

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

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SUBSCRIPTION RATES

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By Mail

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Daily, per six months in advance \$28.00
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Weekly Observer-Star, per year \$2.00

ADVERTISING RATES

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Display, local, per column inch 30c
Time contract rates on application.



THE JOY OF THE LORD—"And Sarah said, God hath made me to laugh, so that all that hear will laugh with me." Gen. 21:6.

We wonder if cheek-to-cheek dancing was originally sponsored by razor manufacturers?

Some eastern physicians are opposing the suggestion of a return to the diet of the cave man. Yet it's not really necessary—nobody is disposed to do it, anyhow.

For the sake of the women and children who might be hurt in the rush, we hope the city's new well doesn't bring in an oil gusher.

In the editorial of yesterday discussing freak "advertising" The Observer expressed no opposition in any way to the many benefit entertainments and programs through which so many organizations secure funds for various activities. Events of that character are both desirable and necessary and provide many entertainments of high character. Our objection is to the frequent advertising solicitation accompanying these affairs which offers publicity without merit in proportion to its cost. We know, of course, that it is done in the best of faith with the sincere belief on the part of solicitors that they are giving value received. No one can doubt that sincerity, but there are many who believe with The Observer as to the principle involved.

WORTHY CHARITY.

The charitable work done in the La Grande community deserves the support of every citizen. In a city of this size there is certain to be a great number of cases that require the help and assistance of those who are more fortunate in life. Several organizations make a practice of giving relief at certain times during the year to worthy needy people, but it remains for the Salvation Army in La Grande to carry the brunt of the work and do constructive relief work the year 'round. The Salvation Army is the only agency in the city to do constant charity work and the opportunity afforded the people here to help their relief program deserves whole-hearted attention.

Those fortunate citizens who have good homes, a fair living, adequate food, and warm beds and clothing are often prone to forget that there may be families within the community who lack the bare necessities of life. Some of them are in direct poverty—and most of them are unknown to anyone capable of giving help except the Salvation Army. Army workers are particularly capable of finding out the true conditions in needy families. They become confidants of people who would otherwise starve before they would admit misery and privation. By training and experience they know worthy cases and they know how relief can best be provided.

The entertainment to be given tomorrow evening for the benefit of the local Salvation Army's charity fund is an unusually fine effort on the part of public-spirited citizens who have made it possible. It gives the people of the city a chance to enjoy an excellent entertainment program and at the same time to contribute to the aid of worthy poor of the city who are so in need at this season of the year. The tabernacle should be crowded to its doors as an expression of appreciation for the artists who give their talent and of approval of the work being done by the Salvation Army personnel here.

"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

By Junius

In Rome a short skirt, that drops to the ankles when a policeman appears, is quite popular. A rubber band operates it. The question now is: what would the policeman do if the band broke? Would he arrest her or would she arrest him?

The Charleston is going out. At least ankle-length evening gowns are coming back.

The reason most homely girls take a good photo is because they know enough to let the photographer do the job his own way.

There's one place in La Grande where they sell lottery tickets openly, but they call 'em marriage licenses.

Smoke and the world smokes with you; swear off and you smoke alone.

"I'm a very busy man," a La Grande business man remarked when a promoter approached him. "What is your proposition?"

"I want to make you rich."

"Well, leave your recipe with me and I'll look it over later. Just now I'm engaged in closing up a deal by which I expect to make \$7 in real money."

No one chair is too small for the newly married couple to sit together in. But give 'em a year and they need at least a long day-enport.

The timid women who are looking under the bed for burglars are probably scared by the amount of dirt they see there.

The opportunities we are all most eager to embrace are, naturally the good looking ones.

Grandma—"I'm glad Billy had sense enough to marry an old maid. Gals is eighty-eight, widows is kinder over-rolling and tip-sittin', but old maids is thankful and wifin' to please."

Amen.

TESTS APPLES FOR POISON

YAKIMA.—Analysis of the arsenate of lead content left on apples from spraying are being made by A. W. Hanson, chief of the Seattle station, bureau of chemistry, United States department of agriculture, according to J. Irving Griner, state supervisor of horticulture. Mr. Hanson recently obtained samples of Kennebec apples and, while his researches are not completed, he informs Mr. Griner that where wiping machines were used they apparently did an efficient job.



FORMER POLICE CHIEF of Moscow is a tight watchman in New York now. His name is Col. Alex. J. Larymer.



LO! THE WHITE-HAIRED INDIAN. They are rare. Chief Mad Feather of Glacier National Park is one of the few of his kind.

THE OPEN COURT

CORRESPONDENTS MUST SUBMIT THEIR NAMES TO THE EDITOR IF THEY DESIRE LETTERS PRINTED.

To the Editor of The La Grande Evening Observer, La Grande, Ore.—An editorial under the title of "Disguised as Advertising," appeared in your issue of the 20th, dealing with a system of advertising that is to be carried out in connection with the Legion play, "Whirl O' The Town," which is to be given in the Arcade on January 25th and 27th.

To correct some evident misunderstanding on your part, we desire to give you the Legion attitude in this matter. The Legion has ever been very cautious about advertising schemes and they did read the contract before it was signed. The advertising was discussed at a meeting of the executive committee and officers of the local post, at which the business men and advertisers were present. The idea met with their approval so that a decision was made to take it. This copy was submitted to the local business men, not by outside solicitors but by local Legionnaire businessmen and upon a purely business basis.

It was impressed upon the minds of the prospective advertisers that there was to be no donation and that was the idea that the Legion had from the beginning. To substantiate this they at this time offer and guarantee to return to advertisers the \$5.00 if they are not satisfied with the service at the four publications have been made. This will be returned upon application to the finance officer of the post.

Solicitors went out under these instructions. There were 40 spaces to be taken at \$5.00 each for four days, starting with an issue on Friday the 22nd. It is to secure 34 subscribers in three hours, devoted to items of purely local interest. Using this as a basis one must realize that it is not a matter of advertising of some considerable merit. The attitude of the business men of La Grande is people and number between 20

well known to the Legion and they and the Legion will know that a failure to subscribe on their part would not mean animosity because of past co-operation and of the good will the Legion already bears them. The primary object of the advertising is to pay for the expense of the publication of a sheet advertising the show and the maximum amount of profit that the outsider can take out of town is \$50.00. There is no way that the promoter of the show can take away more than that amount, as the entire advertising space will sell for \$200.00 and it will cost at least \$100.00 to send out the publication. After the expenses are paid the promoter gets 50 per cent. The Legion was thoroughly convinced that he was giving an advertising service that would be, in the least, commensurate with this remuneration.

In addition to this, we wish to impress upon your mind that every bit of money made or taken by the American Legion in La Grande is spent for the welfare of the community, either locally or in advertising. Some of the Legionnaires, like other men who do not advertise extensively, were not in a position to say whether or not the space offered was meritorious so that the matter was submitted to competent business men and advertisers for their approval. It did not mean enough to the Legion for them to forfeit their reputation for giving service in fact, nothing would mean that much. At this time they are interested in giving the people of La Grande an artistic program, something that will return five cents in enjoyment for every cent spent. We pride ourselves upon our past record in these matters and hope to live up to it at this time.

The space is in a four-page publication that is issued and delivered free to the reading public for four days, starting with an issue on Friday the 22nd. It is to secure 34 subscribers in three hours, devoted to items of purely local interest. Using this as a basis one must realize that it is not a matter of advertising of some considerable merit. The attitude of the business men of La Grande is people and number between 20

or 50. It is to be distributed throughout the city and we feel that there is no question but that it will be extensively read. The advertising public will realize this when they understand that the promoter and the committee in charge depend almost exclusively upon it for getting the matter before the public. The Legion, in making this show a success, is depending upon the hard work of the cast and the theater-going public and they, of course, do not desire to have any ill feeling in the community. The cast is giving every effort on its part and we feel sure that the success of the show and everything in connection with it will be an ample reward for their efforts.

Harley H. Richardson, Commander.
Hugh E. Brady, Vice-Commander.
Chester Thompson, Adjutant.
Ray H. Correy, Oils W. Palmer, Harvey Matthews, Ray Williams, Executive Committee.

BANK OF LATAH ELECTS

LATAH, Wash.—Stockholders of the Bank of Latah elected W. A. McEachren, president; Carl P. Lang, Spokane, vice president; Miss Helen B. Pierson, cashier, and Mr. McEachren, Miss Pierson, Gus Powell, A. L. Fair and A. L. Wolf, directors.

The directors announced that a good dividend was declared, but they refused to say what percent. The bank did an excellent business in 1925 and reports indicated that most of the farmers had liquidated their obligations.

Pleasant Pleasantly Pleads

CORVALLIS, Ore.—Pleasant of this city, had an unpleasant surprise when two minutes of time was swept down upon his pleasant home and arrested him on the charge of having intoxicating liquor in his possession. The officers found 24 pints of moonshine and a large number of empty bottles. Mr. Lee pleasantly pleaded not guilty when he was arraigned today in Judge Benson's court.

THRIFT WEEK

CAREFUL BUYING
As Well As
SAVING
Is
THRIFT.

SATURDAY, JAN. 23
Ends Our
28TH

ANNUAL JANUARY
CLEARANCE
SALE

N. K. West & Co.
La Grande's Leading Store
For 25 Years

DON'T FORGET--

THE SALVATION ARMY BENEFIT CONCERT

FRIDAY, JANUARY 22, 1926.
L. D. S. TABERNACLE

This concert is for a good cause and deserves the backing of the people of La Grande.

Come in and get your tickets from the

Red Cross Drug Store

"In Business For Your Health"

THE REASON WHY

The thrifty man is never forced to make a bad bargain because he has conserved his TIME, MONEY and CREDIT—therefore, is independent and self-reliant. He is not a miser but a wise spender and a good citizen.

A Savings Account in this bank is a sound investment and a start on the road to independence.

La Grande National Bank

Sound - Reliable - Progressive

Easy for mother too!

Mother makes short work of breakfast when Flapjack is the order of the day. All she does is add a little water or milk—then it's only a minute or two till the batter is smooth and creamy—and then on to the sizzling hot griddle. That's all!

"Albers stands for Better Breakfasts"

January Sale

Scores of men have saved money during this sale. Read this message --then act.

This is a real live wire selling event, offering real live wire values for live wire men. The clothes offered you now at low prices are unbeatable-unmatchable. Every value shown would pass censorship at a much higher price.

Practice sensible economy. Right here and now, is your opportunity to buy good clothes at prices which you'll not be able to duplicate later on. The quicker you pick, the better the picking.

ASH BROS.

"The Store That Keeps Faith" "Pioneer Clothiers"

1 DAY SPECIALS

Wise Spending Means Thrift

WHY NOT OBSERVE THRIFT WEEK BY BUYING WHAT YOU NEED AT OUR SPECIAL SALE THIS WEEK ONLY.

\$1

Will buy Shoes, Hats, Caps, Underwear, Gingham Dresses, Bloomer Dresses, Sweaters, Stamped Gowns, Boys' Wash Suits, Boys' Serge Suits, age 3 to 6, Ladies' Silk-N-Wool Hose, Ladies' Silk Hose—and several other lines not mentioned, to close out at low price of—

\$1

Make your \$ do it's duty. Remember, Prices On For This Week Only No refunds or exchanges at these prices. Regular prices have been \$2 to \$6.

Norton's Kiddy Shop

Everything in Infants' and Children's Wear