

THE OBSERVER

BRUCE DENNIS, Editor and Owner.

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Advertising rates on application. All copy for display advertising must reach the office the day before the ad appears.

THE OBSERVER, 1710 Sixth Street, SUBSCRIPTION RATES: Daily, single copy 5c; Daily, per week 15c; Daily, per month 45c; Daily, six months in advance \$3.50; Daily, per year in advance \$7.00; Daily, by mail per year, in advance \$4.00; Weekly Observer-Star, per year in advance \$1.50.

ADVERTISING AND WAR

For the first time in history advertising has been used consciously as an aid to war. An Englishman came to the aid of the war office when it had the blues over shortage of recruits. By coining patriotic slogans for presentation in newspapers and on billboards this expert drew millions of men into the army.

The expert simply applied science and system to an art as old as war itself. Caesar advertised for men to support his cause in his triumphal processions through the streets of Rome. The pomp and glory of war, smart legions on parade, conquered nations under the yoke stirred the blood of the populace and helped to clinch the domination of a military era, every gem and story in praise of martial heroism, every decoration pinned by a sovereign upon the breast of a subject as the reward of valor—all of these have been bungled, because psychology is a new science and the laws of suggestion but dimly understood until day before yesterday.

Scientific advertising, founded upon laws as constant in their operation as those in the domain of physical science, is now an ally of militarism. Le Bas proved that it is easy to popularize war as it is to popularize shoes or suspenders or chewing gum. Spread money intelligently, use the proper mediums, get your message across, and the trick can be turned for war as simply as for trade.

If one believes in war he will rejoice at the alliance between war and printers' ink. But those who hope that this is the last war are disturbed and troubled. Fondly, perhaps too fondly, they have counted upon publicity as their most firm friend the militarists can use advertisements as neatly and precisely as they can use aeronautics and mechanics. The pacifists must accommodate themselves to the certainty that hereafter governments will use advertising for military purposes.

But the peace party need not lose heart on that account. H. G. Wells has already called attention to the need of a campaign of education in favor of peace among all people of Europe. To be effective place propaganda must be brought out of the formal atmosphere of the convention hall and presented to the people in tabloid phrases. La Baz might be retained for the job. "Thou shalt not kill" is just as effective a slogan as "Your king and country need you."

SIDETRACKING THE ALIENS

New York courts have declared constitutional the law prohibiting the employment of alien labor on public works. Consequently many thousands of foreigners engaged in the congenial occupation of digging New York city's new subways will be dismissed and their places taken by an equal number of American laborers.

These must come mostly from the rural districts, because the work requires more endurance and physical stamina than most of the city's "Unemployed" possess, and is of a character and remuneration not tempting to high grade American labor already lodged in the metropolis.

Meat-time New York will not stand by and watch the jobless aliens starve. They will be fed at the bread lines, already strung out to dizzying lengths, until the upstate farmers, benefited by labor by the call for help in the farms and fields spring. The effect of the law, which aimed at the relief of unemployment, is exactly the opposite of its extent. It increases unemployment in the city, depletes the all too slender labor resources of the rural section and creates a social maladjustment more productive of harm than good.

The legislators who passed this bill were aware that it is dangerous to tamper with economic law, especially in the field of unskilled labor. But under pressure of a narrow spirit like that which animated the Know-Nothing party in the old days, they yielded, confident that the state would be shielded from the results of its folly by the courts. They expected the law would be declared unconstitutional.

It is an old game, this of passing along to the courts the odious job of killing unwise legislation. Law makers are slow to learn that the law is to be made and intelligently, best way out of a difficult situation.

Billy Sunday proves that it pays to advertise. His congregations exceed those of the ordinary preacher by just about the same proportion as the customers of the stores that don't.

We grow angrier and angrier over the terrible waste of war every time we think of the number of fishing worms wasted by those fellows digging trenches in Europe.

Now if Mr. Burbank will kindly invent a self pulling dandelion and self swatting fly our welcome to spring will be more hearty.

Why not tax the automobile by parts instead of horsepower and weight, placing the chief burden on the horn?

UNION COUNTY RECORDS

Conveyances. R. J. Green, unmarried to Hattie J. Ralston, \$10, etc. Warranty Deed. Conveys Lot 3, Blk 76, Chaplin's add. to La Grande, also com. at E. cor. of lot 2 blk 76, Chaplin's add. thence W. 20 ft, thence S. 110 ft., thence E. 20 ft., thence N. 110 ft., to beg. Also com. at N. E. cor. Lot 3 blk 76, Chaplin's add., thence E. 20 ft., thence S. 110 ft., thence W. 20 ft thence N. 110 ft. to beg. (Recorded Book 60, page 574.)

Lilla A. Weed and George N. Weed her husband to Clara Shirley, \$200. Warranty deed. Conveys: Lots 14 and 15, blk 31, Predmore's add to La Grande. (Recorded book 60, page 575.)

Wallace Lane et ux to C. R. Hibberd, \$10, etc. Warranty deed, Conveys lot 2, blk 30, Chaplin's add to La Grande. (Recorded book 60, page 576.)

Mrs. Helen B. Bloom, widow to Henry M. Peterson, \$650. Warranty deed, Conveys lot 2 blk, "B", McDaniel's add to Cove. (Recorded book 63, page 256.)

John R. Weaver et ux and Hackett Lumber Co., to Thomas E. Parks, \$1, etc. Right of way for pipe line to convey waste water from a certain

spring now being on S. E. 1-4 of S. E. 1-4 of sec. 14, T. 1 N. R. 40, E. from its source thence in a N. W. direction about 300 ft. to county road. (Recorded book 64, page 120.)

Essie Harris to The Grande Ronde Lumber company \$2100. Warranty deed. All pine fir, tamarack and other timber, growing or standing, on S 1-2 of S. W. 1-4 of sec. 19; E. 1-2 of S. E. 1-4 and S. W. 1-4 of S. E. 1-4 of sec. 30; N. 1-2 of N. E. 1-4; S. W. 1-4 of N. W. 1-4; E. 1-2 of N. W. 1-4 and E. 1-2 of S. W. 1-4 of sec. 31, tp. 3 S. R. 37 E. (Recorded book 64, page 122.)

E. C. Thatcher, administrator and Henry Spalding, trustee, under last will of Warren A. Spalding, deceased, to Clara Shirley, \$200. Lots 14 and 15 in blk 31, Predmore's add to La Grande.. (Recorded book 64, page 123.)

Suits Filed.

Lewis Fisk vs. Theo Mayo. Transcript on Appeal.

Judgment Lien Docket. Lydia E. Bennett and Milton Bennett by Edward C. Tuckey. J. P. Transcript, \$28.92 and \$1.25.

Satisfaction of Judgment. Duncan McDonald et al by R. A. West Satisfied in full March 25, 1915.

Petition for Letters of Administration Louisa Goodbrod to administer estate of A. J. Goodbrod, deceased.

THE MASTER KEY.

(Continued from Page 3.) head "That idol is going back to States with me," he returned. "But why in heaven's name?" demanded his companion "You know that these people will never let us alone so long as they think we have it. You have the plans. What more do you want?"

"It brought me good luck and old Tom Gallon had luck," was the response. "Do you think I don't want to keep it? It's my mascot."

Yet a couple of night alarms shook Wilkerson's resolution, and he agreed with Drake that they should surrender the image.

Here they were confronted with a new difficulty. None of their men had been allowed to know of the presence of the idol, and Drake asserted that to inform them now would be dangerous.

It seemed unwise merely to drop it by the wayside, as it might escape notice, and no good would be done.

It must be delivered to the priests and the condition made that the white men should be allowed safe conduct to the city.

How to do this occupied their minds until the day when they found themselves really attacked in force and had to take refuge in a native hut.

Here their position was so perilous that they had no time for anything but preparations for defense.

(To be Continued.)

WIFE DESERTED CHILD

Sensational Allegations Are Made In Farrens Case

Pendleton March 27.—That Mrs. Jennie M. Farrens, mother of 12 year old Rachel Leath Charlton, deserted her husband and child when the latter was only two years old and eloped with another man with whom she

TRADES UNION HEAD SENDS MESSAGE TO WOMEN WORKERS.



Mrs. R. Robins

"The danger of women being used as underbidders in industrial trades must be squarely faced. There is only one woman worker who will refuse to take a man's place at lower wages. She is the trade union woman." This is the message Mrs. Raymond Robins, president of the National Woman's Trade Union league, sends to women workers throughout the country.

When the league meets in national convention in New York next June it will consider the subject of the woman who underbids and thereby lowers the wages of organized men and women.

Here's News You Have Waited For!

Women's Silk Dresses Just Arrived Direct By Express

Very beautiful dresses in taffeta and crepe de chines in the newest colors. Some of the new features in these pretty dresses are the new belero jackets, quaint high waisted effects with cuffed skirt bottoms charming shirred effects, and many other styles that are new. Priced \$11.50 to \$25.00

New Spring Suits in Silk Fabrics

Smart suits of silk poplin and taffeta in sand, battleship grey, navy and black. Coats, silk lined and trimmed with self-covered buttons, flaring skirts, \$30.00 and \$32.50 New styles in gabardines, serges, wool, poplin, tweeds, etc at \$15.00 \$17.50 \$20.00 \$22.50 and \$25.00

New Coats Just Received

Show a variety of many new styles. Among them is new dressy silk coats in blacks, green and blue. See them. Priced at \$20.00 and \$22.50 Coats of fancy coatings, etc \$7.50 to \$30.00 New white coats, just received, new styles priced at \$12.50 and \$20.00



was infatuated, that the husband secured a divorce from her and was awarded the custody of the child and that said custody has descended by regular process of law to them is claimed in the answer and return made by John T. and Cora B. Dowell in the matter of the application of J. B. and Jennie M. Farrens for a writ of habeas corpus.

In 1904, they allege, the mother of the child, then Mrs. Thomas Charlton, and now Mrs. Farrens, deserted her home and family and left the state of Missouri with one James Sturgen. The following year the husband secured a divorce and was given custody of the child, proof of which is filed in the form of a copy of the decree. Just before his death, the father of the child by a deed of adoption gave the care and custody of

the little girl to his brother, John L. Carlton and Clara Carlton.

The Dowells allege that last November Mrs. Farrens, who is a sister of Mrs. Dowell, induced Dowell to go to Missouri to secure the custody of the child. The Charltons, however refused to give her up unless the Dowells would legally adopt her and this was done, it is alleged. Upon returning to Freeewater and learning that the child had not seen her mother since she was two years old and had been brought up to look with shame upon her, the Dowells declare they refused to turn her over to the mother. They also allege that the girl has repeatedly declared she would never live with her mother. They, therefore, ask that they be declared her lawful guardians and be permitted to raise and educate her.

They are represented by S. D. Peterson and Fee & Fee.

Baseball Dance. Help the baseball team with its finances, and enjoy yourself while doing so, by going to the baseball dance at Zuber hall, Wednesday, next. Ad mission 75 cents. It.

Deposition Heard in Will Contest. Pendleton, March 27.—Declaring that over a period of two years, during 1912 and 1913, Andrew J. Sturtevant, whose will is under contest in the Circuit Court, was incapable of transacting even the simplest form of business, Dr. T. M. Henderson gave his testimony in the case yesterday afternoon. Dr. Henderson's appearance was advanced because he had arranged to leave for the East. Dr. Gilliland, who also is going East, will give his testimony in the case tonight.

BROOMS At Wholesale Prices

Table with 3 columns: Broom Name, Retail Price, Wholesale Price. Includes 'Billy Burk' 27 lb. size \$1.00 68c, 'Golden West' 24 lb. size .80 56c, 'Daisy' 24 lb. size .75 48c, 'Winner' 22 lb. size .60 38c.

ALL WE ASK OF YOU IS TO LOOK OUR BROOMS OVER AND THEN COMPARE PRICE AND QUALITY WITH OTHERS. PHONE US MAIN 700. WE DELIVER.

Eastern Oregon Produce Co. Inc.

La Grande Meat Co.

Everything in the line of Fresh Meats, Poultry, Pork, Bacon, Hams and Eggs.

Free Delivery Phone Main 96

La Grande Meat Co. Inc.

LA GRANDE NATIONAL BANK Capital \$200,000.00 Resources \$1,000,000.00 Surplus \$50,000.00 OFFICERS: Fred J. Holmes, President; C. C. Penington, V.-Prest.; F. L. Meyers, Cashier; Earl Zundel and H. E. Coolidge, Ass't Cashiers. DIRECTORS: Fred J. Holmes, A. T. Hill, H. E. Coolidge; C. C. Penington, J. F. Conley, A. Blockland; F. L. Meyers, J. G. Snodgrass, H. S. Brownton. What This Bank Aims to Do: To promote our customers' interests as we would our own; To do all we can to make their relations here profitable and agreeable to them; To contribute to their enterprises, the co-operation, foresight and timely assistance which a good Bank can properly bestow.