

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

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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	\$1.00
Daily, per six months in advance	\$6.00
Daily, per year in advance	\$12.00
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.	

CLOSE RELATIONSHIP—I am the true vine, and my Father is the husbandman. Every branch in me that beareth not fruit he taketh away; and every branch that beareth fruit, he purgeth it, that it may bring forth more fruit.—John 15:1, 2.



The future usually becomes the past without anything happening.

Most brides expect to be kept in all the little luxuries to which they haven't been accustomed.

On Christmas Eve, when the rush of buying and wrapping and whispering is over, to those grown-ups who are slightly wearied with the varied interpretations of the Christmas Spirit and to those youngsters who are "victims of a skeptical age," we urge the reading of the famous editorial, "Is There A Santa Claus?", reprinted below from the old New York Sun. It was written by Francis P. Church, editorial writer on the Sun in the time of Dana, and has been printed, as the classic expression of Christmas sentiment, more millions of times than any other newspaper article ever written by any newspaper writer in any language.

A La Grande gentleman, perhaps a bit bewildered by the onrush of good cheer and unfamiliar sentiment, thinks that sending Christmas cards and giving holiday greetings is "a lot of hokey." Perhaps it is, but if that be true, we admit a liking for "hokey." This modern world is not too abundantly supplied with sentiment, in our opinion, and when it is the sentiment of friendliness and good fellowship we doubt anyone's ability to discover a more worthwhile outlet for mid-winter energy. Christmas greetings, in various forms, are concrete evidence of an abstract desire to show appreciation for human contacts and friendly understanding. We repeat again—we like 'em! And thus admitting our own weakness for Christmas sentiment, we become bold and outspoken and wish you, our reader, a most happy and friendly Christmas!

IS THERE A SANTA CLAUS?

(Originally Printed in the New York Sun Sept. 21, 1897.)

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

"Dear Editor—I am 8 years old. "Some of my little friends say there is no Santa Claus. "Papa says 'If you see it in The Sun it's so.' "Please tell me the truth, is there a Santa Claus?"
Virginia O'Hanlon.
"115 West Ninety-fifth street."

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an apt, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

Abe Martin



"If I remember right she didn't have very pretty knees."

Something else that's alluded to on the consumer is the "public relations expert," and how many of us know what the darn things are for? I don't know o' nothin' better 'n a woman. If you want to spend money where 'll show.

FIND IT HERE

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

FRESH POPCORN BALLS
Orders taken at Angel's place, opposite Bohnenkamp's. 11-27-1m

JUST RECEIVED
A shipment Alaska sealskin moccasins. Fine Christmas presents. Chris Miller, 1516 Adams. 12-21-2 tp

Open this evening until 8:30, Norton's Kiddie Shop. 12-25-2t

NEW YORK LIFE INS. CO.
Julian E. Peters, gen. agent, 1262 8th st. Phone 885-J. 11-20-1 mp

Open this evening until 8:30, Norton's Kiddie Shop. 12-23-2t

NOTICE OF STOCKHOLDERS' ANNUAL MEETING
Notice is hereby given that the annual meeting of the stockholders of the La Grande National Bank will be held at their banking house, in La Grande, Oregon, on Tuesday, January 14th, 1930, at the hour of ten o'clock a. m. At this meeting a Board of Directors will be elected to serve for the ensuing year and such other business will be transacted as may properly come before the said meeting.
H. E. COOLIDGE, Cashier. 12-11-25t

Temstitching, pleating, button holes, etc. Norton's Kiddie Shop. —Adv.

NOTICE
Does your radiator leak? Expert radiator repairing, new and used radiators repaired and recoiled for all makes of cars. Marshall, the Radiator Man, at Rod's & Fred's Wrecking House. 11-26-1mp

Snow Foot Deep At Park; Roads Are Still Open

By Miss Elva C. Vanorder (Observer Correspondent)
THE PARK (Special) After a heavy snowfall The Park has a foot of snow to boast of, but the roads are kept open and travel is easy.
Miss Fiske, The Park school



LA GRANDE HOTEL
LA GRANDE, OREGON

Special Christmas Dinner

Olympia Oyster Cocktail
Coupe de Fruits Oriental
Hearts of Celery Olives

Almonds

Chicken Bouillon Palestin Cream of Tomato Luzon
Cranberries Ice

Planked Eastern Brook Trout Meuniere
Larded Fillet Mignon a la Berthier
Baked Sugar Cured Pride Ham, Honey Butter
Roast Young La Grande Turkey Chestnut Dressing—
Cranberry Sauce

Stuffed Capon of Chicken—Currant Jelly
Salade Cosmopolitan

Potato Olivette Candied Sweet Potato
Golden Bantam Corn au Gratin
Hot Mince Pie with Cheese
Pumpkin Pie with Whipped Cream
Vanilla Ice Cream Cherry Top Cookies
Plum Pudding with Rum and Hard Sauce
Parfait Tutti Frutti Peaches Melba Sundae

Cafe noir

White Rock Ginger Ale
Special Christmas Dinner Served, 11:30 am to 8:30 pm
\$1.25 per plate

It's Christmas Time at

FALK'S LA GRANDE STORE

Successors to N.K.WEST & CO.

The Joy of This Day

Of all the days we celebrate, Christmas is the one that inspires the most universal joy. Bells ring when princes are born, and toll their mournful dirge when great men pass away. Nations have their festive days, their carnivals and holidays; but once in the year, and just once, comes that happy day of world-wide observance. You cannot cut Christmas out of the calendar—nor out of the hearts of men.

...FALKS

teacher, had a fine program Thursday night, although she only has 15 pupils.

Mr. and Mrs. John Gevin attended the program Thursday night.

Miss Helen Harrison visited The Park school Wednesday.

Mr. and Mrs. C. Vanorder and daughter, Elva and Mary and Mrs. Kenneth Vanorder motored to Baker Tuesday where Mrs. Kenneth Vanorder and Elva are taking medical treatments.

Mr. and Mrs. Holston Rebell attended the program given Thursday night.

Daniel Fruit, of Boise, Idaho, is visiting Mr. and Mrs. Clarence Vanorder for a short time.

The shed had started up at the logging camp and at least ten men will be employed.

Mr. and Mrs. Leith Kline and son, Ralph, attended the school program Thursday night.

Dan Feist while visiting in The Park celebrated his 54th birthday. Mr. Feist has excellent health and has just finished a job of cooking in Idaho on the survey line.

Laurel Lay visited at the Clarence Vanorder home last Friday.

Mr. and Mrs. John Gevin motored to Baker Thursday.

Mr. and Mrs. J. C. Lay and sons, Guild, Otello, Laurel and Doshley and infant daughter, Erlene and Miss Gay Lay attended the program given at the school.

A. J. Vande Venter, of Parma, Ill., visited Mr. and Mrs. Clarence Vanorder Friday.

Mr. and Mrs. J. E. Smith, and son, Leonard, accompanied by Mr. and Mrs. F. L. Wigglesworth and daughters, Edith and Norma attended the Christmas program.

Mr. and Mrs. Howard Harris motored to Baker Thursday.

Miss Mary Vanorder visited The Park school Thursday.

Mr. and Mrs. Lawrence Fiske and Mr. and Mrs. Frank Fiske and two children, Mr. and Mrs. Howard Harris and Orville Young attended

the Christmas program.

Mr. and Mrs. Kenneth Vanorder motored to Baker Friday to do some Christmas shopping.

Mr. and Mrs. Leonard Leslie and daughter, Wanda and Leah, accompanied by Mr. and Mrs. Lester Leslie attended the program Thursday night.

Mr. and Mrs. Clarence Moore also attended the Christmas program at the school.

Mr. and Mrs. Clarence Vanorder and son, Kenneth, and daughter, Mary, and Mrs. Charlie Kumasawa attended the two hour program at the school house Thursday evening.

Dan Feist left The Park Saturday to visit friends and relatives in Union and La Grande.

Clarence Vanorder and Kenneth Vanorder motored to Frank Shitten's on business Saturday.

Miss Beulah and Miss Dora McKline visited Miss Gay Lay Saturday.

Mrs. Clarence Vanorder and son, Floyd, visited Mrs. Glendora Vanorder Saturday.

Guild Lay and Laurel Lay had a load of hay from their brothers ranch Thursday.

School has closed here for a two week's vacation during the holiday season.

Mrs. J. C. Lay received a telegram Friday stating that her brother, Eastman Duell, had died in San Francisco. The cause of his death was not learned.

money, and that changed conditions may make the buying public somewhat less responsive to advertising appeal—is just carrying this calamity complex to non-sensical extremities.

Advertising should go ahead with all of its characteristic force. This is not to say that it should be extravagant. There may well be some scrutiny, at least, to determine whether wasteful practices have crept into that field. A well-known expert recently pointed out certain large wastes in carelessly planned retail advertising. Like every other part of our business machinery, it must bear its share of the responsibility for flagrant wastes running into billions. But, considered as a whole, it is one of the most potent of business accelerators. It keeps goods moving. And it inspires confidence. And for these very reasons any appreciable let-up in advertising programs would be unquestionably injurious.

For countless firms, advertising has created that intangible but priceless business attribute which we know as "good-will." It is worth millions; you'll find it in cents that way in cold dollars and cents every time there is a merger or a sale of some big industrial. Possessing it, businesses flourish; without it, they may wilt. But it is a fragile quality. It may sway and

drop under the veering winds of public opinion. Advertising can keep it sturdy and unshaking.

But, to do that, advertising must be steadily kept up. The message must strike the public consciousness unrelentingly, time after time. The effect is cumulative. Any abrupt hiatus—any extended absence—may be disastrous, because the memory of the public is, unfortunately, short. So many producers are bespeaking the attention of the people nowadays through advertising that, if any one of them stops advertising entirely, or greatly decreases his appropriation, he may "get lost in the shuffle;" his product may tend to disappear from view.

So as this juncture of our business affairs, advertising, both in our foreign as well as domestic trade, should go forward like our other sound business efforts, without interruption or curtailment. It is inherently constructive, acting as a powerful stimulus to every branch of activity.

And right now there is one special fact to keep in mind. With the coming of a saner and more restrained attitude toward stock exchange endeavors, surplus funds may be expected to turn in larger quantities in other directions. Other forms of investment will receive their need of attention. And

Merry Christmas Everybody

Christmas comes but once a year and it is at this time that we wish to express our sincere wish to everyone for a real old Merry Christmas and a Bright and Prosperous New Year.

RICHARDSON'S ART & GIFT SHOP
"The Christmas Shop"

Time Ripe For Advertising

From a radio address by Dr. Julius Klein, assistant secretary of commerce in the series, "A Week of the World's Business."

Any tendency to reduce soundly planned advertising appropriations—on the mistaken assumption that this is an easy way of saving

HERE and THERE

with Frank Cleavinger

WE'LL HELP YOU SANTA!



Christmas is a moving season. You will find we are in reason.

Let us help you with your holiday shipping problems. Call us up and get prices.

CLEAVINGER MOVING
LA GRANDE, ORE.
PHONE 151



"GLADSOME TIDINGS"

With laughter, giggles of anticipation, shouts of delight and hours of boundless joy... Christmas comes to the youngsters. It's a worth-while institution if only for the gleeful happiness it brings them! But who will not admit that the Yuletide has a most commendable purpose in the spirit of good cheer and neighborliness it brings to us all? We particularly are glad of the opportunity it offers to wish you... one and all... a Merry Christmas.

PIONEER FLOURING MILL CO.

Federation Flour