La Grande 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	

CHRIST'S BENEDICTION:—Peace I leave with you, my peace I give unto you: not as the world giveth, give I unto you. Let not your heart be troubled, neither let it be afraid. —John 14:27.

It might be a good plan to repair our battleships now. In case of war we might have to let someone do it on the cost-plus basis.

For the first time in a generation, except the war period, the attention of a large part of the public is directed toward the needs of the army and the air service as related to national defense. Inefficiency has been charged and admitted, the explanation being lack of funds and improper provision by congress of necessary things. Many congressmen seem to be of the same opinion and will urge appropriation bills to care for these departments adequately. It will cost money but there seems to be no half-way measure available.

A REMARKABLE MAN.

The story of the Rev. Dr. Russell H. Conwell, dead in Philadelphia at the age of 82, is one of the most remarkable the history of the race. It is of a man who earned millions of dollars on the lecture platform and devoted the money to helping others as fast as he earned it.

In addition to his work as a lecturer, he built up a great congregation in Philadelphia as a Baptist clergyman, founded Temple university, two hospitals and helped thousands of worthy youth to an education. His experience was of the broadest. He had lived the life of a soldier, serving as an officer in the Civil war; had practiced law, served as a newspaperman and immigration agent, and had traveled throughout the world. It has been estimated that he earned more than $11,000,000. He had delivered his lecture, "Acres of Diamonds," 6,152 times. One of the names given him was "the penniless millionaire." As he was constantly giving away his earnings, it is assumed that at his death he was almost penniless, but the wealth of the regard in which he is held by his fellowmen is beyond estimate.

The career of Russell H. Conwell is one of those records in which the race must ever take pride.

TELLING THE TRUTH.

A picture theater owner in the middle west, after viewing a picture just before its two-day showing in his town, advertised that it was "no good," and urged his patrons to save their money. In front of his theater he carried a sign saying that the picture in question was "one of the weakest" he had seen. Interviewed regarding this unusual action, he says it is a policy of truthful advertising which he will continue for the sake of playing fair with his public. To be sure, the theater man's opinion may have been somewhat prejudiced by his ardor for giving patrons the truth. The picture may have displeased him, yet might have been satisfactory to others. The interesting thing is his realization of the value of truthful advertising. And tremendously valuable it is. Who is there in that particular community who will not watch that man's advertising? Imagine the crowds that will respond when he says he has a good picture! He can now give particular and unusual attention to selecting his productions, knowing that the public will have confidence in his publicity messages and will respond accordingly. He may frequently be wrong in judging for a majority of his people, he will always have a few who will differ with his opinions—but such a strict policy of truth will pay continuous returns, just the same. And this is true of every line of business. The advertiser who avoids extravagant terms in his publicity, who cuts out superlatives and seeks to keep faith with the public, is on the highroad to advertising success. La Grande is fortunate in having a high percentage of business men who appreciate this advertising policy, even though it is not voiced to such a radical degree as that of the theater man in question.

STUDEBAKER SPECIAL SIX

GOOD CONDITION

$300.00

Perkins Motor Co.

Phone M-500. Cor. 4th and Adams

OFFICE CAT

By Junius

Even a poor cigar has its band.

* * *

"What is an opportunist?"

"One who meets the wolf at the door, and appears the next day in a fur coat."

* * *

"Rest and a change" is a good prescription for the tired business man. Personally, we know of innumerable places where we could get plenty of rest if we could only find the change.

* * *

A man always retains tender thoughts of his first love. Unless, of course, he marries her.

* * *

"Father," said little Rollo, "What is meant by a Sabbath day's journey?"

"I am afraid, my son, that in many cases it means around the golf links."

* * *

Careful psychological tests have revealed that eighty-five per cent of women are inherently insincere. We are forced to wonder how long the other fifteen per cent have been dead.

* * *

One La Grande woman is so old-fashioned that she asked her daughter the other night to wash the dishes.

* * *

It doesn't do any harm to hate a millionaire. That never got anyone anywhere.

* * *

THE STAGE IMPROVED ON
One reason I like the movies—
When dead an actor falls,
He can't revive amid applause
And take six curtain calls.

* * *

Many a woman has been weighed in the balance and found wanting . . . . to reduce.

* * *

Don't divorce your wife. Take her a bunch of flowers. The shock will kill her, most likely, and you can use the flowers for the funeral.

* * *

The disappointed lover is often more fortunate than the bridegroom.

* * *

Women-haters are men who haven't had much luck.

Lane County Losses Suit

CORVALLIS, Ore.—A case that has been closely watched by numerous counties in Oregon was decided today in circuit court when the jury awarded claims amounting to $1160 to John Gregor in his suit against Lane county for overtime on public work. Judge Stevenson of Portland presided at the trial in which the plaintiff was represented by Allen Joy of Portland and the defense by Lawrence T. Harris of Eugene and Lane county by District Attorney Medley.

The early motorist doesn't catch so many pedestrians.

STUART
Shoe-maker, Shoe-rebuilder and Repairer
All work guaranteed. Work sent by mail will be promptly taken care of.
Across from La Grande Filling Co., corner Hemlock and Jeff.

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 - Progessive

Give Her

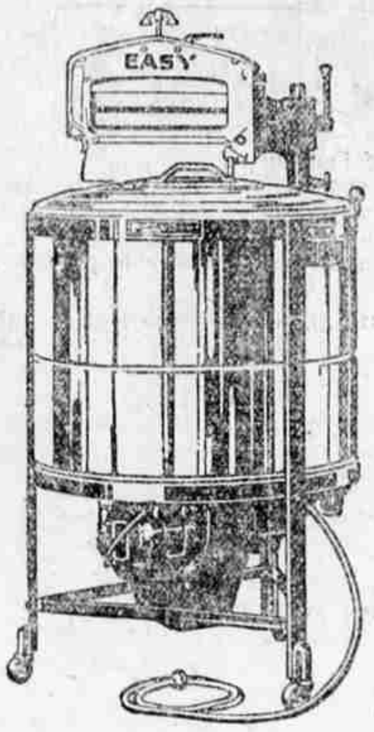
Famous Daniel Green Felt, Satin and Kid Slippers and Mules

$1.85 to $4.50

N. K. West & Co.

La Grande's Leading Store For 25 Years

An EASY
The Perfect Christmas Gift!



One Woman Says:

"My family gave me my 'Easy' last Christmas. Now—if I had to choose between my Easy Washer and the automobile, the car would have to go."

Freedom—freedom from washday monotony and toil—means much to wives and mothers. What better gift than this freedom through the Easy Washer?

The Easy is a woman's machine—simple—easy to understand and easy to operate.

The beautiful, shining *Copper* tank, easy to clean inside and out, is a joy to every woman's heart.

The machinery, with its smooth, quiet operation, testifies to the Easy's durability. All machinery is safely enclosed. No fear with children about.

Easy Terms—Christmas Delivery.

The **EASY** Vacuum Electric WASHER

Eastern Oregon Light & Power Co.

"Give Something Electrical"

Looking into the Synchrophase, showing Flexible Unit Control, whereby all dials may be set by operating one.

One Dial
sets them all~

The Grebe Synchrophase offers the first *Flexible Unit Control*

Two or all three dials may be set by rotating one—or each dial may be adjusted separately. Thus, in the Synchrophase you have, at your option, a receiver of one, two or three-dial control. It means ease and speed in accurate tuning, not enjoyed by owners of other receivers.

The now famous Grebe *Binocular Coils and S-L-F Condensers* which give extreme "Selective Sensitivity", and the new Grebe *Low-Wave Extension Circuits*, place the Synchrophase at the forefront of radio receivers.

Ask for demonstration of the many exclusive Grebe features; then compare.

A. H. Grebe & Co., Inc.
109 West 57th Street New York
Factory: Richmond Hill, N.Y.
Western Branch:
443 So. San Pedro Street, Los Angeles, Cal.

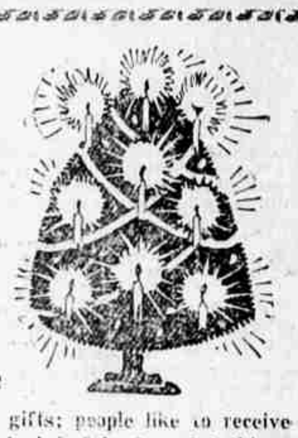
This Company owns and operates stations WAHG and WBOQ

The GREBE SYNCHROPHASE

All Grebe apparatus is covered by patents granted and pending.

La Grande Electric Co.

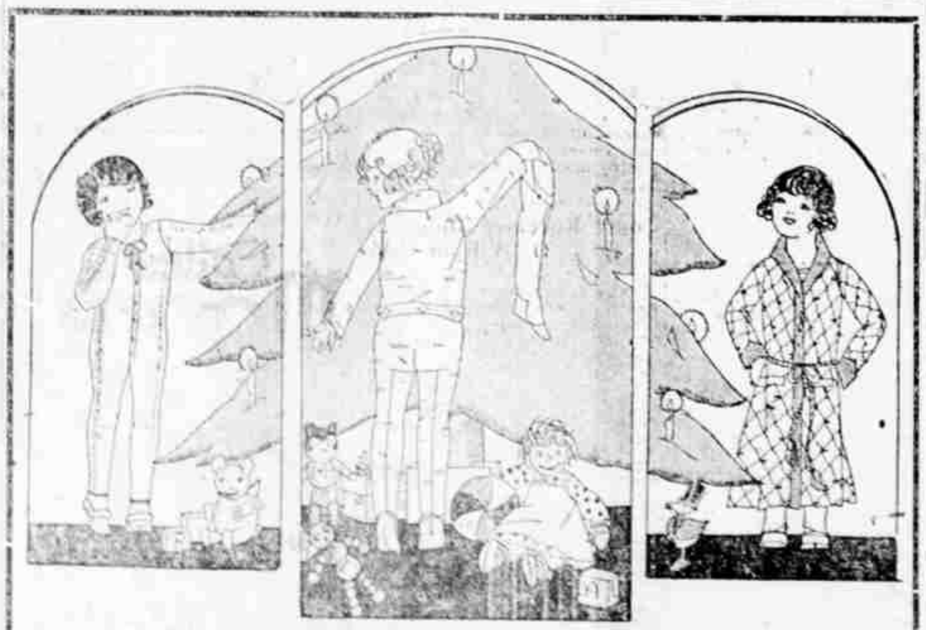
GIFTS
From The Red Cross Drug Store



You like to give useful gifts; people like to receive them. The Red Cross is brimful of useful things for Christmas.

Stationery	50c to $5.00
Perfume Sets	$1.00 to $12.50
Atomizers	75c to $10.00
Perfumes	25c to $10.00
Eversharp Pencils	50c to $5.00
Fountain Pens	$1.00 to $7.50
Manicure Sets	$1.50 to $15.00
Kodaks	$5.00 to $35.00
Toilet Cases	$3.50 to $35.00
Safety Razors	89c to $12.00

Red Cross Drug Store



Bath Robes, Sleeping Garments, Felt Slippers, Crib Blankets, Bath Sets, Dolls and Toys

COME IN AND LOOK OVER OUR STOCK BEFORE YOU BUY. OUR MERCHANDISE IS LOW IN PRICE AND HIGH QUALITY.

[illegible] $2.25 [illegible]

[illegible] 15c to $1.00

[illegible] $1.00 to $4.75

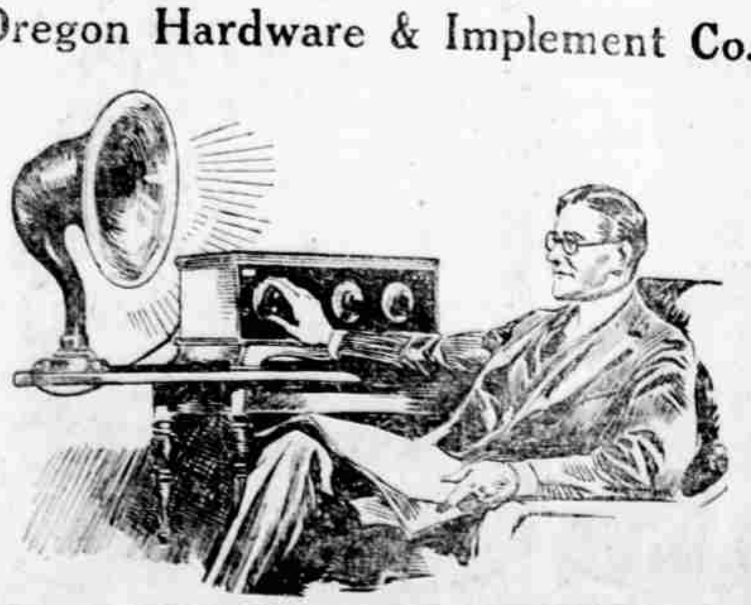
[illegible] $10.50

Norton's Kiddy Shop

EVERYTHING IN INFANTS' AND CHILDREN'S WEAR

Radio Answers The Question of Happy Holiday Gift

RADIO—a gift in tune with the times—a gift on the high wave of popularity—a wonderful gift sure to delight anyone who hasn't a set or can use a better one. One of these fine FREED-EISEMANN Receivers will delight the receiver of your gift.

Don't forget that we are at your service to put a set in your home on approval. You are under no obligations.

Oregon Hardware & Implement Co.