

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

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OFFICIAL PAPER OF LINCOLN COUNTY AND THE CITY OF LA GRANDE

**MEMBER ASSOCIATED PRESS**  
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**SUBSCRIPTION RATES**  
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Daily, per year in advance \$34.00  
Daily, single copy 10c

By Mail  
Daily, per month in advance \$3.00  
Daily, per six months in advance \$15.00  
Daily, per year in advance \$34.00  
Weekly Observer-Star, per year \$10.00

**ADVERTISING RATES**  
Display, foreign, per column inch 45c  
Display, local, per column inch 30c  
Time contract prices on application.

**GOOD NEWS PRODUCTS**—When the good and good news comes, tell them in print, and their tongues will be silent. The best will hear them, the best of them will not be made them.—Dr. 42121.

## THE BEST KNOWN MAN IN THE VALLEY

Claude Pratt is going away. Claude Pratt, who came "over the hill" four years ago with \$500 borrowed money, is no longer in the lumber, coal, etc., business in La Grande. He has sold out, given possession, and expresses the desire to seek new if not greener pastures.

Claude has often remarked that he was the biggest lumber man in Eastern Oregon. We never saw Claude mount a scale, but we take his word for it. To look at his bulk is entirely convincing. He has never remarked, however, that he was the best known lumber man in Eastern Oregon. We suspect that no one would try denying that statement, however, and we think it safe for him to remark that he's the best known man in Union county, regardless of business or liking.

Claude has been in a class by himself. He didn't know the meaning of the word fear. He wasn't afraid of having his picture taken, wasn't afraid of having it appear in The Observer, wasn't afraid of adding personality to picture by talking about himself and his business in print. He did all these things. And we are told on good authority that Claude Pratt is leaving La Grande with something more than \$500 borrowed money and an old car.

Claude Pratt's business was a thing to ponder. He arrived with three possessions—a little capital, a strong belief in the power of newspaper advertising, and a desire to build up a lumber business. That's a small enough start for anyone, we imagine, but Claude Pratt would probably say it's a big enough start for anyone. The main thing is it succeeded.

Claude rented an old barn and shack. He invested part of his money in a shipment of "killing wood" lumber. And he started his first day in business with an advertisement in The Observer. His ad has been there every day since. He never missed. He said something different every day, and said it as differently as possible. He seldom wrote his ad copy. Most of the time he "just talked" over the telephone to one of the young ladies of The Observer force who took his conversation down in short hand, transcribed it. That was his "ad copy."

Claude Pratt capitalized his personality. He capitalized his love, capitalized his disposition, capitalized his self. He capitalized all his possessions—and to good amount. He started a following. A few people chanced to read his ad. It was different, personal, human, funny. They called it to the attention of other people. His following grew. Claude Pratt's name became known and talked about in practically every home in Union county. It was as consistently followed and read widely read than a comic strip. Hundreds read it, who never spent a dime with Claude Pratt. And hundreds read it who did.

That was Claude Pratt's idea. He knew that getting his ad read was the first requirement in getting people to buy. He didn't care how crazy it might sound, how foolish he might make himself appear. He wanted people to know, first, of his business. He wanted people to believe in him and his business. He wanted results. And he got them.

Back of all Claude Pratt's humorous copy; back of all his joking and story-telling and foolishness, as some of it might have been called, back of all this was an idea always and forever reiterated. The idea was that Claude Pratt sold lumber and coal and paint and nails and can openers, the idea that he was serving the public by selling them, and—that he was "The Poor Man's Friend."

We have never investigated the truth of these facts. We have never heard of anyone conducting a thorough investigation for that purpose. It wasn't necessary. Claude Pratt got his show across and his customer-puller failed to find the contrary. They bought; then returned and bought again. And so, through the selling of such an idea, was built a business volume of \$125,000 annually in an isolated, out-of-the-way location far from the business district.

That completes the essentials of Claude Pratt's story. Now perhaps we can point a moral. Many men build a business in similar ways. Many men who find the building difficult possess all the essential requirements except one. Many of them have the right goods or services to sell, many of them have a desire to serve the public in a way that is mutually beneficial. Many of them have the ambition to succeed. But some of them lack a fundamentally sound confidence in advertising and Claude Pratt's "talk-to-it-over-time". They refuse to be either persistent or consistent. They think too much of why they want to sell, too little of why people want to buy. They advertise once or a hundred times and quit with the impression that advertising is "no good."


They never stop to think that other successes provide conclusive proof that it is their "copy," their appeal, or their business that is "no good."  
Claude Pratt is one among many to demonstrate that advertising is an investment. He spent only about \$500 a year with The Observer—and built a volume of \$125,000. His advertising in The Observer paid him a greater profit than any investment he ever made. His letter elsewhere in these columns today indicates that. And since Claude Pratt is out of business, this editorial isn't an ad for him. But it's an ad for someone, good or bad, and we suspect it's for The Observer. But it isn't as good an ad as Claude Pratt's old ones. Because editorials aren't very generally read.

## THE OPEN COURT

FORGIVENESS MUST COME FROM THE EDITOR IF THEY DESIRE LETTERS PRINTED.

When the spirit of justice is not taking the responsibility of writing you a personal letter to thank you very kindly for your valuable advertising service, four years ago you may be tempted to retaliate with a very unkind, unfeeling letter. It was with confidence we replied to the lumber business, located on the "Wagon" highway in the edge of the city. Desiring with this time we received the old fashioned, unfeeling, unkind letter. We stated in that old letter, and told that we had had our lumber stolen. Now that day's letter to La Grande was published in the Observer. This your suggestion, we thought our side duty. We had done our own share of advertising. The result was nothing. We never had to wait weeks or months for the results of our advertising efforts. As the article was above the day following. Now we want to emphasize.

## ABE MARTIN



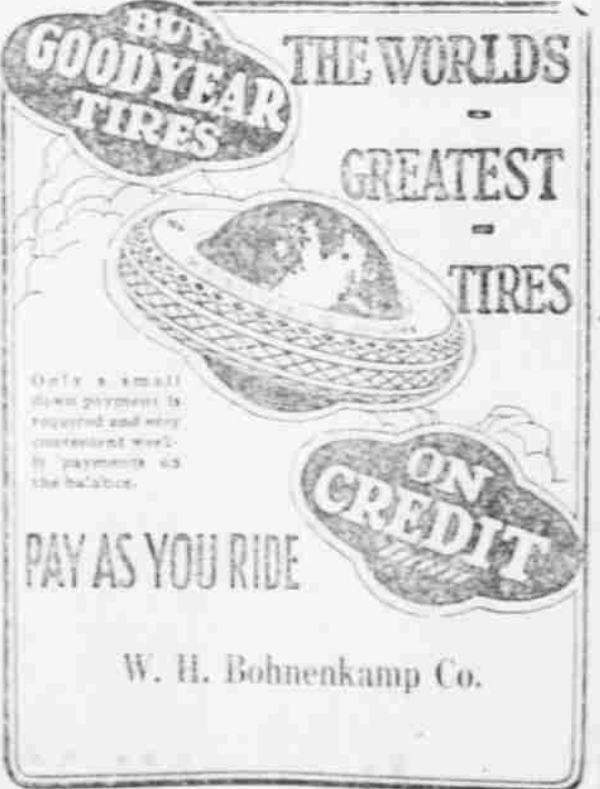
Teach Your Boy the Value of A Dollar

La Grande National Bank

## FILLING UP

Our yard is being receiving several cars of lumber. One car of cement is today.

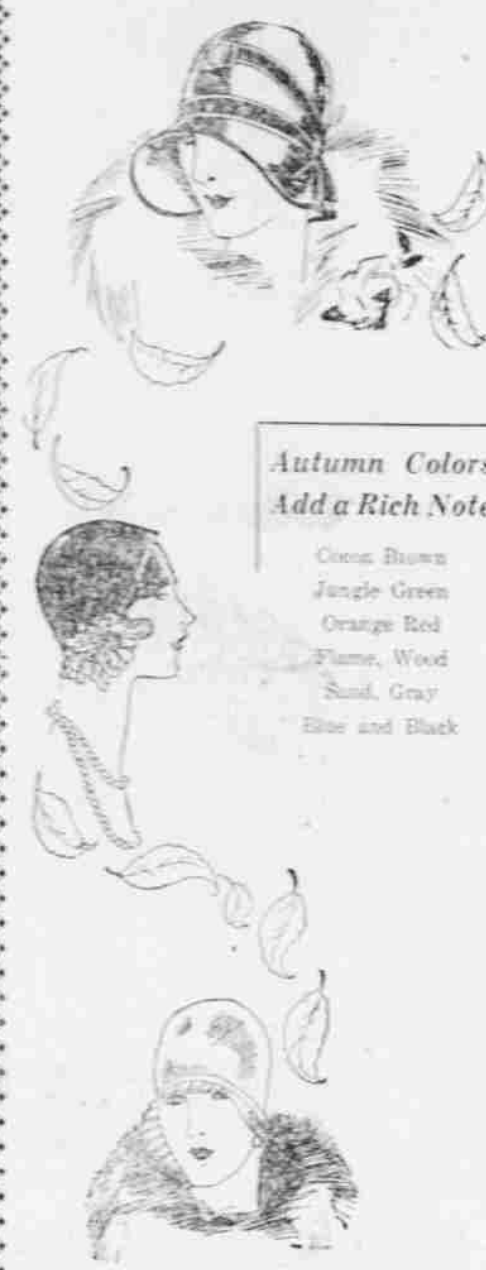
Home Lumber & Coal Co.  
Successors to Claude C. Pratt  
Phone MAIN 248



BOY GOODYEAR TIRES THE WORLD'S GREATEST TIRES ON CREDIT PAY AS YOU RIDE

W. H. Bohnenkamp Co.

# Formal Showing of Autumn Millinery



An Event That Embraces Hundreds of Smart Fall Creations \$5 to \$25

### Autumn Colors Add a Rich Note

- Cocoa Brown
- Jungle Green
- Orange Red
- Flame, Wood
- Sand, Gray
- Blue and Black

THE Fall Millinery Season is open -- the charming whimsies of the mode are established; materials, shades, shapes, the whole idea of Autumn millinery and what it shall be is crystallized.

Here are hats styled for all occasions, for woman, maid or matron. Each model distinctively different.

Felt Soleil Satin Velour Velvet Metal Cloth and Combinations

EVERY hint of a hat that you've heard Fashion forecasting -- hats to turn the head of every fashion-wise woman or miss who has a hat to choose for the Autumn Season.

You'll find here the most varied assortment of the smart new style features ever assembled in one collection.

Styles For Madame! Styles For Mademoiselle!

## N. K. WEST & CO., INC.

La Grande's Leading Store for Over 30 Years

# "Not a cough in a Film-ful"

says Norma Talmadge after the Blindfold Test

"When you see my new United Artists picture, 'The Woman Disputed,' you will notice that I smoke cigarettes in several scenes.

"Not wanting to show partiality to any one of the four leading brands, I decided to make my choice via the blindfold test, which I had heard of many times. Happily, I picked Old Gold.

"I found them smooth, mild and delightfully cool. -- Hereafter, when I am required to smoke I shall naturally insist on Old Gold. There's not a cough in a film-ful!"

Norma Talmadge



Norma Talmadge, featured actress in "The Woman Disputed," a picture from the United Artists Release, "The Woman Disputed."

THE INCORPORABLE NORMA... one of the four leading actresses in the history of the screen... (Lenses by Alex. S. Lee, "Gambler" and "Bliss")

Made from the finest leaves of the tobacco plant... that's the reason for their honey-like smoothness... and that's why you can pick them with your eyes closed.

SMOOTHER AND BETTER--"NOT A COUGH IN A CARLOAD"