# La Grande Evening Observer

(Incorporated)
An Independent Newspaper

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FALSE IDEALS—Woe unto them that are mighty to drink wine, and men of strength to mingle strong drink: Which justify the wicked for reward and take away the righteousness of the righteous from him!—Isa. 5:22 and 23.

The powers have promised not to fight any more. And now, with just a few tapering-off fights, the world may come to a settled peace.

After a five-year experiment on himself, Dr. Harold G. Holck, instructor at the University of Chicago, announces that thorough mastication of one's food does two things: It improves one's skill in chess playing and cuts down one's weight. By chewing your food until your jaws are weary your reasoning power and chess skill are likely to improve, he declares. However, anyone who has watched ruminants chewing their cud or stenographers and others at work on chicle products will take this great scientific finding with several grains of salt.

### OUR WESTERN

Since the independence of the United States was established, the slogan, "westward the tide of empire makes its way," has been prominent in the nation's history.

First the Alleghenies were passed and the heart of what is now the middle west was settled and redeemed from the Indians. Then came the annexation of Texas and the southwest, followed by the spread of pioneers into the great northwest. Last of all came the development of the Pacific coast region. But still the old slogan has a meaning.

In the current Magazine of Wall Street, Theodore M. Knapper has an extremely interesting article entitled "Prosperity comes out of the west." In it he sets forth the proposition that the great territory of the west and northwest has hardly begun to grow in population and importance, and that the prosperity of the nation will depend more and more, as the years go by, on the west.

In the 2,100,000 square miles west of the Mississippi, he points out, there are only 40,000,000 people; in the 900,000 square miles east of the river there are 80,000,000 people. Yet, he remarks, the bulk of Uncle Sam's tremendous publicly-owned natural resources, worth $26,000,000,000, are west of the Mississippi; and so, he adds, are most of the privately-owned natural resources.

"The west contemplates its resources with the knowledge that it is thoroughly organized to develop and utilize them," he says. "Rich, and still young and aggressive, but with all the solidity and worldly wisdom of an old country, it is comparable to a man of great cash and credit resources in possession of a sound business with an unlimited field for development.

"Out of this combination of ready capacity to develop them and the resources to be developed, the west is building up an economic structure that will profoundly influence the future prosperity of the United States."

This is an interesting pronouncement—especially since it comes from that staid mouthpiece of eastern capital, the Magazine of Wall Street. It only confirms, however, what the westerner has always known; that his great territory is destined to be one of the busiest, richest and most prosperous segments of the entire world.


How Many Families

Use No Butter?

Very few, if any — in these days most every family uses butter, and here in La Grande an ever increasing number are using Meadow Harvest — Try it.

At all dealers.

UNION CREAMERY
1112 Jefferson Ave. Main 122


## ABE MARTIN

Gabe Crow, lifelong uncompromisin' high protectionist, has come out for th' farmer. "Can't eat linoleum," says Miss Fawn Lippincut, in th' current issue o' "Health and Home."

## BEFORE the MIKE

SATURDAY PROGRAMS

The National Broadcasting company program for Saturday night follows: 6, politics; 7 to 8, Lucky Strike dance orchestra; 8 to 9, Philco hour; 9 to 10, dramatization of "Legend of Sleepy Hollow"; 10 to 12, The Big Show.

KGO—Oakland (384.4m-780kc), 6, druggists radio club; 7, tobacco program; 8, NBC.

KYA—San Francisco (352.7m-850kc) 6:15, program; 7, politics; 7:30, program; 8, old-timers hour; 9, variety hour; 10 to 12, Radio Hog frolic.

KPRC—San Francisco (454.3m-660kc) 6:30, music; 7:30, "entertainers"; 8, concert; 10:10, dance music; 11:10 to 12:10, organ program.

KFOA—Seattle (447.5m-670kc), 6, travel services; 6:30, druggists hour; 7:30, Campfire girls; 8 to 8:30, Boy Scouts.

KOMO—Seattle (305.1m-970kc), 6, orchestra; 7 to 11, NBC; 11, theater frolic.

KFON—Long Beach (241.1m-1240kc) 7, program; 8:15, music; 8:30, band; 9 to 12, orchestra.

KPO—San Francisco (422.3m-710kc), 6, music; 7, NBC; 9 to 10, dance band; 10 to 12, NBC.

KFI—Los Angeles (468.5m-640kc), 7, NBC; 8, violin; 9, concert; 10, symphonette; 11 to 2, midnight frolic.

KOIN—Portland (319m-940kc), 6, pipe organ; 7:15, orchestra; 11 to 12, theater frolic.

KJR — Seattle (345.6m-868kc), 6:30, song recital 7, concert; 8, orchestra; 10:30 to 12, Show Boat frolic.

KHJ—Los Angeles (395.5m-759kc), 6:15, music; 7, concert; 7:30, happiness program; 8, symphony; 10 to 12, orchestra; 12 to 4, merry-makers.

KGW—Portland (491m-610kc), 6, KOMO concert; 7 to 12, NBC.

KHQ—Spokane (379.2m-790kc), 6, KOMO program; 7 to 12, NBC.

KEX—Portland (277.8m-1080kc) 6, music; 7, dinner dance; 8, program; 8:15 studio program; 9, little symphony; 10 to 12, dance frolic.

KFWB — Hollywood (261.3m-890kc), 6, music; 7:30, program; 8, concert; 10, orchestra.

### AIRWAY POST OFFICE

WASHINGTON, (AP). — Establishment of an airway postal service between New York and San Francisco is being considered by Postmaster General New. Clerks would fly with the mail planes and sort the mail en route. One airway company already has submitted plans for a plane designed especially for postal service with accommodations for distributing clerks.


USED BY MORE

BIG HOTELS
RESTAURANTS
RAILROADS
CHEFS
HOUSEWIVES
DOMESTIC SCIENCE

than any other brand of baking powder in the world. The choice of experts who demand the best. There are no "just-as-goods" and they know it because they have tried others and compared results. They selected Calumet and stick to it, year in and year out, because it is "Best By Test."

LESS THAN 1¼¢ PER BAKING

DOUBLE ACTING
MAKES BAKING EASIER

CALUMET
THE WORLD'S GREATEST
BAKING POWDER
SAKES 2½ TIMES THOSE OF ANY OTHER BRAND



The 4th GREAT NATION-WIDE WINCHESTER STORE SALE

THU. Sept. 27th through SAT. Oct. 6th

WINCHESTER Adjustable Roller Skates. FOR SALE WEEK ONLY. Boys $1.79 Girls $1.89

TODAY'S GREATEST VALUE. Sturdy, easy folding, Standard size. $2.00 Value. $1.29

Superior quality pocket knives. Values up to $3.50 for 79c 98c $1.29

Best cast Skillet. Large No. 8 size. $1.00 value. 69c

Beautiful mahogany porcelain enameled Circulator Heater. Standard household size. For Coal or wood. $78.50

Two for the price of 1—2 quart Aluminum Sauce Pans. 25c grade. SALE PRICE 2 FOR 25c

OTHER BARGAINS

Hundreds of other wonderful values, a few of which we list below, are on display at our store during this Nation Wide Sale.

FREE WINCHESTER Safety Razor with Big Tube WINCHESTER Shaving Cream....50c
FREE 1½-inch Brush with Pint Can of Red W General Use Varnish.....69c
65c WINCHESTER Brass Padlock.....49c
$1.25 Set of 5 Mixing Bowls.....98c
Ace Kitchen Knife Sharpener.....23c
WINCHESTER Air Rifle Shot..... 5c
1-lb. Can Drain Pipe Cleaner.....25c
90c Wire Dish Drainer.....69c
50c Metal Waste Basket.....39c
40c 50 feet Wire Clothes Line.....19c
WINCHESTER Can Opener.....25c
35c 2-Way Electric Socket.....19c
15c 3-Way Electric Connection.....10c
5-oz. Can WINCHESTER Utility Oil.....25c
$2.30 6-foot Step Ladder.....$1.98
$1.00 Hair Clipper (Cuts Close).....89c
WINCHESTER Food Chopper.....$2.50
$1.50 Standard Watch.....89c
$1.00 Alarm Clock.....89c
WINCHESTER Thermometer.....25c and 50c
25c Stainless Steel Paring Knife.....19c
$1.25 "Brume" Rake for Lawns.....98c
WINCHESTER Size 6 Dry Cell.....43c
50c WINCHESTER Double Edge Razor Blades.....35c
"Buss" Household Fuse Plugs.....5 for 15c
$1.10 17-inch Oval Enameled Roaster....$1.08
$5.50 Copper Wash Boiler.....$4.19
WINCHESTER Full Size Cowhide Football $1.98
WINCHESTER Large Size Electric Heater. $6.00

45-volt extra heavy-duty radio "B" Battery. Regular Price $4.00 $2.98

World's standard Flashlight. WINCHESTER focusing type with batteries. Regular $1.75. SALE PRICE $1.40

Dunlap Whip and Bowl—Excellent for cream, eggs, icings, etc. $1.25 value. Complete 79c

WINCHESTER Vacuum Cleaner. Powerful suction. Takes up all the dirt—none of the rug. Complete with all attachments. $34.50

WINCHESTER Floor Mop. Removable head. Standard size with handle. Regular 75c 59c

BROOM FREE. 60c 5-tie broom with 10 bars of 10c "DOÑA" PURE CASTILE SOAP. All for 98c

FREE—Four-piece Syrup and Butter Set with each electric waffle iron. $12.00

FREE—FREE—FREE. Girls—Boys! Attractive School pencil box set with pencil, pen, ruler and eraser if you bring a parent to this Nation Wide Sale.

EXTRA SPECIAL—2 quart colored enamel Utility Pans. 40c Value 27c each 2 FOR 49c

W. K. GILBERT CO.



# Grande Ronde Meat Co.

City Grocery and Market Main 75-50 | Economy Grocery and Market Main 573-48 | Hoover Market Main 755

# Buy Home Products

We are the largest buyers of Grande Ronde Valley Products in Eastern Oregon, and always feature Home Products whenever it is possible to do so. When you buy Mt. Emily Hams, Bacon, and Lard, you are buying a product that is as good as the best—and buying Grande Ronde Valley Products. Help us to help you.

## Our Everyday Prices

Fresh Pork Shoulder Roasts ..... 20c
Mt. Emily Hams ..... 28c
Mt. Emily Breakfast Bacon ..... 30c
Fresh Pork Shoulders ..... 15c
Back Bacon ..... 22c
Boston Butts ..... 22c
Cottage Butts ..... 25c
Picnic Hams ..... 18c

Fresh Dressed Poultry

## Grocery Department

**Richelieu** Brown Bread—with raisins. Fine with baked beans. 1 Lb. Tins 19c

**Diamond W Jell Dessert** Twelve Flavors 4 reg. pkgs. 25c

**Diamond W Crab Meat** 100% Claw meat Per Tin, 39c

**Schilling's Baking Powder** Full pound tins 39c

**Seedless Raisins** 4-lb. bags 33c

**Snowdrift** White vegetable shortening 8 lb. pail $1.79

**Super Suds** Dissolves instantly. 3 Packages 25c

**Richelieu Grape Juice** Real quality Pints 29c Quarts 55c

**Flexo** Fine Tissue Toilet Paper 4 large rolls 25c

# BREAD QUALITY

Give a thought to brad and how much it means to you in supplying complete meals—whether breakfast, lunch or dinner. Then consider—

## Mother Hubbard

*and its excellence for every bread need.*

Ask Your Grocer for Mother Hubbard

"It's the Butter in Mother Hubbard that makes it Better"

GWILLIAMS ELECTRIC BAKERY
The Home of "Golden Crust"
Next to New Grace Building

*PUMPKIN PIES*
*Special For Saturday*
*25c—Each—25c*