HOW TO GET ON.—Ask, and it shall be given; seek, and ye shall find.—Matthew 7: 7.

OUT OUR WAY



By WILLIAMS

THOSE GOOD OL DAYS WERENT ALWAYS SO GOOD.

tract let for concrete store building.

PORTLAND—Yakima valley wants railroad service direct to Portland and the Pacific.

Southern Pacific 1926 advertising will carry especial emphasis on Oregon advantages.

MILTON—Tomatoes shipped through Freewater Growers' association paid \$105 per ton.

SALEM—Western Paper Converting company, \$200,000 corporation, almost ready to start work.

Oregon's potato crop for 1925 is estimated at 4,968,000 bushels.

MILTON—A \$17,000 fruit dryer brought fruit growers \$72,000 returns this year.

PORTLAND—More than 2000 pure bred animals shown at Pacific International Livestock exposition, under 15-acre roof.

SALEM—District clover seed crop will be near 150 tons, worth \$75,000.

NORTH BEND—Site bought for sawmill, to cut 250,000 feet per shift.

SALEM—Oregon Linn Mills, \$446,000 subscribed capital, ready to build plant.

DUNDEE—Oregon Walnut Growers' association here has 150 grower members.

MARSHFIELD—Cedar veneer and battery separator factories running double shifts.

HARPER—Malheur's great diatomaceous earth deposit being developed.

MEMPHISVILLE—Machinery being added to equipment of glove factory here.

ALBANY—Many men working on Seven-Mile hill and Fish Lake highways.

CORVALLIS—Oregon Agricultural College starts forest nursery, to furnish trees for farm planting.

Hillsboro has assessed valuation of \$1,304,250.

WARRENTON—Prouty Lumber

Smart New Clothes We Are Featuring

CLOTHING that is correct in every detail, because Hart Schaffner & Marx made them for us. Tailored by the best craftsmen of the time and of the finest of domestic and imported wools that can be had. In colors that are increasing in popularity daily, Brackens, Granite grays, Heathland heathers, Bottle blues—and you'll like these new colors, too, because the well-dressed men are wearing them.

\$45, \$50, \$55

N. K. West & Co. Inc.

will be ready for occupancy by the new year.

EUGENE—Forest fire patrol will build 13-mile Nelson Creek-Blackiey phone line.

RAINIER—City will improve E street and Ninth and Tenth streets East.

EUGENE—Permit issued for \$30,000 apartment house on Lincoln street.

WILLAMINA—Local men plan to build new mill here soon.

SCIO—Machinery arrives for powdered milk plant as part of milk condensing.

SPRINGFIELD—Heavy building program under way.

MEDFORD—Price of 5c cents for butterfat stimulates dairying here.

MEDFORD—Suncrest Orchards pay \$100,000 for 217 acres near Youlites Crossing. Company will invest \$200,000 more in orchard utilities, including cold storage.

MEDFORD—Work begun on new Adventist church, to cost \$15,000.

CLATSkanie—Union Oil company spends \$30,000 on distributing plant and equipment.

REEDSPHET—Standard Oil building new oil plant here. Construction



A Good Tackle!
—that's what you'll say when you tackle our **HORSHOUND MENTHOL COUGH CANDY** 10c Per Bag. It's great for cough.

Red Cross Drug Store

GIRLS' COATS
Age 4 to 16, priced \$2.50 to \$10.00 in school styles. \$5.00 to \$22.50, age 2 to 16, in high grade wool materials. Snappy styles and colors.

BALBRIGGAN DRESSES
Age 8 to 19, good colors and styles, \$5.95 to \$9.95

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

& Box company loads 2,200,000 feet export lumber in one week.

EUGENE—Cornerstone of new Masonic temple laid.

PORTLAND—Lumber and wood manufactures here were worth \$17,296,491 in 1921 and \$22,574,479 in 1924.

Carload of Troutdale Supreme celery shipped to Tampa, Florida, arriving in finished.

Umatilla farmers still have one-half of their 4,750,000-bushel wheat crop.

Head River Vinegar company will rebuild its plant, burned some time ago.

HARSHBURG—Concrete floor being laid on Willamette bridge, paving is finished.

USE Blue Mountain Butter

And **BLUE MOUNTAIN ICE CREAM**

Home-made Products—Honest Quality Always

BLUE MOUNTAIN CREAMERY
R. F. TYLER, Prop.
Telephone Main 60 1109 Washington Ave.

OFFICE CAT
TRADE MARK REG.
By Junius

Frankness of the modern girl has at least accomplished one good work: We no longer hear women's underthings spoken of as unmentionables.

The gardener trims the rose trees to improve the blooms; do you suppose we are trimmed for a similar reason?

"Understand that Jones went out on a party the other day and got ptomaine poisoning."

"Do you suppose he left the food in tin too long?"

"Well, it was laying in the back seat of his Ford all afternoon."

I HELD HER HAND
I held her hand one night in June, beneath a silvers' lavender moon. Upon the wave-washed sand; Her eyes like diamonds looked in mine. My heart was filled with love divine. The while I held her hand.

I held her hand; I spoke the word, That only waves and breezes heard And clouds of foamy lace; Out there upon the beach, and I stole a kiss, and held her hand— Or she'd have slapped my face.

Diner—"I want some raw oysters. They must not be too large or too small, not too salty, and not too soft. They must be cold and I'm in a hurry for them."

Waiter—"Yes, sir. Will you have them with or without pearls?"

When those Ford airships start it will be lots of fun to get out and crank them.

When a man outgrows fairies and Santa Claus he still believes in statistics.

One says his idea of bliss is Eden filled with apples and women.

"John," his wife asked when he got home at 3 o'clock in the morning, "where have you been?"

"In conference," he replied, and she hadn't the heart to ask him what had been accomplished.

"The sweet to lover; But, oh how bitter To love a girl. And then not glitter.

Artist—"This is my latest picture. 'Inclined at Work.' It's quite realistic."

Friend—"But they are not at work!"

Artist—"Yes, that's the realism!"

A clay pipe has been found to be the healthiest for all-round use. One convenient feature is that when you drop it, you never have to pick it up.

Well, America was slow to go across; who can't kick if the others are slow in coming across.

Another state governed by woman is the state of matrimony.

About the worst streak of luck today is a Chicago man whose rich wife is asking for a divorce.

Here And There

PORTLAND—Construction of \$300,000 Pacific building started; to have tenants' automobile storage in basement.

HILLSBORO—Ray-Maling cannery this year has paid \$250,000 in wages and \$523,500 for 9290 tons of produce.

MARSHFIELD—Coos Bay Water company will spend \$150,000 in plant improvements.

BAKER—Clover Creek Copper company tunnel is 200 feet in good ore.

PORTLAND—Pacific Empire company, bond department of Brotherhood banks in the northwest, locates here. Brotherhood controls \$150,000,000 resources.

Clatskanie celery growers report yields up to 550 crates per acre.

PORTLAND—Federal forest sales for first quarter of fiscal year reach \$1,055,165.

MEMPHISVILLE—Western Products company buys local ice plant, its eleventh coast purchase.

MILWAUKIE—Proposed new sewer system may cost up to \$75,000.

Last link in Redmond-The Dalles highway is being completed.

Columbia river cranberry crop is estimated at 150 carloads.

ST. HELENS—New high school

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

Snodgrass & Zimmerman

Exclusive Undertakers

Our Invalid Car is used but for one purpose of conveying the sick and injured anywhere they want to go.

Main 62 Night or Day

Colds Fever Grippe
Be Quick-Be Sure!

Get the right remedy—the best men know. So quick, so sure that millions now employ it. The utmost in a laxative. Bromide-Quinine in ideal form. Colds stop in 24 hours. La Grippe in 3 days. The system is cleaned and toned. Nothing compares with Hill's.

All druggists. Price 30c

HILL'S CASCARA QUININE
Get Red Dose with parrot

Someone says that travel teaches shrewdness, but anyone who can make money enough to travel very much these days is shrewd enough.

La Grande should be host to a big crowd on Armistice Day. Every effort has been made by the local American Legion to provide a celebration worthy of the occasion. Pendleton and Baker will send large delegations and Union and Wallowa county towns will make this city their objective on Wednesday. Come and enjoy the day—its observance should mean much to every citizen in the country.

\$7,500.00 PER PAGE.

The Saturday Evening Post, oldest and most prosperous magazine in the United States, has announced an increase in advertising rates which will go into effect with the first issue of February, 1926. The advance is made on a basis of circulation growth amounting to over 300,000 copies in the last five years.

To the average person not acquainted with advertising rates, circulations, etc., of the big periodicals the rate of the Saturday Evening Post is somewhat amazing. Under the old schedule one page in black and white cost an advertiser \$7,000 for one issue, in two colors \$8,500. The increase provides for \$7,500 for a black and white page and \$9,000 for a two-color page. Other new rates will be: back cover page, \$15,000; center spread (two pages), \$18,000; one page in four colors, \$11,000; a single column, \$1,875, and a single line (14 agate lines to the inch), \$12. One inch—which is the common ad unit of measure for the average retailer—will cost \$168.00 in the Post. This line rate, incidentally, has not been increased, charges for larger space being the only items changed.

Although these prices seem fabulous, the reader-cost is actually very small and it is that consideration which interests the intelligent advertiser. The Saturday Evening Post had a net paid circulation on Sept. 30th, of 2,366,885 copies (average distribution for the previous six months). This is a huge circulation, yet it is not the largest in the country, contrary to popular opinion. The Ladies' Home Journal, another Curtis publication, has a larger circulation and a higher advertising rate. A black and white page ad in this woman's magazine costs \$9,000.00 and the line rate is \$15, the inch rate \$180.00 per issue. Its circulation is 2,433,906.

The large circulation of The Post is, after all, only about 10 per cent of the families in the United States. In Oregon, for example, this weekly publication has a circulation of only 32,521 copies, according to figures of a year ago. On a basis of population and estimating La Grande's total at 10,000 and Oregon's at 1,900,000, there would be not more than 325 copies of The Saturday Evening Post circulated here each week. The Observer delivers over 1,400 papers in the city each evening.

In each issue of The Post the advertising carried usually represents an investment of from one million to two million dollars. That it is a good investment and that it reacts favorably is shown conclusively by the continuous spending of money for this purpose and the ever-increasing volume that The Post is enjoying. It must pay the advertisers handsomely. And it must pay the Curtis Publishing Co. quite well, too, as shown by the income tax of \$2,013,169.47 paid by that corporation last year, indicating a profit of something over sixteen million dollars. Three metropolitan newspapers The Detroit News, New York Times and Chicago Tribune, each paid taxes indicating a profit of close to four million dollars apiece. Yet, in proportion to the investment, the returns are comparatively small for both magazines and newspapers. Big business and big figures invariably go together.

Guaranteed Used Fords
1925 TOURING
A-1 mechanical condition; good appearance; lots of extras; guaranteed.
\$350.00

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

Two Convenient Locations to Stop and Shop For Greater Savings

Walker's Red Hot Tamales— No. 1 tin	13c
Walker's Chili Con Carne— No. 1 tin	13c
Van Camp's Pork & Beans— No. 1 tin	10c
Fontana's Macaroni, Spaghetti, Noodles, pkg.	9c
H.O. Quick Cooking Oats, pkg.	17c
Quaker Oats, large pkg.	29c

MAIN 130
The place to get your money's worth in quality and price. We can say without hesitating that our meat is of the very best.

WHY?
Because they come from grain-fed steers. Try them—buy them—you'll come back for more.

2 Doors below Black Cat.

Roman Meal, large pkg.	37c
White Spray Pastry Flour— 10-lb. sack	52c
Royal Baking Powder, 12-oz. tin	43c
Calumet Baking Powder, 1-lb. tin	28c
Jasper's Graham, 4-lb. sack	29c
Bon Ami, per cake	11c
Citrus Powder, large pkg.	24c
Ivory Soap, bar	8c

Basket Groceteria AND MARKET
Next to Arcade Theater

La Grande Groceteria AND MARKET
Next to Black Cat

TWO STORES
The same goods at the same prices.