

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper
Phone Main 400

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Published evenings except Sunday, at 5700 Birch street, La Grande, Oregon.
Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter under act of March 3, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

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Daily, one month in advance \$7.50
Daily, six months in advance \$42.00
Daily, single copy 5c

By Mail
Daily, one month in advance \$6.00
Daily, six months in advance \$36.00
Daily, per year in advance \$60.00

ADVERTISING RATES
Display, foreign, per column inch \$25.00
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Time contract prices on application

I will be with him in trouble; I will deliver him. — Psalm 91: 15.

COMING OUT ON TOP

This column has frequently carried editorials testifying to the power and value of advertising, and urging its more generous use by business houses of all kinds. Those editorials have been based on the experience of hundreds of business institutions during the past thirty years, and therefore could not be disregarded or considered as mere propaganda.

Now the results of a careful investigation by the Department of Commerce of our federal government furnish conclusive proof that the well known slogan, "It pays to advertise," is grounded on facts. A statement issued recently shows that those business firms that have maintained their full volume of advertising during the troubles of the past two years have been most successful in holding their sales and profits.

The official survey includes 255 manufacturers, wholesalers, and retailers, scattered through thirty states, all of which have maintained or increased their normal profits during 1931. Of this number eighty concerns specifically stated that advertising was the most important reason for their success, and most of the others gave advertising at least some share of the credit. Twenty-nine of the firms ran more advertising than usual during the past two years.

The Department of Commerce report states: "More firms made statements concerning their advertising policies than any other single topic, which indicates the importance attached to the value of advertising by these successful companies. Thirty-three industrials are represented by these firms, and the most heavily represented are candy, clothing, food, heating equipment, machinery, and refrigerators.

"Eighty firms whose advertising policies have been given as an important reason for success are included in a miscellaneous group. A manufacturer of dresses, by continuing to advertise when other curtailed, profited greatly by the increased publicity value. A producer of industrial products increased his 'reason why' copy. An electric clock company reduced national advertising but greatly increased publicity at the point of sale, through newspapers, and window and counter displays."

Those wise business men who met the threat of adversity with increased efforts have profited accordingly, while those timid souls who curtailed their normal activities and fled for the cyclone cellar at the first sign of hard times have naturally suffered loss of profits, and are guilty of aggravating the conditions they feared.

Through it would be interesting to know the names of the firms which were investigated, the department of course does not reveal them. However, we can easily guess the identity of those who have maintained their profits, for their names stand out bold and bravely in the newspaper advertising of the day.

JAPANESE ARMY

When we read in the news dispatches from Manchuria that the Japanese army has executed some movement or started a campaign in direct contradiction of promises made by the Japanese government to other nations of the world, our first impulse is to accuse the Japanese people of trickery and dishonesty.

But we should keep in mind the fact that the Japanese war department operates under an organization totally unlike that of any other nation. In Japan the parliament has no real control over the actions of the army, which is responsible only to the Emperor, and is therefore a separate department of government.

In an emergency like the present one, therefore, it is not surprising that the actions of the Japanese army should occasionally fail to correspond to the statements given out by the political officials in Tokyo, and it is wrong to judge the Japanese people by the actions of the few military leaders over whom they have no control.

You can't see the silver lining of any cloud as long as you stay on the outside.

In Washington

By Herbert Plummer
WASHINGTON — Republicans would have had to look a long time to find a more stalwart party man for leader than Bertrand Snell of New York.

A member of the triumvirate of Longworth, Tamm, and Snell, which dominated the house for so long, the last year he was accused of apathy.

Some months ago there was criticism of him in regard to his stand on the tariff. There were accusations of "back-sliding" but he never wavered far away. He seems as orthodox today as ever.

His Democratic friends smiled a little perhaps at his promises to "liberalize" the rules of the house while campaigning for the speakership. As chairman of the rules committee for six years, Snell was held up by some as an "upholder."

Now Tamm in recent years has more than one year he was accused of apathy.

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