

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper  
FRANK B. APPELEY Editor and Publisher  
HARVEY F. MATTHEWS Business Manager

Published evenings, except Sunday, at 1416 Adams Avenue, La Grande, Oregon. The Observer-Star published every Friday. Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter under act of March 2, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

MEMBER ASSOCIATED PRESS  
The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited if published therein. All rights of republication of special dispatches in this paper, and also the local news herein, are also reserved.

SUBSCRIPTION RATES  
By Carrier  
Daily, per month in advance \$7.50  
Daily, per six months in advance \$45.00  
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 45c  
Display, local, per column inch 40c  
Time contract rates on application.

A GREAT COMMAND—"Have not I commanded thee? Be strong and of a good courage; be not afraid, neither be thou dismayed: for the Lord thy God is with thee whithersoever thou goest." Jos. 1:9.

## COMMUNITY FAIR PRIZE LIST OUT

List of Winners Is Announced—Best Exhibits Taken to Elgin

COVE, Sept. 22 (Special)—The Cove community fair was held Monday and the display, confined entirely to the Cove district, was exceptionally good. Mrs. Georgianna Chadwick, Royal Allen and A. A. Antles had charge of the exhibition. The judges were mostly Union county people including County School Superintendent A. E. Sayre, Robert Withycombe, L. L. Cadwell, Mrs. Roy Conklin, Mr. Edwards, Roy Emmel and several others.

The best of the exhibit was taken to Elgin and is being displayed at the Union county fair which started yesterday.

Winners Announced  
A program was held at the Macabee hall in the evening when the list of winners was announced and premiums awarded. Special premiums were donated by Cook Brothers, the Union Hardware company, Corner's store, Union cash grocery, Smith and Thompson grocery, Standard Oil company, Levy's store, L. A. Wright drug store, Cove state bank, H. G. Blank, Frank Kelly drug store, Smith's Market, Hallmark's store, Towle's garage, Weimer's garage and the Island City mill.

A list of the premiums follow: Individual display of fancy work: Mrs. Helen Conklin, first, \$5; Carmen Daniel, second, \$3; Mrs. Dorothy Hallmark, third, Best loaf of home made bread, Mrs. C. Bertsch, each of flour, Mrs. John Williams, first, a picture; Mrs. Helen Conklin, second, \$3; Mrs. Lydia M. Lantz, third, \$2. Individual jelly display: Mrs. L. M. Lantz, first, \$5; Mrs. John Williams, second, \$2; Mrs. Helen Conklin, third, \$1. Individual pastry exhibit: Mrs. R. Comstock, first, bucket of lard; Mrs. J. E. Mills, second, \$2; Mrs. C. Clark, third, \$1. Cake baked by girls under 16 years of age: Maxine Towle, \$1; bread baked by girls under 16, Francis Comstock, heads, Individual art display: Mrs. E. E. Coad, first, stationery; Mrs. Helen Conklin, second, can of coffee.

Floral display: Mrs. C. Bertsch, first, \$2; Arnold Hallmark, second, evergreen pencil, Single Dahlia, Archer Antles 50 cents; Single Aster, Mrs. John Williams, 50 cents. Best pie, Mrs. C. Clark, 75 cents. Best cake, Mrs. R. Comstock, each of flour, Hand sewing: Monte Brothers, first, \$1; Carmen Daniel, second, 50 cents; Pickle display: Mrs. J. E. Miller, \$1; canned meats, Mrs. Helen Conklin, first \$2; Mrs. John Williams, second, \$1. Canned vegetables, Mrs. John Williams, first, house slippers, Mrs. Helen Conklin, second, 50 cents.

Exhibit of girls' sewing club: Lee Ellen Dreshers, first, \$5; Della Brothers, second, \$2; Dorothy Mills, third, \$1. High school display: Best hand carpenter work, first and second, Milton Hunt, \$1.50; third, Byron Hunt, \$1.25. Sewing by girls: Carmen Daniel, first, \$1; Eva Weimer, second, 50 cents. Grade school carpenter work: Glen Crutchen, first, \$1; Wallace Simmons, second, 50 cents; Lewis Hallmark, third, 25 cents. Grade girls sewing: Maxine Towle, first, \$1; Frost school students, second, 50 cents. Best cartoon, Monte Brothers, \$1.

Club Awards  
Boys' club: Baby beef, Allen Mills, first, \$5; Virgil Conley, second, \$2.50. Boys' junior meeting gifts: Barred Weimer, \$5; Eldon Southwick, second, \$2.50. Junior spring bear: Frank Mitchell, first, \$5. Four junior pigs from one litter: Frank Mitchell, first, \$1. Sheep: Hampshire: Troy Becker, first, \$2. Holstein heifer: Carmen Daniel, first, \$5; Jane Daniel, second, \$2.50. Guernsey heifer: Ted

Ogilvie, first, \$5; Eleanor Ogilvie, second, \$2.50. Jim Ogilvie, third, Jersey heifer: Bobbie Duncan, first, \$5; Allen Mills, second, \$2.50; Billy Duncan, third. Grand champion bull: Harold Comstock, \$5. Grand champion heifer, Carmen Daniel, first, \$3.

Chickens raised by boys' and girls' club members: white leghorns, Milton Hunt, first, \$1.50; J. C. Richardson, second, 75 cents. Anconas: Floyd Murchison, first, \$1.50; Delmer Richards, first, Eugene Hunt, second, Frank Brothers, third. Rabbits: Eugene Hunt, first.

Best exhibit by club members: Allen Mills, first, \$5; Frank Brothers, second, \$2.50; Dell Brothers, third, \$1; and Jane Daniel, fourth, box of candy.

Toll of butter: Mrs. J. E. Mills, first, 50 cents. Home made cheese, Mrs. R. Wade, first and second. Fresh fruit display, J. E. Mills, first, \$1. Fresh vegetable display: E. F. Williams, \$2.50. Beets, E. F. Williams, first, 50 cents; onions, E. F. Williams, first and second, 50 cents and 25 cents. Potatoes (red) E. E. Paige, \$2.50; potatoes (white), E. E. Paige, \$2.50; potatoes, (netted gem) E. F. Williams, \$2.50. Silage corn, Floyd Murchison, \$1; field corn, R. J. Allen.

Highest number of points received by an individual: Mrs. Helen Conklin, first, \$10; Mrs. John Williams, second, \$5.

Allen Mills won first in club work entitling him to the Oregon Agricultural college summer scholarship.

## Admiral Fullam Is Dead in Washington

WASHINGTON, Sept. 22. (AP)—Rear Admiral William F. Fullam, retired, died here today from complications following an attack of pneumonia. He was in his seventy-first year.

## Charles E. Bean Is Ill at Hot Lake

HOT LAKE, Sept. 22 (AP)—Charles E. Bean, Elgin business man and president of the Union County Fair association, who was brought here last Sunday when he suffered the rupture of a capillary of the brain, is not dangerous ill, the attending physicians reported this morning.

Mr. Bean, who heads the Good-nough Mercantile company of Elgin, suddenly collapsed at the fairgrounds Sunday after being stricken.

## TINNEY IN COURT

NEW YORK, Sept. 22 (AP)—Frank Tinney, blackface comedian, was today adjudged in contempt and his arrest ordered by Justice Dyke in Brooklyn supreme court. Justice Dyke ordered the sheriff to place Tinney in jail unless he pays forthwith \$1,400 in back alimony and sheriff's fees and other costs.

## GLENN CURTIS SAFE

NEW YORK, Sept. 22 (AP)—Glenn Curtis, pioneer airplane builder, whose friends yesterday were reported as hearing he had been a victim of the Florida hurricane, is safe in Hialeah, Fla.

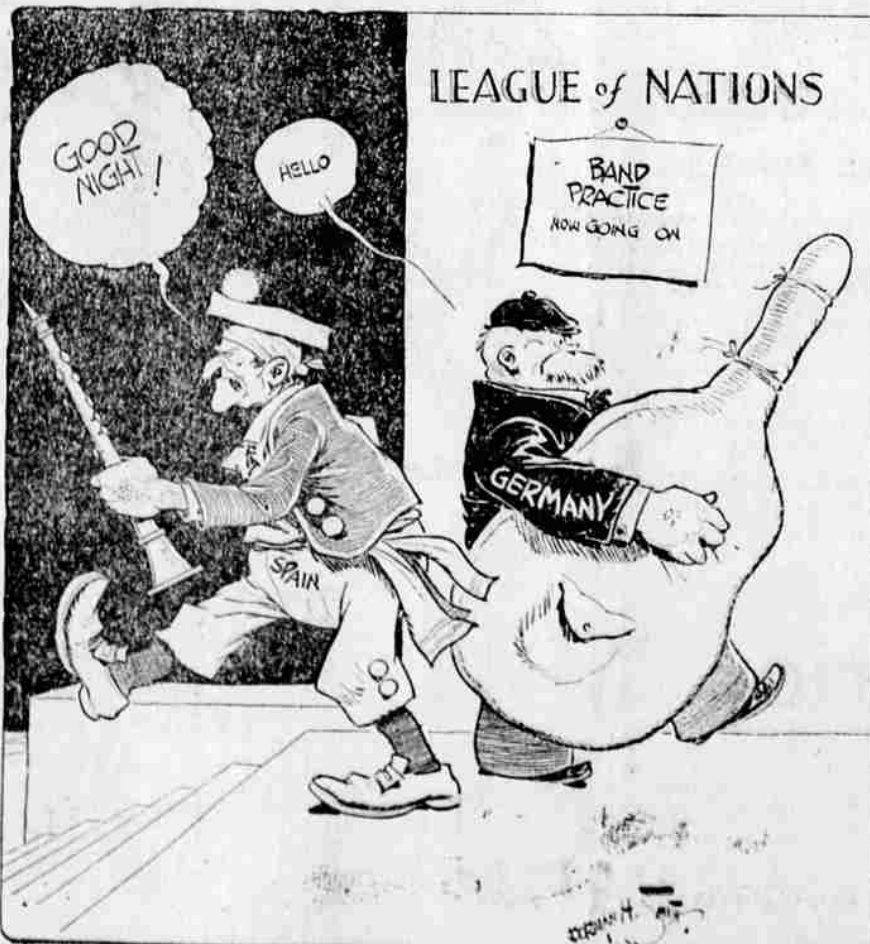
## FIND IT HERE

Copy for this column must be in by 9:00 a. m.

## CARD OF THANKS

We wish to thank our friends

## A LITTLE CHANGE IN THE CONCERT OF NATIONS



## LEAGUE of NATIONS

BAND PRACTICE NOW GOING ON

# Fall Opening

## Display of New Hosiery

|                                          |                                                  |                                          |
|------------------------------------------|--------------------------------------------------|------------------------------------------|
| <b>Kayser</b><br>\$1.65 \$1.95<br>\$2.00 | <b>Phoenix</b><br>\$1.50 \$1.75<br>\$1.85 \$2.95 | <b>La France</b><br>\$2.00 and<br>\$2.25 |
|------------------------------------------|--------------------------------------------------|------------------------------------------|

EVERY woman who wears only the finest, smartest of silk stockings knows and appreciates the worth of one of the famous brands or maybe all of them.

Kayser with its slipper heel in service weight chifons, and chifons; Phoenix in service weight hose and two weights of sheer chifon; La France with its silk from top to toe and the service weight too. Colors to match all costumes.

In The Following Colors:

|                                                                                   |                                                                                                  |                                                                                      |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Blush<br>Champagne<br>Medium Grey<br>White<br>Black<br>Gunmetal<br>Peach<br>Grain | Seaspray<br>Beige<br>French Nude<br>Atmosphere<br>Dove Grey<br>Rose Taupe<br>Orchid<br>Moonlight | Sunset<br>Blonde Satin<br>Bran<br>Mauve<br>Mauve Taupe<br>Woodland<br>Rose<br>Shadow |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|

Sizes 8½, 9, 9½, 10, 10½

## N. K. West & Co., Inc.

La Grande's Leading Store For 25 Years

We regret that the Weather Man seems to ignore the importance of the Elgin fair this week by providing a combination of rain, clouds, and cold. Attendance can't be what it should be with disagreeable weather—and the fair is one that deserves a very large patronage from all over the county. No other event during the year so much encourages agricultural activity of the practical kind. At no other time can we give aid and approval to the work being done in boys' and girls' clubs, value of which has been demonstrated over a long period. And not only do we give attention to these worthy things by attendance at the fair but we find pleasure and entertainment in abundance. Especially worthy of comment are many of the displays, and mere man is inclined to be most envious of the judges who must taste the gorgeous cakes, the delicious pies, and a host of other appetizing foods. Any event that will produce such excellent competition as this is highly commendable. We hope the sun will be in evidence all day tomorrow and be an additional urge to La Grande and Union county people to go to Elgin in record-breaking numbers.

## WHEN ADVERTISING IS A WASTE

The New York Times recently celebrated its 75th anniversary and a month later Adolph Ochs, publisher, completed a 30-year period as chief owner and directing genius of that great newspaper. In an interview Mr. Ochs, who started as a printer's devil in Knoxville, Tenn., fifty-three years ago, makes some potent observations on the publishing business and the importance of advertising. In this connection he says:

"Perhaps half the money that is spent in advertising is wasted. I know it will be considered rank heresy on my part to say this, but it is true, because some of it is not done intelligently. Advertising is not only an art, but a science.

"For example, an advertiser will buy space in a newspaper. He pays \$1800 or more for a page in the Times, let us say. Then he has a small salaried clerk write the copy. The intelligent advertiser understands this point of view. He sees the waste in it. Years ago, Robert C. Ogden, of the John Wanamaker store, told me he considered that advertising was the most important part of their business. The best thought of the store was given to it, he said, because the advertising speaks with the authority of responsibility and must inform if it is to influence the reader. The copy, as well as the display, therefore, is of the highest importance."

Under the present ownership of The Observer constant emphasis has been given the importance of carefully planned and carefully executed advertising. We have argued that the advertising of a business firm is one of the most, if not the most important, parts of a business. We do not confine this to newspaper advertising but include all means of advertising which permit constant, influential contact with the reading public. Its importance is not only for the business man but for the readers as well, because every reader is interested consciously or subconsciously in advertising messages and therefore deserves to have them as intelligent and informative as possible.

It is not often realized by an advertiser, but when he writes "copy" for an advertisement in The Observer he is actually writing a speech that will be delivered through the medium of the newspaper before an audience of some 12,000 people. And these readers of ours, the people of this audience, are intelligent people, reacting favorably or unfavorably to an advertising message in proportion to the interest that is aroused and the information that is presented. The advertiser who is "too busy" to spend more than a few minutes in the preparation of that message is unconsciously overlooking a tremendously important matter.

Fortunately these advertisers are in the minority and will become constantly fewer. Business men are finding that advertising, if given attention and study, can be their greatest business-building force; that it can be as effective for one business as for another; that the attention given it by the great business institutions of the country is a result of experience and proved results; that it is a duty to their public which deserves and has a right to expect the helpful information that advertising messages can convey.

The Observer's concern has been and will continue to be primarily for the elimination of advertising waste that its columns may be an aid both to the advertiser and the reader. Our advertising staff is trained and directed to that end. If that can be accomplished, we know that our own increase in volume will take care of itself.

**CHILDREN'S SHOES**  
Regular stock in broken sizes, 6 child's to size 5 in misses'; values to \$4.00, to close out at—

98c, \$1.49 and \$1.98

**NORTON'S KIDDY SHOP**  
Infants' and Children's Wearables

## CAN YOU USE ANY CULLS?

We have several thousand feet of cull 2x4, 2x6 and 2x8s that we are cleaning out at \$7.00 per thousand.

**Van Petten Lumber Company**  
Phone Main 732  
For Service

## Travel by Motor Stage

**TRAVEL BY MOTOR STAGE**  
Leave  
La Grande for Joseph 9:00 A. M. - 4:00 P. M.  
" " Baker and Boise 9:25 A. M. - 1:25 P. M.  
" " Baker only 5:30 P. M.  
" Pendleton - 11:00 A. M. - 3:30 P. M. - 6:15 P. M.  
Connection at Pendleton for Walla Walla, Pasco and Portland; at Portland all points South and North.  
La Grande Depot Phone 799  
All Modern Chair Car Stages.

## Fine Leather Goods

We have just received a shipment of the finest quality leathers, including—  
Bill Folds—  
75c To \$5.00  
Keytainers—  
35c To \$2.00  
Combination Bill Fold and Money Purses—  
\$1.00 To \$3.50  
Change Purses—  
25c To \$2.50  
See Our Window  
**Red Cross Drug Store**