

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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Published evenings, except Sunday, at 1414 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

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SUBSCRIPTION RATES

By Carrier	
Daily, per month in advance	75c
Daily, per six months in advance	\$4.50
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	42c
Display, local, per column inch	40c
Time contract prices on application.	



THE LIGHT OF GOD'S FACE—Offer the sacrifices of righteousness, and put your trust in the Lord. Many there be that say, Who will show us any good? Lord, lift thou up the light of thy countenance upon us. Psalm 43, 6.

"Only a wineglassful of brains would turn a fool into a wise man," says a psychologist who has been weighing brains. Yes, and only a few wineglassfuls of other things will turn many a wise man into a fool.

Imbler has dedicated its new school-and-community hall, just now being completed and coming into happy use. Imbler is to be congratulated. The structure its citizens have built is a monument to community spirit and enterprise, to interest in education and in young people. The Parent-Teacher Association of Imbler deserves special commendation. It was the vision and energy and work of its members that made success possible, after the original fine donation was made.

One of the striking things about news from these new gold fields is that the same old prospectors and fortune hunters are at Weepah who were participants in every other gold rush in the last fifty years. Most of them have got nothing but misery, hardship, and poverty in the past and the future holds a similar reward. The very few who found wealth have dissipated it, for the most part, and are back at the bottom of fortune's ladder. Such is the history of gold rushes.

NEWSPAPER ADVERTISING PREFERENCE

The Westinghouse Electric company announced recently that a change in advertising policy had been made whereby its expenditure of three million dollars would be placed almost exclusively in newspapers in the future. For several years this company has used magazines to advertise its products but extensive investigation and exhaustive tests have proved to their complete satisfaction that more intensive and intimate cultivation of their market can be made only through daily newspapers. The change is natural and the Westinghouse company is only one among many who are concentrating advertising expenditures in newspapers. In the La Grande territory, for example, no national magazine has even one-third the circulation of The Observer. In Oregon the Ladies' Home Journal has a circulation of 32,813, Good Housekeeping has 14,774, Pictorial Review 40,650—and there are three hundred thousand families in Oregon. More important than coverage, however, is distribution of an advertised product. Through daily newspapers the manufacturer can select the specific local markets where he has dealers, merchandise in stock. Intensive cultivation of those markets without waste circulation is therefore possible. More and more national advertisers are taking advantage of their newspaper opportunity. In 1926 manufacturers alone (no retail advertising included) spent \$235,000,000 in newspaper advertising—many times the amount spent in any other form of advertising. This total, and the fact that it is being increased in the 1927 program, is additional evidence that newspaper advertising carefully planned and intelligently executed can and does bring wide benefits to seller and buyer alike.

2 Oregon Banks Closed; Frozen Assets Is Cause

PORTLAND, Ore., Mar. 18 (AP)—The Oregon state bank of Jefferson, Ore., was closed today by order of the state banking department. Examiner R. W. Davis was in charge, but had made no detailed report up to noon today, said Frank C. Brantwell, superintendent. The Tillamook county bank at St. Dyal's Church which is near a Tillamook, Ore., was closed today, it was said.

Assistant State Bank Superintendent Guy N. Hickok was in charge. The bank was the smaller of two banks in Tillamook. Superintendent Brantwell said frozen assets which would not permit the bank to carry a large enough reserve forced the closing.

Houston Oil In 10-Point Break In Wall Street

NEW YORK, Mar. 19 (AP)—A sharp break of approximately 14 points in Houston Oil, combined with the cropping out of a number of new weak spots in other sections of the list, finally unsettled today's stock market after an earlier period of up and down movement. Control of the price movement shifted from one speculative group to another. Operators for the rise endeavored to maintain bullish enthusiasm by extending support to United States Steel common, General Motors, Lackawanna and some of the other recent leaders, but bear traders continued their persistent campaign for speculative speculation. Warner Brothers Pictures "A" broke through a new low for the year. Lackawanna was bid up to 152, the highest price since 1921. Bureau Brothers issues, which were weak yesterday, received better support on the assurance of officials that dividends on the "A" stock would be maintained. Philadelphia company crossed 100 to a new high record.

The closing was heavy. Total sales approximated 900,000 shares.

CHICAGO LIVESTOCK (CHICAGO, Mar. 19 (AP)—U. S. Department of Agriculture) Hogs—4,000; fairly active; fully steady at Friday's bid prices, top, \$11.50 paid for 140 to 150-pound weights; bulk desirable 150 to 200-pound averages, \$11.50 to \$11.75.

Cattle—200; compared week ago; fed steers and yearlings 25 to 30c lower; heifers flat, 50c off; close; best times; extreme top heavy steers, \$13.30; practical top, \$13.00; best yearlings, \$12.00; yearling heifers, \$11.00; fat cows and heifers off with steers; vealers 50c lower; week's bulk prices: fed steers, \$9.50 to \$11.50; fat cows, \$6.00 to \$7.00; heifers, \$7.50 to \$8.50; vealers, \$10.00 to \$11.50.

Sheep—3,000; odd loads clipped lambs steady; around \$12.25 for week; 85 doubles from feeding stations; 12,500 dressed; fat lambs and yearling wethers closing 25 to 40c lower; sheep steady; feeding and shearing lambs around 75c lower; week's top prices: western lambs, \$15.00; native lambs, \$15.25; fed clipped lambs \$13.85; best wethers, \$12.00; fat ewes, \$9.50; feeding and shearing lambs \$14.55; bulk prices: fed western lambs, \$14.25 to \$15.00; natives, \$14.00 to \$14.75; clipped lambs, \$12.50 to \$13.25; woolled cuts, \$11.00 to \$12.00; yearling wethers, \$11.00 to \$13.00; fat ewes, \$8.00 to \$9.00; feeding and shearing lambs, \$12.00 to \$14.25.

An explorer recently returned from the Cuban jungles says that monkeys indulge in community singing. The leaders give a few rather low hoarse notes. Then with one accord they all join in, their voices rising with a sort of humming, droning sound which is wild, weird and indescribably fascinating.

SEND FOR FREE TRIAL PACKET

Foley and Company, 2335 Sheffield Ave., Chicago, Ill. value so highly the medicinal qualities of their Foley Pills, diuretic, that they guarantee them to give satisfaction or money refunded. Write for free trial packet.

Foley Pills are a reliable, valuable medicine that promote sound health by stimulating the kidneys and bladder to normal healthy activity. Constantly in use over 25 years. Contain no harmful ingredients. Sold everywhere.

MARKET NEWS OF THE DAY

CHICAGO GRAIN				
Wheat	Open	High	Low	Close
May	130 @ 130 1/2	128 1/2	128 1/2	134 1/2 @ 134 1/2
July	124 1/2 @ 124 1/2	124 1/2	128 1/2	129 1/2 @ 129 1/2
Sept.	129 @ 129 1/2	129 1/2	128 1/2	127 1/2

Wheat Is Lower; Setback General

CHICAGO, Mar. 19 (AP)—Opening unchanged to 1/2c higher wheat soon underwent a decided general setback. Corn and oats followed wheat, each starting at 1/2c off to 3/4c up and then settling.

Provisions averaged higher. Wheat closed nervous 1 1/2 to 1 3/4c off lower; corn 3/4 to 1/2c off; oats 1/2 to 3/4c down and provisions unchanged to 1c up.

SAN FRANCISCO, Mar. 19 (AP)—Butterful f.o.b. San Francisco, 50c.

CHICAGO CASH (CHICAGO, Mar. 19 (AP)—Cash) Wheat—No. 2 red, \$1.32 1/2; No. 3 hard, \$1.31 1/2.

CHICAGO WHEAT (PORTLAND, Ore., Mar. 17 (AP)—Wheat—BBB hard white, \$1.22

WEATHER OUTLOOK (SAN FRANCISCO, Mar. 19 (AP)—The weather outlook for the week beginning March 20 was announced here today by the U. S. weather bureau as follows: Far western states: The outlook is for normal temperatures and generally fair weather except that there will be a considerable cloudiness with occasional rains over Washington and Oregon during the coming week.

NEW YORK FRUIT (NEW YORK, Mar. 19 (AP)—Exported apples, pears, apricots and peaches steady.

Dickens' Christmas Carol met with such success that the first edition was sold out the day of publication.

LA GRANDE NATIONAL BANK

Capital and Surplus \$250,000.00

Established 1887

Sound Progressive Reliable

\$2,600 FOR NINE CENTS

PROTECT your family against an accident which may strip you of your earning power. The cost is as low as 9 cents a day for a policy paying an income of \$2,600 a year.

Whatever the size of your income or your family, there is a policy which will give you the protection you need.

It Costs Little to Have This Protection Nothing to Ask About It.

Chas. H. Reynolds
Insurance - Loans - Bonds
Sommer Hotel Bldg., La Grande, Ore.

"Consult your Insurance Agent as you would your Doctor"

Representing
United States Fidelity and Guaranty Company

NEW SPRING DRAPERIES
In a wealth of color and pleasing patterns. All moderately priced.

N. K. West & Co. Inc.
La Grande's Leading Store for Over 25 Years

BETTER MERCHANDISE -- LOWER PRICES

Our Spring Coats for girls or small women are in a class by themselves. Newest styles. Made to fit.

NORTON'S KIDDY SHOP

LOOK OVER OUR WANT ADS FOR BARGAINS

O. A. C. Military Band
APPEARING IN
GRAND CONCERT and COMMUNITY DANCE

La Grande, Thursday, Mar. 31

Concert in High School Auditorium / / /
Dance in the Zuber Dance Hall / / / /

ADMISSION / / / /

Concert 50c and 25c / / / /
Dance \$1.00 per couple

IT ISN'T A HOME WITHOUT A TELEPHONE

"WANT to go for a ride after dinner?"
"Of course I do. And let's take the Andersons; there's lots of room."
"All right. Call them up, so they'll be ready."
"They haven't a Telephone."
"That's funny. Better not take a chance on them being out. Call up the Freemans and see if they can go."

HOME INDEPENDENT TELEPHONE CO.

AND YOU CAN HAVE ONE FOR A FEW CENTS A DAY!

Travel by Motor Stage
Safety Comfortably

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. - 5:15 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.

The Most Perfect Care

Is none too good when you or your loved ones are suffering from illness or accident.

The Grande Ronde Hospital helps your physician safeguard your health by providing most modern facilities and an expert staff.

Grande Ronde Hospital
La Grande, Ore.

LOGS WANTED!

The M. Emily Lumber Co. will buy pine logs delivered at its log pond. Apply at office or phone Main 53 for detailed information.

Mt. Emily Lumber Company