

LAST DAY! LAST CHANCE! WEST'S

January CLEARANCE SALE

Sale Ends Sat. Nite 23rd.

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SHOES
10% To 50%
Reduction throughout the Shoe Department. Two special lots of Ladies' High Shoes. Three special lots of Slippers—patent, kid, satin and calf in Pumps and one or two-strap styles; military, French and Spanish heels.
Bargain Lots
45c \$1.95 \$3.95 \$4.95

HOSIERY
La France, Phoenix, Kayser
Entire stock of Ladies', Misses', and Children's Quality Hosiery at a saving to you. Chiffon, service weight, lisle, cotton and wool, in all demanded colors. This is an opportunity to purchase nationally known brands at a saving.
15% Less

SUITS, OVERCOATS
Hart Schaffner & Marx
All regular stock suits at a saving. All styles and materials of the best of domestic and imported weaves. Suits to fit all builds. Overcoats of style, built for service in a number of colors and materials.
25% and 33 1-3% Less

BLANKETS
All-Wool, Wool-Mixed and Cotton Blankets in all weights and sizes. Penultimate, Oregon City, Nassau and other well known makes in plaids and solid colors. Also Indian Robes, Blankets and Steamer Robes included.
At Reduced Prices

WOMEN'S And CHILDREN'S COATS
Entire stock of Ladies', Misses', and Children's Coats at One-Half original price. These are indeed high grade coats, all nicely tailored and finished with button, embroidery and fur trimmings.
One-Half Price

La Grande's Leading Store For 25 Years

N. K. WEST & CO. INC.

Merchandise Of Merit Only

LaGrande Evening Observer

FRANK R. APPLEBY, Editor and Publisher
HARVEY E. MATTHEWS, Business Manager
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ADVERTISING RATES
Display, foreign, per column inch.....42c
Display, local, per column inch.....40c
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.

Very few married men can drive an automobile with one hand.

Congress is already being flooded with bills designed to cure agricultural ills and insure fair returns for crop surplus. Though many of them are of impractical nature, it seems that some plan for government aided control of co-operative buying and marketing will be given a trial at this session. The corn producers of the Middle West are particularly insistent that they be given relief. Whether it can come out of the minds of representatives and senators remains to be seen.

MAKING BIG BUSINESS PAY.

Julius Rosenwald, Chicago multi-millionaire and philanthropist, saved Sears, Roebuck & Co. from financial disaster when the business depression of 1921 hit the country. He gave the corporation 50,000 shares of stock having a par value of five million and a market value of three million dollars. He took over the company's real estate and gave four million in cash and Liberty bonds as a down payment. With his own wealth he worked out a finance plan by which the liabilities of the company were reduced some 12 million dollars and it was put on a sound basis again. The only consideration was that he be allowed to buy back his 50,000 shares of stock at par when and where he pleased. The other day Mr. Rosenwald exercised his option and paid five million dollars for the stock that he "gave" the company five years ago. It now has a market value of 12 million and his assistance to Sears, Roebuck & Co. has netted him a paper profit of seven million. No one will grudge him the return, least of all the small stockholders who were saved from disaster in 1921. It is money that will be well used. No one in Chicago contributes more to worthy causes, to education, to Christian association work, to charity, and to welfare work than Julius Rosenwald.



OFFICE CAT By Genius

"Have you seen the 'Thief of LaGrande'?"
"No. Is something missing?"
"Women with a past and men with a future supply a lot of the front page news."
"You say you've worn this hat three years," said the merchant. "Wonderful! It looks like new."
"Yes, three years I've worn it," said the customer. "Once I had it reblocked, twice I got it cleaned, and once I changed it in a restaurant for a new one."

A pessimist is a person who would look for splinters in a club sandwich.
The little girls who used to make faces at the boys only eyes at them now.
The only thing about lisle stockings that is particularly offensive to us is the spelling. We'd rather spell it S-I-L-K.

FRANK AND ERNEST
In days of old, and not so old, When ladies' hearts did faintly stir,
When gossamer went shopping, about all they could say was "Er—er—er."

Follow one into a shoppe today, And listen while she barters,
Does she ask the young man for "Er—er—er?"
Oh no! She snaps out "Gar-ters!"

In days of old when few were bold And fewer were bolder,
When the lad proposed, and sought her lips,
She faintly on his shoulder.

But nowadays when he's proposed She says, as arms unfold her,
"Will she? Yes! Take mamma home!"
No, if you think you can hold her!"

Some girls would rather dance than eat, the majority prefer to do both.
Said the small boy—"My maw and paw had an awful time getting married. Maw wouldn't marry paw when he was drunk and paw wouldn't marry maw when he was sober."

"Ragson, tomorrow is our twenty-fifth wedding anniversary, hadn't we better kill a chicken?" asked Mrs. Ragson Tattler.
"Why punish the chicken for what happened twenty-five years ago?" responded Ragson.

"Where are you going my pretty maid?"
"To get my hair bobbed, sir," she said.
"May I go with you, my pretty maid?"
"If you won't read me a long homily on the subject that your mother never had her hair bobbed, and was considered a perfect lady and won't give me any advice as to what style I shall follow in having my locks trimmed, and will climb into a chair and get that shave you are needing, and get the barber stuff a towel in your mouth—"

"You'll be quite welcome, sir," she said.

THE OPEN COURT

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

Thrift
Webster gives us various definitions for thrift but years ago when I left home to battle in the world for myself, mother said "thrift consists of spending just a little less each week than you earn." In this day of reckless spending and inflation of personal credit we need still more to exercise prudence in money matters, make thrift the cornerstone of success and happiness. Spend wisely but not miserly. More people would save if they cease to regard saving as deprivation.

Every person, no matter how small his income, should lay aside something each week. It's a good idea to apportion your income so much for living expenses, so much for clothing, so much for pleasure and so much for the bank account, then if a surplus remains from any one of the apportionments add that to your savings account. To save is a habit, hard to start but cultivated becomes easy and the accumulated savings become the means to investments that provide for old age independence.

A savings account for the boys and girls teaches them the value of money and economy. Commenced by letting them save the pennies,

no sum so small but that it can go back to work and earn a little more. It will be interesting the first year, interest will add to the accumulation the second year and they will take such pleasure in seeing the account grow that they will save them more. Habits formed in childhood follow us throughout life.

Own your own home, "be it ever so humble there's no place like home." Money paid in rents is wasted, there is no civic pride or pleasure in a landlord's shelter. Improve and beautify your home, make of it your paradise as well as your dividend check.

Closely associated with thrift is the development of character, the desire to improve and educate ourselves for higher positions. We must broaden and go forward or we retrograde. We must conserve our health and energy and make the best possible use of all the resources at our disposal. The old Scotch adage says, "there is as much in saving as in gaining."

Alice S. Miller

To the Editor—
In the La Grande Evening Observer of January 16 the article "The Motor License Law" certainly rouses my protest. That every owner of a motor should be compelled to secure a yearly license whether he uses the motor or not is, in my opinion, very unjust.

In many parts of the state it is not optional with the owner whether he uses his motor for the first three months of the year, for snows are deep and motors can not be driven in deep snow. The motor license is not a tax as

taxes must "be just and equitable," but is more in the order of a fine, as the value of the motor has nothing to do with determining the amount of the license to be paid, as is the case with other taxable property, land for instance.

The justification for the present high motor license is that the motor is more destructive to the highways than horse drawn vehicles and thus should not be taxed according to value but according to their weight and horse power, or their supposed extra wear on highways.

If a motor is not being driven it certainly is doing no damage to the highways.

A recent requirement for a certificate of ownership is all right. "Other changes are needed," but not to still further tax the already overtaxed motor owner.

C. V. Hatton, Summerville, Oregon.

Jones Made Bank Head.
SPLAGUE, Wash.—At the annual meeting of stockholders of the First National Bank, Ralph R. Jones, former cashier and vice president, was elected president; S. B. Burdass, vice president; C. W. Palmer, cashier, and Max Blanche Mills, assistant cashier. Directors were re-elected.

Officers of the bank report a very satisfactory year showing a decided improvement in general conditions. With favorable crop conditions for 1926 they look to further betterment in farming and other lines of business.

What tickles a man more than a new suit of woolen underwear?

TRUTH in advertising implies honesty in manufacturing, and the assurance of a square deal.
Genuine HONEY CREAM CAKES 25c, 30c and 40c
Genuine BUTTERNUT BREAD . . 10c
Costs no more—worth more.
Made Only By
La Grande Bakery
K. J. McWilliams, Owner.

READ THE OBSERVER CLASSIFIED ADS



Shoes! Shoes! Shoes!

Do you know that we sell shoes for infants and children that cost less but wear longer than any other shoe you can buy?

We stock boys' shoes to 10 years old. We stock girls' shoes to 16 years old and for the rest of this month only we will sell shoes in large sizes at

TWO-THIRDS REGULAR PRICE
And Small Sizes at 10% DISCOUNT

Girls' Coats closing out at One-Half Price. Boys' Tug-Tog Suits, age 3 to 8, made up from very good wool or corduroy. Each suit has a belt like Dad's and now being sold at 33% DISCOUNT

Our Thrift Week \$1.00 Special will end Saturday evening and it is your loss if you do not supply yourself with what you need and can use at this time.

The \$1.00 Specials include Girls' Hats, Bloomer Dresses, Gingham Dresses, Girls' Underwear, Girls' Sweaters.

Boys' Hats or Caps, Boys' Serge Suits, Boys' Wash Suits, Boys' Underwear and several items not mentioned, but it will pay you to come into our store and look and see that we are selling merchandise valued from \$3 to \$6 this week only at \$1.00

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

Fords! Fords! Fords! Fords! Good Fords Cheap! Why Walk?

- 1924 COUPE—Hasslers; Ruxstell; guaranteed.....\$450.00
- 1925 TUDOR SEDAN—6 months old, 5 balloon tires; guaranteed.....\$595.00
- 1925 TOURING—Balloon tires; guaranteed.....\$325.00
- 1924 TOURING—Guaranteed.....\$260.00
- 1924 TOURING—Guaranteed.....\$225.00
- 1923 TOURING—Fully equipped.....\$200.00
- 1920 TOURING—Starter; good shape.....\$ 90.00
- 1920 ROADSTER DELIVERY—Good shape.....\$ 80.00
- 1919 ROADSTER—Good shape.....\$ 65.00
- 1917 TOURING—Good shape; new tires.....\$ 50.00
- 1917 TOURING—Good shape; good tires.....\$ 60.00
- ONE FORD BUG—Good shape.....\$ 15.00

Perkins Motor Co.

Fourth & Adams Phone M-500