

La Grande Evening Observer

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CITY AND COUNTY OFFICIAL PAPER.

Bible Thought for Today

SIN SEPARATES.—Your iniquities have separated between you and your God, and your sin have hid his face from you, that he will not hear.—Isaiah 59:2

PUTTING PINE TO THE FRONT.

The day of merely making pine lumber and having a market ready to grab it is over. Lumber manufacturing people in the past have not been forced to get in the business game, strictly speaking. They made the lumber and the "market" absorbed it quickly. Henceforth, there must be some effort made to prepare and perpetuate a market. The southern pine people saw this a number of years ago and they got busy with the advertising end of the game. Today there are a thousand reasons given to people why they should use southern pine in construction work, whereas the lumber makers of the west have not entered the arena to fight for their places in the sun. In Portland at the pine makers meeting this subject was brought up and the power of advertising was put before the assembly. Some agreed to it while others still belonging to the old school, could see little benefit to spending money merely to tell people what a pine board is. This is an advertising era. The firm that fails to tell the world about its wares is hopeless. There are many good reasons why the builder should use western pine but unless he is told of these reasons the southern pine boys will impress upon them reasons why the southern pine is quite the proper thing. In other words this life is a fight to the finish. There is no calm sequestered spot in business where you can recline on the downy side of a snow white couch and let the procession go by. You must be up and at it from early morning until the clock strikes the midnight hour. The western pine people, heretofore failing to recognize these facts, have now begun to awaken.

LET US HAVE VOLUNTEER TRAFFIC OFFICERS.

The city treasury is not sufficiently large nor the resources of La Grande are not great enough to provide the number of policemen needed to overcome and stop the reckless driving of automobilists and motorcycleists. To attempt to put on special officers for this work in numbers that would be effective would mean combing the country for men, and probably having to resort to drafting some of them. Then what is a town the size of La Grande to do in order that a mother may feel that her children are reasonably safe, and the pedestrian feel that he can safely walk across the street without being picked up and hurried to the hospital with a broken leg, arm or neck? Chief of Police Roy Flexer, after full deliberation over the matter, has decided that the best way is to call upon loyal, permanent citizens residing in different parts of the city to act as volunteer traffic officers. If his plans go through as outlined he will have probably fifty volunteer officers in La Grande. They will be known only to the police department, except when something happens causing a report to be made. The machine driver who thinks he is in a residence section and out of the way of officers "steps on her" and does fifty miles but he does it at his own peril for he passes one of the volunteer officers and immediately his machine number goes to the city hall and the trouble starts. Silent, unknown officers would look after the speeders as they have never been looked after before, according to Chief Flexer. The chief is right. There are enough men to serve, and once such an organization is perfected riding will become unpleasant pastime and sport.

Friend of the Forest.

The anniversary dates of the one which almost all agree is the birthday of the American Forestry Association. He was born in 1822, at Martinsburg, West Virginia. He was one of the first to see the need of a national forest policy, but sentiment in favor of one is growing rapidly. Individual states, and even counties and municipalities have taken up the work and are starting public forests. The work of our men 70 years ago will undoubtedly bear fruit in saving the nation from the treeless state he foresaw.

Lawyers All.

The suggestion is made in a current article that legal lessons in the subject most commonly offering resistance to the state, should be taught in the public schools. The writer thinks that a knowledge of the "rough spots" in law governing such subjects as will making, adoption, guardianship of children, property protection, legal status of husband and wife, and marriage provisions might prevent many of the mistakes made by the masses of citizens in ordering their affairs. It may be that a slight knowledge of law would be as beneficial as a little grasp of banking, arithmetic, geography, civics and the like, but it is an open question. It is a little knowledge "a little knowledge is a dangerous thing," and as a rule it is probably better for the average citizen to seek competent advice in questions of legality than to try to do his own work.

Flights to the Pole.

There is something very attractive about the idea of making a round trip to the North Pole. It is a dream that has been in the mind of many men since the first voyage of Columbus. Now it is no longer a dream. It is a reality. The first man to make a round trip to the North Pole by airplane is expected to make his flight this year. From Christiania comes word of another explorer, Major Tiran, who, with two companions, is planning to make the same attempt next year. Major Tiran intends to wait to learn the result of Amundsen's trip. It

the latter falls. Gray and his assistants will set out early next year. These men believe their expedition will be successful and safe. Maj. Gray says that he has studied the polar region carefully ever since 1910 with such a flight in mind. The ice drift he considers entirely safe for landing as far north as 81 degrees of latitude and he believes that the drift over the pole will be just as suitable. His outfit will be equipped with skis and other paraphernalia to enable the men to return in case the airplane breaks down.

Contemplating the thermometer from our office chair we feel that we'd rather like to fly to the North Pole ourselves. Doubt that joy, we wish those daring and intrepid navigators a cool and pleasant trip.

Will Always Be Fed.

An epigrammatist named Mathias once blurted out that the human race, if it were not kept down steadily by war, disease and struggle, would soon multiply beyond the power of the earth to produce food for it, and perish altogether.

There are people who croak that the United States, with its rapidly growing industrial population and its shrinking surplus of agricultural land, will not be able much longer to raise food enough for its own wants.

An agricultural magazine, ridiculing this argument, points out that less than half the available food-producing acreage of the country is yet under cultivation, and on that area, less than half of the "reasonable possible human food crop" is being grown to the acre.

Here alone is opportunity for a four-fold expansion of the food supply without changing food standards. And there is a steady growth in the more complete utilization of available land and in foreign food resources, with the vast productive possibilities of the sparsely settled tropics hardly realized at all.

Human ingenuity and energy may be trusted to take care of the food problem for many thousand years to come, if not forever. The human race may kill itself off by warfare, but left to peaceful development, it is not likely to starve itself to death.

What is really needed to make prohibition enforcement effective is a strong arm to knock the bung out of bungle.

It is noticeable in the discussions of the lynch bill that both the north and the south seem equally anxious to hang something on one another.

A Louisiana bank advises—"Plant your money where it grows." A sturdier growth will be produced by pinching it back if it shows too early a tendency to leave.

A Frenchman kept his father's body preserved in alcohol for forty years. Paris papers call it "a rare example of filial devotion." In fact it's so rare it's about half-baked.

THE OFFICE CAT

—BY JUNIUS—



HARD TO BEAT

Last night I held a little hand,
So dainty and so neat,
I thought my heart would burst
With joy,
So wildly did it beat,
No other hand unto my soul
Could greater solace bring,
Than that I held last night,
Which was,
Four aces and a king.

KNOW YOUR JOB

Of all the pessimistic tricks,
I hate the cry, "I have no luck!"
A man should know his business,
Bill,
You don't need luck if you have skill.

All persons are said to have their antidotes. But take it from your Uncle Sil, the best little antidote for all kinds of poisons is "Never take medicine in the dark."

only near their lots to have a home to move into when their household goods arrived.

Rev. W. P. Shields and Mrs. Shields were accompanied to Louisa for service last Sunday evening by Mr. Shields' sisters, Mrs. Marshall and also Haynes and niece, Miss May Brown, who came to Wallowa last week to visit for a few weeks. They are from western Pennsylvania and have eleven days on the way touring Yellowstone park and also going to Seattle and Portland before coming home.

Mr. and Mrs. B. P. Duncan came in last week to pack up their household goods to move back to St. Anthony, Idaho, where Mr. Duncan came from to Louisa several years ago. He has been as a good many farmers and stockmen have had to do since the war, were not able to meet their obligations during the readjustment period and had to turn the store back to Mr. Duncan again although Mr. Duncan had been desirous of locating in Oregon some where when he sold his leasing store to Mr. Ray this spring.

O. J. Polky took Mr. Holmes to Astoria last week to see Mr. Holmes' sister, who was in a critical condition in a hospital there, after an operation. They returned some the last of the week and reported the sister improved somewhat.

Dr. Ottobald, our new local doctor, made a trip to Wallowa Lake recently and says Wallowa County cannot be beat for scenery anywhere in the world. He has traveled extensively, especially in Norway and Switzerland and thinks this country surpasses even that land of the Alps which attracts so many tourists from America. He has not yet had the opportunity to go into the higher mountains and the many beautiful lakes farther up but hopes to before the summer passes. We sometimes wonder why Uncle Sam does not make a national park of the Wallowa mountains for it surely has as many attractions, if not more than Glacier National park in Montana, but we will leave it to the tourists who come in here to tell the world about what this land offers in scenic attractions and climate.

The state highway commissioners and Gov. Olcott and party who were in Louisa last Thursday on a tour of inspection had many good things to say of this section of the state, which was a revelation to most of the party since it was their first trip into the county. They were especially enthusiastic about the scenic attractions in this high mountain valley and said when the highway was completed we would see such a throng of tourists coming in here for their vacation we would want to move back of the highway for safety. Mr. Barrett is quoted as saying he had been a resident of Oregon 22 years but never knew there was such a country as this up here and he intends to come again for a longer stay. The gas in-

Summerville News Notes

(Special to The Observer)
SUMMERVILLE, July 20.—Burr Sanders has gone to Vincent where he will be employed in the lumber business.

Mrs. Farrel, of La Grande, is visiting at the home of her mother, Mrs. E. B. Hamilton.

Mrs. Wescott was thrown from her buggy in a runaway the first of the week and was bruised up quite badly. Mrs. Grace Morris and daughter, Verda, are over from Imbler for a few days.

Mr. Albert Fisher and children of Elgin are visiting at the home of Walter Fisher.

Mrs. Moore, Mrs. Jim Hensley and Mrs. M. Buchanan were picking cherries Wednesday at the home of Frank Sion on Pumpkin Ridge.

Mrs. Ed Combs was a guest of her daughter, Mrs. Edith Sanders, Friday.

Mrs. Fern McKinnis made a trip up to the mill Friday and took a load of supplies.

Eda Blesel, of Perry, was a visitor at the home of Mrs. Harry Sanderson the latter part of the week.

Mrs. Irene Conrad and friend of LaGrande were visiting the Wagoner relatives Sunday.

Mr. and Mrs. John Neiderer, Jr., and family of La Grande spent the

NEV-AM
"Here is a very touching article about the faithful old ram horse that is finally turned out to pasture when his days of usefulness are over."
"Yes, but somehow you can't get up much sentiment over the faithful old Ford that is ready for the junk heap!"

We read in a paper that "the bride looked lovely in a navy blue ostrich plume," and we were not even invited to the wedding.

What becomes of this flappers, or do they grow into womanhood?

IT ISN'T YOUR TOWN—IT'S YOU
If you want to live in the kind of a town
Like the kind of a town you like,
You needn't slip your clothes in a grip
And start out on a long, long hike.

You'll find what you left behind,
For there's nothing that's really new;
It's a knock at yourself when you knock your town,
It isn't your town—it's you.

Best towns are not made by men
Lest somebody else gets ahead;
When every one works and nobody shirks
You can raise a town from the dead.

And if while you make a personal mistake,
Your neighbor can make one too,
Your town will be what you want to see,
It isn't your town—it's you.

Man comes into the world with nothing on him, but in a short time a good many people have something on him.

They boasted of their pedigree
Then twins came unawares,
And all could see their family tree
Was fruitful as to pairs.

The body of Ed Vandrear, 23, of North Bend, supposed suicide, was found floating in the bay at the Marshfield dock. His wife had filed suit for divorce.

TAXI CALL 44
MAIN 44

THE OLDEST AND MOST RELIABLE TAXI SERVICE IN THE CITY.
All Short Calls 25c
All calls answered Promptly with Bonded Drivers.
Ford & George
Call— MAIN 44

Lucy Comstock made a trip to Indian Creek a few days ago looking for the elusive huckleberry.

L. R. Lay, who is foreman of the Hamilton garage in Baker, spent Sunday at home with his family. Mrs. Ray Duncan will teach second grade in Union this year. Mrs. Duncan, as Eva Wilson, taught in the Cove for several years and was always a most successful and popular teacher.

B. K. Anderson, of La Grande, spent Sunday in Cove at the home of his brother, L. E. Anderson. Leo Baxter, who has been in La Grande for some months is in Cove. Mrs. Roy Lay, Mrs. E. C. Pulp and Mrs. Robert French were La Grande visitors on Tuesday.

Lawton Stearns of La Grande spent a few days in Cove with his old friends. Cove has two trains daily hauling out the fruit. Since the "sweeper" was demolished the trail comes over to Cove in a box car.

Miss Helma Anderson of La Grande is in Cove the guest of Miss Beatrice Wardell.

David Loren left on Thursday for the B. Y. F. U. convention at Columbia City.

Mrs. Cara Bloom is carrying the rural mail during the vacation of the rural mail carrier, L. D. Sutherland.

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The Promise of Tomorrow

The possibilities of the future are the incentive to work and strive for the attainment of something we think is in sight for tomorrow. It gives courage and strength to endure hardship and disappointment.

You may insure your future by opening a savings account with us from a small portion of your earnings of today and build upon it as a means of guarantee of the promise of tomorrow.

La Grande National Bank

Capital and Surplus, \$265,000.00
SOUND — RELIABLE — PROGRESSIVE

HOW WE ARE INCREASING OUR SALES—CUSTOMER SATISFACTION IS THE FOUNDATION ON WHICH EVERY SUCCESSFUL ENTERPRISE MUST BE BUILT.

The more efficiently and pleasantly a dealer serves his customers the larger his business success will be.

Serve a customer with what he wants, and give him the service for which he asks is our motto.

Through experience we have discovered that business is good in the degree to which we do up our shop with merchandise which pleases.

This knowledge enables us to anticipate our customers' needs and to stock just what is in most popular favor. To customers who have their mind set on a definite thing there is nothing "just as good."

YOUR APPRECIATION
If you are a particular customer who appreciates the advantage of a drug shop which offers the best in both merchandise and service, then you'll like us.

Newlin Drug Co.

STAR SATURDAYS AND SUNDAYS

"The Cave Girl"

A drama of youth gone wild. Enacted in the Yosemite Valley in the middle of winter.

Fresh Strawberry Sundaes

At the REXALL FOUNTAIN

With Hazelwood Ice Cream, French Salad, Chocolate, Maple Nut and Vanilla.

PUTMAN'S DRUG STORE

The Rexall Store

Where Most Folks Buy Their Drugs

AT STARK AND, ORE.

WEEK END 7-12

LAND of business pleasure headquarters in the activities

La Grande MATTRESS SHOP and WEAVING WORKS

Mattresses of all kinds cleaned and rebuilt. Feather Renovating. Rag Rugs and Ruff Rugs for sale.

Carpet and Rug Cleaning 9x12, \$1.50 and up. Chas. Edwards, Prop. Phone 253-W

Watch this Column for Bargains

7 full lots on Adams avenue and Jefferson street adjoining. Will sell all or will split them up and sell separate. Price right and will sell at a sacrifice, on good easy terms.

2 lots and a modern house on R street. Close in. Price \$1450.00. Terms on part of it. Will trade for car.

Modern five-room house, 1319 1/2 Ave. Large lot, two porches, central sidewalk, all in good shape. Price \$2800.00. Will trade for a good house in La Grande. Some cash and balance terms.

C. J. BLACK & CO.

New Foley Building
La Grande, Oregon.