La Grande Evening Observer

(Incorporated)

An Independent Newspaper

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MEMBER ASSOCIATED PRESS

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SUBSCRIPTION RATES

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Daily, single copy 5c

By Mail

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

A MAN OF GOD REBUKED BY A HEATHEN—"Abimelech called Abraham, and said unto him . . . Thou hast done deeds unto me that ought not to be done."—Gen. 20: 9.

The only person who has a right to "crab" about the actions of the thermometer so far this winter is the coal man. The weather forecaster must have a grudge against him.

* * *

There are many elements that contribute to material success but we find that somewhere along the line a savings account has invariably played a very important part. A man's ability and personality may get him a good job but that job is a mere incident until he is able to save. He may secure a start through credit, but the real attainment of success is possible only when he knows how to make a savings account prosper. The value of saving as an important part in the practice of thrift is not emphasized by our banks merely that their deposits may be increased. Rather is it because experience has taught bank executives that the success which makes profitable bank customers is always begun with a savings account. Proper observance of Thrift Week may well include serious attention to the question of bank savings.

DISGUISED AS "ADVERTISING."

Every community suffers at frequent intervals from "graft advertising." La Grande is now in the throes of a new publicity scheme apparently designed to boost the cause of an organization benefit, but actually conceived so that the outside genius who promotes it can depart from the city with fifty or a hundred extra dollars earned for him by some unsuspecting members of the organization that hired him.

As usual, the business men are the goats. The last thing they want is a two-by-four ad in some program or freak publicity folder. But many of them are afraid to say "no" and make it stick. They don't know that the organization in whose name it is solicited is probably as disapproving of the scheme as they are, but that it is tied down by a contract—read and analyzed after it was signed. They know that it is purely a matter of charity when they spend money for this "advertising"—they have sought result-getting methods too long and have thrown away hard-earned dollars too many times not to know that they are the suckers in the deal.

The Observer is opposed to advertising schemes of this nature because it hurts the institution of advertising and takes legitimate money out of the community in an illegitimate way. The Observer never solicits advertising for a community benefit or organization entertainment, seeking rather to give all worthy enterprises of that character adequate publicity in the news columns so that the expense items will be as small as possible and the net returns as great. It is a policy followed because we wish to cooperate with worthy organization effort and because we wish to protect the business men who are constantly called on to contribute, not because they are more generally benefited, but because they are more accessible and more generous. When such publicity is available to an organization without cost it is a particular source of regret that business interests should still be imposed upon with this obvious "graft advertising."

"Trouble"

Behind your telephone service is the "plant"—a complicated mechanical equipment of poles, cables, wires, switchboards, instruments, etc., carefully adjusted and absolutely dependent on perfect construction and maintenance.

The "plant" is constantly subject to accident and outside interference. Storms, fires, the carelessness of workmen, the pranks of children, concealed defects of material—all play their part.

Your lines are constantly watched and tested. In the case of trouble we are generally the first to know it, but a notification to our Complaint Department when there is anything wrong will be appreciated.

Home Independent Telephone Co.

OFFICE CAT

TRADE MARK REG.

By Junius

A Fool and his Honey are soon parted.

* * *

"What did you have for lunch downtown today, dear?" asked the wife.

"I don't know what I had," replied the husband, "but I ordered chicken croquettes."

* * *

A physician says the Charleston is an excellent cure for rheumatism. Also we suppose, the old fashioned way of curing a corn by cutting off the toe is as effective as ever.

* * *

FAMOUS POLES

Telegraph ——.
—— cat.
—— vault.
North ——.
South ——.
—— ice.
—— ite.

* * *

Lizard and crocodile skins are to be used for women's shoes this season. Lobsters, however, will probably provide the fair sex with as many pairs as usual.

* * *

If everybody could see as well as a jealous woman occulists would have to work for a living.

* * *

You aren't really a success until you begin to get letters from cranks.

* * *

There are two sides to every question, both of which are often entirely wrong.

* * *

Says La Grande man—"All during the testimony he hardly moved in his chair. Most of the time he rested his head on his chin."

Try maintaining this position for some little time and see how difficult it is.

* * *

Wives are so much smarter than husbands most of them keep the husbands from ever finding it out.

* * *

RING OFF

She rang me on the telephone,
She rung her hands—I was not home.
She rung from me my hard-earned jack,
I rung her finger—but she gave it back.

* * *

Half the women seem to be trying to get husbands and the other half seem to be trying to get rid of them.

* * *

Sharper — "Say, stranger would you like to buy the Brooklyn Bridge—at only $1,000?"

Sightseer—"Nope, I ain't got any money. I just bought the Statue of Liberty for $500."

* * *

Wish the doctor would tell us we couldn't eat anything except fried chicken.

General Merchandise Stolen

DALLAS, Ore. — Robbers, who evidently picked goods for home use, raided the Muck general store at New Grand Ronde Friday night, according to a report made to Sheriff Hooker. Between $200 and $500 in groceries, hams, tobacco, gloves and other articles were taken.

WHOOPING COUGH. No "cure"—but helps to reduce paroxysms of coughing.

VICKS VAPORUB

Over 17 Million Jars Used Yearly

There's a lot more fun with a

Brownie

The next time the gang gets together your boy will find himself famous because the pictures he made were so good.

That's the way with a Brownie—good pictures right off the reel. Ask us about it—or send Junior in.

Always an ample stock of Kodaks and Brownies, and Kodak Film—the dependable film in the yellow box.

Brownie Cameras $2 up
Folding Brownies $9 up

Red Cross Drug Store

DOLLAR $ DAY

THRIFT WEEK

---a period of time in which to teach the people to save. Observe it by visiting our store and buy only what you can use at a saving. Don't buy anything you do not have use for.

Wednesday, Thursday and Friday

We will give some of the best bargains in Infants and Children's Wearables at $1.00

Norton's Kiddy Shop

Everything in Infants' and Children's Wear

Travel by Motor Stage

Safety Swiftly Comfortably

Travel by Motor Stage — Safety - Comfortably.
MOTOR TRANSIT COMPANY.
The Grey Stages.
Come to our Stage Depot at 1111 Jefferson Ave.
All Modern and Heated Stages.
LEAVE LA GRANDE FOR
Joseph—9 A. M. - 1 P. M. - 4 P. M. Sunday, 9 A. M. - 4 P. M.
Pendleton—11 A. M. - 4 P. M. Daily.
Connects to Walla Walla

Cheap Rates On Special Trips — Depot Phone Main 799 — We Carry Express And Trunks

NOTICE

Change of Time Leaving Joseph

	Towns	Trip No. 2 A. M.	Trip No. 4 A. M.	Trip No. 6 P. M.
Leave	Joseph	7:30	11:00	2:00
	Enterprise	7:50	11:20	2:20
	Lostine	8:10	11:35	2:35
Arrive	Wallowa	8:25	11:55	2:55
Leave	Wallowa	8:30	12:00	3:00
	Minam	9:10	12:10	3:10
	Elgin	10:00	1:20	4:20
	Imbler	10:20	1:40	4:40
	La Grande	10:50	2:20	5:20

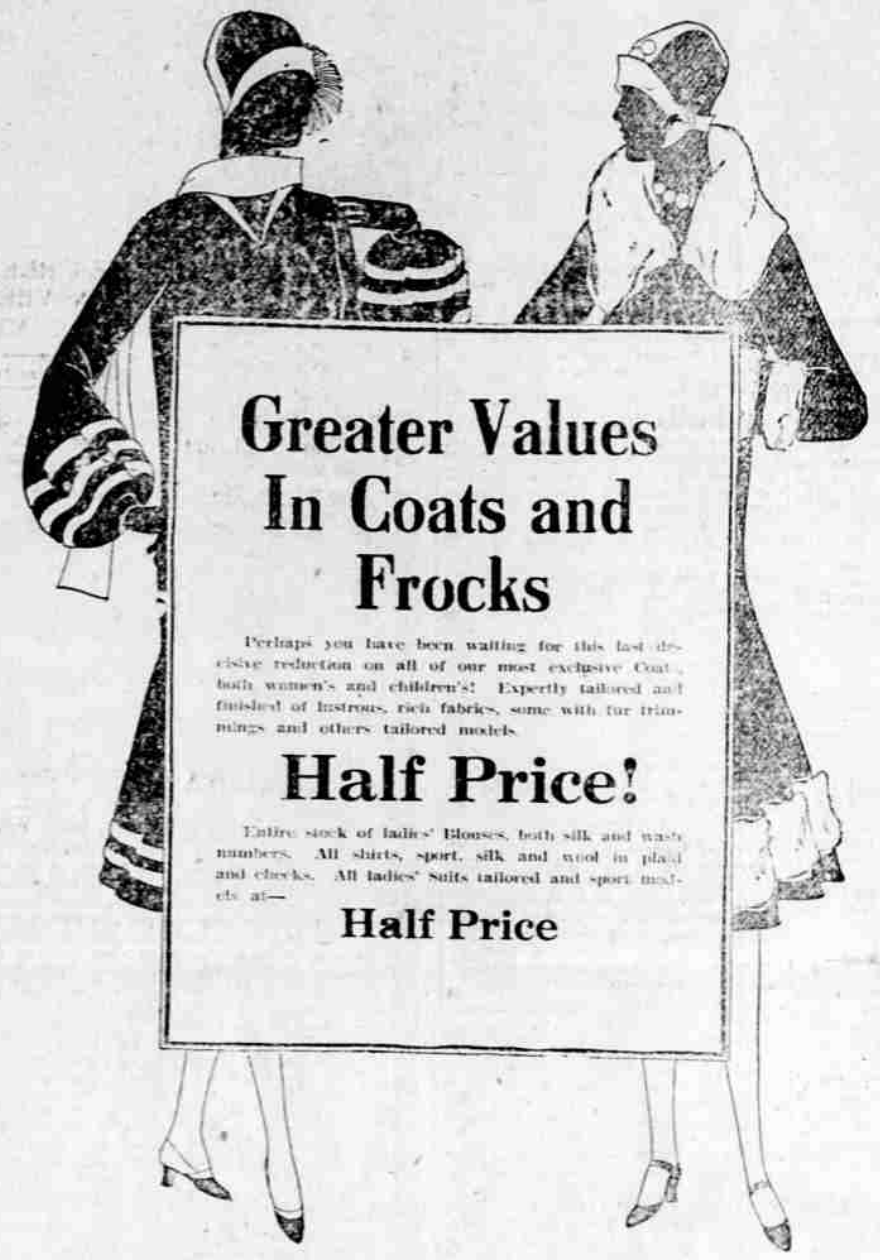
Trip No. 4 Off on Sunday.

Effective Sunday, January 17, 1926.

3 MORE DAYS OF WEST'S JANUARY SALE

Three more days of amazing Clearance Values that have marked anew the leadership of this store. And these last three days will be a whirlwind of values and underselling. New price groups, new merchandise, new margins of saving. It's your opportunity to buy the quality for which this store is known at lowest prices. Come early-- get the pick of these new lots.

AT COST AND LESS!



Greater Values In Coats and Frocks

Perhaps you have been waiting for this last decisive reduction on all of our most exclusive Coats, both women's and children's! Expertly tailored and finished of lustrous, rich fabrics, some with fur trimmings and others tailored models.

Half Price!

Entire stock of ladies' Blouses, both silk and wash numbers. All shirts, sport, silk and wool in plaid and checks. All ladies' Suits tailored and sport models at—

Half Price

AT COST AND LESS!

WOOL AND SILK FABRICS SPECIALLY PRICED

SILKS
1-4 And 1-3 Less

Beautiful patterns of all descriptions in all Satin Crepes, Crepe Supreme, Taffeta, Skinner's Satin, Wash Silks and Pongees—in fact, all materials carried at the silk counter, are at reduced prices. This is an opportunity for home dressmakers to purchase new silks at a saving.

At A Saving To You.

FLANNELS

New lovely Flannels in a wide assortment of colors, all 54-in. materials. Plaids, checks and bordered patterns both printed and embroidered numbers. These are all regular stock numbers and are exceptionally good values; many of these sold at $5.75 a yard.

$1.98 $2.98 $3.75 $1.25

DRAPERIES

All silk and cretonne Draperies Terry Cloth, Silk Nets and Gauzes are reduced for our 28th Annual January Clearance Sale. Bright new, cheerful patterns are here for your choosing at—

Less 15%

REMNANTS

Of all descriptions of silk materials in all lengths. This is indeed a saving and all remnants are cut 1-3—and now an additional cut—

Less 20%

GINGHAMS

Beautiful bright colored Ginghams—all good quality materials, 32 inches wide—the best quality materials we or anyone else can give you for the money.

21c And 31c

OUTING FLANNEL

Daisy Cloth in plain white, 27 inches wide, and colored striped outings 32 and 36 inches wide, of good weight materials. Priced specially for Clearance at—

23c Yd.

N. K. West & Co. Inc.

La Grande's Leading Store For 25 Years.