

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

FRANK B. APPELEY Editor and Publisher

HARVEY F. MATTHEWS Business Manager

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

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

SUBSCRIPTION RATES

By Carrier
Daily, per month in advance 75c
Daily, 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 \$4.00
Weekly Observer-Star, per year \$2.00

ADVERTISING RATES

Display, foreign, per column inch 42c
Display, local, per column inch 49c
Time contract prices on application.



OVERCOMING ENEMIES—If thine enemy be hungry, give him bread to eat, and if he be thirsty, give him water to drink. For thou shalt heap coals of fire upon his head, and the Lord shall reward thee.—Prov. 25:21,22.

One of the Question Mark crew says that transcontinental passenger flights will be common in the near future, with refueling carried on during the flight. No doubt of it. We are getting to the point where no aviation development will appear unusual.

The rather narrow margin by which the increase in school district tax and the new year's budget was approved at Tuesday's election should not be interpreted as a proportionate division of public opinion on the question. As is usually the case in school elections, interest was at low ebb because the approval of the levy and the budget was taken for granted. La Grande people, in large majority, are well pleased with the handling of the school system by the present board and thoroughly approve the way the board has handled the situation following the fire. The need for more money as a result of that loss at the high school was obvious. Had there been a representative vote cast, there is no question about both measures carrying by an overwhelming margin. That they won approval with practically no interest aroused is significant.

TEACHING PEOPLE TO CHOOSE INTELLIGENTLY

In a book review in the last issue of The Rotarian we are interested in some opinions on the advertising of religion, law, medicine, as offered by Paul T. Cherrington, former professor of marketing at Harvard, in his new book, "A Consumer Looks At Advertising." It furnishes some significant observations for the layman as well as the professional man whose need is discussed. The reviewer says:

"The enlightenment of the consumer about both the intrinsic and extrinsic properties of goods in use is the task of modern advertising." Good! "Consumption no longer is a thing of needs, but a matter of choice freely exercised." True! We must advertise, therefore, to teach people to choose rightly. If we offer the opinion that our own particular brand is the best, we have to do something to justify the claim. So advertising benefits not only producer but consumer. Among the services that do not advertise are banking, law, medicine and—religion. Should they not do so? There is a lack of public enthusiasm about lawyers. Remove it by advertising: interest the public in the law as a service. As to medicine, "there are many concrete messages which the medical profession could couch in simple human terms and put before the public by means of advertising which would make the physician's work easier and more effective." As to religion, the stage preacher is an irritating travesty; the cleric of fiction either a half-knave or a half-wit; the church is said to be a decadent social habit. Modern business could show the modern church, by advertising and business organization, how to get there.

There is nothing in such a suggestion to contradict the ethical standards of the law, medicine, or the church that has prevented them from advertising practice as individuals in the past. A program of education through paid advertisements could inform a receptive public on many subjects in a way that would be beneficial both to the layman and the profession. Doctors, lawyers, churchmen constitute three groups that have specific things to sell to their public. The present failure of that same public to patronize these groups more intelligently, to their mutual benefit, is due very largely to a matter of ignorance. We are unacquainted with all of their offerings, or we are not familiar with some of their practices, or we are led to embrace a false substitute.

Activities of some of the big life insurance companies illustrate one part of what might be accomplished by intelligent advertising on the part of the combined physicians of a community. Educating people on problems of health, spreading information about preventable disease—much has been accomplished in recent years in this direction. Other facts regarding medical training, practices, problems should be in the layman's possession. Teaching him to choose intelligently when requiring the services of medicine, the church, the law. That's an advertising opportunity that will be utilized eventually by all three.

TRY
W. K. GILBERT CO.
FIRST

GENERAL BOOTH ASKED TO RETIRE

Salvation Army Takes Official Action — Sister Leads Movement

LONDON, Jan. 10 (AP)—It was officially announced today that the high council of the Salvation Army had asked General Bramwell Booth to retire.

A communique issued by the council said that it was considered unlikely that General Booth's advanced age he could recover sufficiently to take up the burdens under which he had collapsed and had requested him to cooperate in securing the future welfare of the army by his retirement as outlined.

The suggestion is that the general retain his title of commander in chief of the army and the honors and dignity attached to it.

FOUNDED BY FATHER

General Booth became head of the Salvation Army in 1912 upon the death of his father General William Booth who founded the army. He was born at Halifax, Yorkshire, in 1856 and became an officer in the army in 1874, being appointed chief of staff in 1892.

How Bramwell Booth was first led to take an interest in the Salvation Army shelters—which were the beginning of the most typical institutions connected with the army's social work, is told in his own writings.

One morning back in the eighties he was an early caller at his father's house in Clapton, East London. "Bramwell," cried my father, "did you know that men slept out all night on the bridges in London?" "Well, yes," young Booth replied, "a lot of poor fellows I suppose do that."

How it Started

"Then you ought to be ashamed of yourself to have known it and to have done nothing for them," he went on vehemently. "Go and do something; we must do something. Get them a shelter. Get hold of a warehouse and warm it, and find something to cover them. But mind, Bramwell, no coddling."

The leader of the reform movement which sought to amend the army constitution and was urging the general's retirement was Commander Evangeline Booth, the General's sister, and the head of the army in the United States.

MEETING ADJOURNED

SUNBURY-ON-THAMES, Eng., Jan. 10 (AP)—The high council of the Salvation Army adjourned late today until Saturday to give seven members appointed to wait on General Bramwell Booth with a resolution suggesting his retirement, an opportunity to visit him at his seaside home.

AN EARLY BIRD

CHICAGO, Jan. 10 (AP)—The "Mississippi Mudcat," Guy Bush, just can't wait for the stentorian command, "play ball!"

Bush, a youngster who throws fast ones for the Cubs, dropped his winter sales kit yesterday, strolled into the supply office at Wrigley Field, donned a suit and started to practice.

ARCHBISHOP DIES

MELBOURNE, Australia, Jan. 10 (AP)—The most Rev. Harrington Charles Lees, Anglican archbishop of Melbourne, died today. He was 58 years old.

Don't Let That Cold Turn Into "Flu"

That cold may turn into "Flu," Gripe or, even worse, Pneumonia, unless you take care of it at once.

Rub Musterole on the congested parts and see how quickly it brings relief as effectively as the messy old mustard plaster.

Musterole, made from pure oil of mustard, camphor, menthol and other simple ingredients, is a counter-irritant which stimulates circulation and helps break up the cold.

You will feel a warm tingle as it enters the pores, then a cooling sensation that brings welcome relief.



Better than a mustard plaster

ABE MARTIN



The new tasteless cod liver oil will knock many a kid out of a nickle now an' then. I don't know what President Coolidge aims t' do after March 10, but he'd make a dandy little silent partner for somebuddy.

N. K. West & Co's. Annual January Clearance

SALE OF COATS

ENTIRE COAT STOCK

Now Reduced

33 1/3 %



SMART COATS WITH LAVISH FUR TRIMS

A GRANDE'S Leading Store offers you your choice of our entire stock of ladies', misses' and children's coats at the astounding reduction of ONE-THIRD. Coats from famous, reliable makers backed by our reputation of 30 years of faithful service insures you of real value.

New House Frocks

Of fast color prints in belted and straight-line effects with novel trims of tape, buttons and self trims \$1.75

\$5.00 Coat Special

Saturday we will place on sale 12 coats that formerly sold up to \$26.75 in selling colors, styles and materials... \$5.00

Millinery Special

A group of fall and winter hats of velvet, felt, etc., in popular colors. Former values to \$6.50 priced now at \$1.95

Silk Musingwear

All silk Musingwear, vest and bloomers in flesh color only is priced \$2.36 at, Bloomers \$3.60, and Vest \$2.36

SALE OF DRESSES!

ENTIRE STOCK OF DRESSES

Now Reduced

33 1/3 %



GAY COLORED NEW SPRING PRINTS

NEW! sparkling spring colors burst forth in this offering of spring-time frocks of authentic colors and styles. All sizes are here, from 14 to 44, and are exceptional values at \$12.75

Dress Special
Values to \$16.75

Silk Frocks in clever one and two-piece effects in shades of tans, browns, blue and red, of popular styles. Priced for Clearance now at \$9.90

Dress Special
Values to \$25.00

This group consists of both wool and silk frocks for most every occasion, in popular colors, styles and materials. Now priced at \$15.00

Every Article In The Entire Store Reduced