

BE CRITICAL

Don't buy the first suit you look at. Remember that you can buy clothing with a reputation, almost as cheap as ordinary makes. **FOR INSTANCE CONSIDER**

Adler's Collegian Clothes

If this line of clothing was not the best in America, it would not find room in our store.



WE HAVE TRIED OTHER MAKES, TOO, but for perfect satisfaction we recommend this well-known line. We have exclusive control of **ADLER'S COLLEGIAN CLOTHES** in this town, and every suit that goes out is absolutely guaranteed.

Before you decide, won't you let us show you these high-grade suits? You'll be agreeably surprised at the prices of such fine garments. It's your privilege to make your own comparisons.

ASH BROS. The Home of Good Clothes

Our superb line of perfumes represents the choicest specialties of the world's leading perfumers. You'll find Newlin Drug company.

LIQUOR LAW IS OPERATIVE

(Continued from Page Three)

into a fierce struggle for existence, because of excessive competition, and in order to make both ends meet is tempted to adulterate his goods.

High License of No Avail.

One serious obstacle in the way of proper regulation is the lack of expert knowledge on the subject. The average man or councilman with the desire to "reform" the liquor business starts off with the idea that all that is necessary is to impose a high license.

All experience in all states where it has been tried proves that high license is utterly futile. No business, whatever its nature, will stand a tax greater than a reasonable profit permits. The decent, orderly dealer is driven out of business by the excessive tax, but the keeper of the dive, and the dump are the first to pay up, because they employ means to obtain profit which the honest dealer will not use. The license fee should be reasonable, neither too high nor too low. In every case it should be graduated, according to the number of licenses issued in a city or town. A rigid insistence by the city council upon character as the first requisite in granting a license, will do more to improve the conduct of the business than all the high license measures which may be adopted.

Another popular, but short-sighted, regulatory measure is found in ordinances designed to make the saloon a place of punishment rather than enjoyment. Many men, possibly with the best intentions, but certainly with poor judgment, insist upon prohibiting all tables, chairs, pictures, music and games. Nothing could be further from accomplishing the purposes they desire. One most objectionable feature of the liquor business in America is the American bar, at which men stand and drink a great deal more and a great deal faster than they do in any other country in the world. There is nothing else to do but to stand up, lean against the bar, and drink.

Drinking at Bar is Evil.

Many men, including some who vote against license, say that if we could induce by the city council upon character (which are stronger than laws) obtaining in Europe regarding the liquor traffic, they would never vote for prohibition. In Europe, the man who wants a drink does not stand at a bar. He seats himself at a table, orders his refreshment, and consumes it slowly amidst pleasant surroundings. There is no discomfort, no hurry and rush—and there is very little drunkenness.

The treating habit is responsible for most of the abuse existing in the use of intoxicants. A man enters a saloon to obtain a glass of beer; at the bar he meets acquaintances who

invite him to drink at their expense, each one in turn repeating the operation until it becomes his turn, and then he treats. The result is what? The man who entered with the intention of obtaining one drink has had several more than he came for, and has spent several times as much money as he intended to—all in deference to a custom which has not a single valid argument in its favor. Taking out the tables and chairs merely drives men up to the bar, where they drink much more than they would if quietly and comfortably seated at a table. And more than anything else, it fosters the custom of treating.

Legislation of No Avail.

Bad as the treating habit is, it is foolish to look to legislation for the remedy. Anti-treating laws have proved themselves as useless as they are absurd. Reform along this line can come only through education. In fact, it is coming. More and more men are beginning to see how vicious is the custom and already it is dying a natural death. In this direction the newspapers can be of great assistance in educating the people.

There is no sensible reason why the saloon should not be adorned with anything that will please the eye, so long as it is decent. Obscene pictures must be ruthlessly barred, of course, but there is nothing inherently sinful in decorative art, wherever found.

Good music can injure no one. It should be permitted the same as good pictures, but no women should be allowed in barrooms, in connection with music or anything else.

A broader spirit is needed in this movement to better conditions in the liquor traffic. If only the retailers were to be considered, he would be wiped out immediately. But it is those who patronize him—and they constitute a great majority of the people—who really deserve the consideration. In one way or another they will continue to use stimulants. They regard it as an inherent right. The retailer furnishes the supply for which they furnish the demand. The saloon should be frankly recognized for what it is, an outright social necessity. It has a fixed and definite place in our social economy. It is a legitimate business, sanctioned by government, state and municipal law, except where prohibited by majority vote. It fills a direct social need, and up to the present time no substitute for it has been found. Until men are educated to a point where it will no longer be necessary, it will continue to exist.

Saloons Should Be Aided.

It is therefore the part of sound logic not to seek to abolish it but to build it up along lines of common sense. Our civilization is no stronger than is reflected by the masses. The lives of most men are colorless and dull. Man is gregarious. He is social. He will seek the company of others, and he will find it. It is far better that he find it amidst decent, pleasant surroundings than in the dive or the blind pig, amongst those who break the law for profit.

The world has rejected prohibition, not only because it is a failure, but because it undermines the foundations of civilization by educating otherwise up right men into an utter contempt for law. It has been proved to be one of the most potent influences in increasing consumption of liquor, as is irrefutably demonstrated by government statistics. It has done more. It has greatly increased the vice of secret drunkenness, the most vicious form of all. Therefore the liquor traffic must be brought to the level of other legitimate business and kept there. To do this, these things are essential. Take the business out of politics; grant licenses only to men of good moral character; make punishment for violation of the law certain, swift and severe; make the license permanent during good behavior.

To take the business out of politics, licenses should be made permanent, except where cancelled by a majority of the voters or revoked for violation of the law. They should be transferable from one to another, as any other property can be transferred. Under the present plan, the liquor dealer is at the mercy of the politician and to continue his business, he must continue active in politics. When he has a license which is permanent during good behavior, he possesses something of such value that he will not lightly risk it by violating the law, and the political "pull" is no longer necessary.

Punishment for violating the law must be certain. The retailer who knows that if he violates the law he will in the first instance be heavily fined, and in the second or third instance lose his license, beyond a shadow

of doubt, will perforce be the last one to sell on Sunday, or to a minor, a drunkard or an intoxicated person. For the best reason in the world, a purely selfish reason, he will become the guardian of such minor, drunkard or intoxicated person, because he knows that violating the law means the permanent loss of his right to do business. Hitherto the retailer has violated the law for profit. The system should be changed so that it will be profitable for him to obey the law, and distinctly and highly unprofitable for him to break it.

In this way and none other can the business be brought to where it will cease to be an offense to anyone except the disreputable liquor dealer and the fanatical prohibitionist.

Agents Wanted

Good hustlers to sell high grade specialties. Live men of good address can beat a salary job two to one.

Apply from 8 to 11:30 a. m.

The Oregon Specialty Co.

Room 1, Corpe building. (upstairs.)
Second entrance south of post office.

What Foley Kidney Pills Will Do For You.

Foley Kidney Pills are a true medicine. They are healing, strengthening, antiseptic and tonic. Foley Kidney Pills take hold of your system and help

you to rid yourself of your dragging backache, dull headache, nervousness, impaired eyesight, and of all the miserable feelings that result from the impaired action of your kidneys and bladder. Remember it is Foley Kidney Pills that do this for you. Hill's drug store.

M 29 15 2 30

The highest grade of

**RUNKEL'S
PURE BREAK-
FAST COCOA**

can be had at the

Royal Grocery

H. Pattison, Prop.

Not in the Association

Complete Equipment for Resetting and Repairing
Rubber Buggy Tires

LA GRANDE IRON WORKS

D. FITZGERALD, Proprietor

COMPLETE MACHINE SHOPS AND FOUNDRY



The Wardrobe caters to the trade that appreciates at reasonable prices good honest work. Order your spring suit here—made to order.

The WARDROBE
Cleaning a Specialty.
Foley Hotel Building

GIVE US YOUR ORDERS

We do the Right Thing,
Do the Thing Right,
and do it Right Now

WENAH LUMBER CO.

GREENWOOD & MADISON

Home Phone 421.

Bell Phone, Main 732

Keep Your Windows Open

Get Plenty of
FRESH AIR

You can always have fresh, pure air if your house is lighted with electricity.

Electric light burns in a vacuum; it creates no heat, smoke or soot. You can have a white, cool, steady light, without danger from blowing curtains or overturned lamps. Always ready; anywhere or at any time.

Now is the best time to have your house wired. We can do it very cheaply. Just phone Main 39, and our man will call.

**EASTERN OREGON LIGHT
& POWER CO.**

GRAND VIEW

ADDITION

Grand View Addition is the most beautiful spot about La Grande. You can purchase a lot in Grand View Addition and have three years' time in which to make payment for same, and during that time you have neither interest nor taxes to pay.

Let this sink in deep.

Then come to our office or call us up on the phone and request us to show you this property.

If you have never invested in real estate before this is your opportunity to get the proper start.

If you have made investments in real estate, avail yourself of this opportunity to make comparisons.

The terms are such that no sacrifice will have to be made in order to meet them.

If this addition was located near a town with a less bright future before it than La Grande, it would still be an excellent investment, and with the future La Grande has before it, the increase in the value of these lots will be phenomenal.

LA GRANDE INVESTMENT CO.

Foley Hotel Block