

La Grande Evening Observer

AN INDEPENDENT NEWSPAPER. Published daily and weekly at La Grande, Oregon, by La Grande Evening Observer Publishing Company, BRUCE DENNIS, Editor.

Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter.

Address all communications to THE OBSERVER, 1414 Adams Ave., La Grande, Oregon.

SUBSCRIPTION RATES.

By Carrier: Daily, per month, in advance \$1.50; Daily, per three months, in advance \$4.50; Daily, per six months, in advance \$8.50; Daily, single copy, 5c.

CITY AND COUNTY OFFICIAL PAPER.

By Mail: Daily, per year, in advance \$15.00; Daily, six months, in advance \$8.50; Daily, three months, in advance \$4.50; Weekly Observer-Star, by mail, per year, in advance \$1.50. On sale in other cities—Oregon Hotel News Stand, Portland; Imperial News Stand, Portland; Multnomah News Stand, Portland.

MEMBER OF ASSOCIATED PRESS. The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or otherwise credited in this paper, and also the local news published therein. All rights of republication of special dispatches herein also are reserved.

A COMPLETE SALVATION.—The very God of peace sanctify you wholly; and I pray God your whole spirit and body be preserved blameless unto the coming of our Lord Jesus Christ.—1 Thessalonians 5:23.

Editorials From Over the Nation

THE MOTORIST'S BURDEN

Kansas City Times: There are careless pedestrians as well as careless motorists. But there should be kept in mind the important fact that the driver of the motor car is the man who is in position to do most damage, and that the pedestrian of superior power which he for the moment occupies places upon him the burden of responsibility.

It is easy for any motorist to get the feeling that his rights are supreme. The feeling apparently is directed toward other motorists as well as toward the more defenseless person on foot. The slogan of hundreds of motorists in Kansas City appears to be, "Let the other fellow look out." Approaching street intersections at top speed, often without even a warning signal; failure to slow down in residence districts where children may be playing on or near the streets, and reckless drivers are among the common practices of these persons with care.

What is the value of saying that the child should not have been in the street after its life has been crushed out by the thoughtless driver of a car or truck? What does it avail to be able to say, "Well, I scolded my boys, when a collision occurs and several persons are injured? There are no conditions imaginable that relieve the person in charge of a motor car from the duty of being careful. When that fact sinks into the heads of motorists there will be a practical elimination of all kinds of accidents."

SPRING ADVERTISING BEST

How many advertisers ever take into serious consideration the fact that peoples reading habits vary according to the season? I don't mean that we are more likely to read about umbrellas during a rainy season than when the weather is bright and clear, but an referring to reading habits much less obvious.

To begin with, one might think that most reading would be done at the season when the days are shortest and the evenings correspondingly long. If that were true, public library records would show the big reading months to be December and January. But that is not according to the facts. More books are taken from public libraries in late February and the early part of March than in December.

The explanation seems to be that during the season of slush, when it is too late for winter sports and too early for spring activities, reading is about all there is to do. I should rather run certain kinds of advertising then than at any other time. Library records show a demand for much seasonal reading that cannot easily be accounted for. People read far more generally in the spring

than in the fall, but more astrology in the fall than in the spring. Why? That's just the question: Why? Conceivably, there may be springing more potent in the spring or in the fall, even when no reason is evident. Fred Kelly in The Nation's Business.

THE ERROR OF THE POOR

Chicago Tribune: Some \$90,000,000 worth of United States Victory 4 1/2 per cent bonds, which were called for redemption on December 15 of last year, are still outstanding. What does that mean?

It may be an added indication that this country is enjoying remarkable general prosperity. Evidently the holders of these \$90,000,000 worth of securities do not need cash. But even more important is the indication of ignorance or carelessness on the part of these bondholders.

The poor of the country, both workers and idlers, are constantly complaining of the hardship and injustice of their lot. Yet it is the comparatively poor who are holding these bonds, three months after maturity. They have already sacrificed roughly \$1,000,000, either because they do not know the bonds have been called for redemption or because they are too careless to cash them in at bank and put the money out at interest in some other security.

It is not the rich who are doing that. They cashed their bonds when called and have kept their money working for them. That is one reason why they are rich and the others are poor. To a considerable extent it is a matter of intelligence. The situation illustrates vividly the fundamental error of those who rail at wealth as an injustice and a crime in itself.

Poets' Corner

TAKE HIM WITH YOU
Take him with you when you go,
Let the little Boy Scout know
Proper sports and proper joys,
Be a comrade of the boys.

Take him swimming now and then,
Let him learn the ways of men;
Take your Sunday walk with him,
Seriously talk with him.

Teach him how to be a man,
Take him with you when you can,
Take him with you when you go,
Teach him what you'd have him know.

Let him have the joys you know,
When you owned a father, too;
Walk with him and let him find
What is hidden in your mind,
Talk with him of men and things,
He will need your commonsense;
Take him with you when you can,
Teach him how to be a man.

—H. W. NIBLEY

Shall the People Submit?

Referendum on the late income tax law is to be invoked. Shall the people submit to one of those "special election" campaign successes to defeat this meritorious measure? Shall the state of Oregon repudiate its last legislature which honestly and sincerely endeavored to pass an income tax that is fair and just—a law that does not hurt the small man but will make the person who has a good income pay a proportion of that income toward running the state of Oregon.

The Portland Journal recently spoke in the following language of the movement to beat the income tax law and the conclusions drawn are quite appropriate:

"Oh, go home and slop the hogs."

"That is what North Dakota farmers were told to do when they asked city people to help them get legislation to relieve the strain on agriculture. What city people got was the Non-partisan league, revolutionary legislation and years of turmoil and pandemonium.

"In Oregon, real property, including farms and small homes, is paying 80 to 85 per cent of the taxes. Everybody admits it. Nobody denies it. Records at every county courthouse and in the office of the state tax commission prove it.

"It is unfair. It is unjust. It is wrong. Everybody knows it is unfair, unjust and wrong.

"Headed by farmers, a great body of Oregon people have asked for an income tax that would shift part of the tax burden. The demand was so strong that the legislature refused to tell the people to 'go home and slop the hogs,' and passed an income tax bill.

"The bill is exceedingly moderate in its terms, so moderate that some estimates are that it will raise only about \$850,000. Many concessions were made by the legislature in order to get the support of those who opposed any form of income tax.

"But, in spite of the legislature's effort to be just and fair with all interests, it is gleefully announced that a headquarters has been established; that Cyril Brownell is to lead the movement, and that the income tax will be held up by the referendum.

"The campaign against the measure begins with a lying propaganda. For example, those behind the hold-up say with one breath that the burden of the income tax will fall upon the little man. With the next breath they say it will drive out capital and industries.

"If it puts the burden on the little man, how can it hurt capital and big investments? If it puts the burden on capital and big investments, how can it hurt the little man? That is to say, the campaign is launched with deceit, humbug and fiction.

"Meanwhile, real property in Oregon is paying 80 to 85 per cent of the taxes. Everybody admits it. Nobody denies it. It is unfair, unjust and wrong, and everybody knows it.

"How long can the sharpers tell the burden-bearers in Oregon to 'go home and slop the hogs,' without repeating North Dakota?"

Was Dr. Phy a Prophet?

In the press dispatches we notice a story from London telling of a movement on foot in England to force all whiskey to be labeled "poison." This is interesting from the fact that a number of years ago when we used to visit Hot Lake and see the old soaks sobering up and taking the baths in order to get the liquor boiled out of them so that they could again enter the world's daily program, Dr. W. T. Phy would deliver a few brief, crisp lectures on the damage whiskey was doing to a certain percentage of heavy drinkers. He would close his talk by saying, "you will live to see the day when whiskey will be labeled 'poison' and sold as such, if sold at all."

Can it be possible that the doctor had vision of the agitation now in London for that very procedure? Anyway, he hit the trend of public thought but it is doubtful if he anticipated the time was so near at hand for the fulfillment of his prognostication.

Possibly the Mayor of San Francisco wishes he had "counted the cost" before speaking into the transmitter, while dedicating the radio broadcasting station of Hale Brothers (KPO), these words: "I want to know how far my voice is carrying; how big my audience is. Send me telegrams and send them collect." Anyhow, from one standpoint he surely could not have asked for more satisfactory results than he obtained, since among many others he received replies from Honolulu and from a ship 1000 miles out at sea. At the close of the following day, however, he discovered that his desire to know how far his voice had traveled had already cost him nearly \$5,000.—Christian Science Monitor.

It's A Bird

ANNOUNCING THE BIRD OF PARADISE IN COMMUNITY PLATE

Never have they produced a design which has received such immediate approval—not only from women whose social demands are the most exacting, but from artists and connoisseurs of note. For instance—

MAXFIELD PARRISH, Artist.
BARON DEMEYER, Decorator.
COLES PHILLIPS, Artist.
ELSIE DEWOLF, Decorator.

The design reflects the modern note in decoration—the new, interesting and colorful. Truly the vogue.

Now On Display In Our Window
Siegrist & Co.

U. B. Thrifty says -



"It's all right 'to build air castles'—but keep your foundation on the ground."

La Grande NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE.

The foundation of your financial structure may be strong or weak according to the bank you choose to handle your account.

OUR BANK is a carefully a sound institution that will be glad to render you every service consistent with good banking.

We are naturally interested in YOU as an enterprising citizen, because you as an individual have your share in making this a prosperous community.

Let our bank work with you, that all of us may be mutually benefited for having done our share.

U. S. TO SELL MUCH TIMBER

(By Associated Press)

BOISE, Ida., Mar. 29.—Sale of approximately 890,000,000 feet of yellow pine in the Malheur national forest in Oregon is placed by the government, according to Archie McGowan, of Burns, Oregon, who was a visitor here recently. Bids are to be opened at Portland, Oregon, on April 1, he said.

Sale of this timber, Mr. Burns said, would necessitate the erection of a large sawmill at Burns and expenditure of several millions of dollars for logging equipment. The city of Burns is in one of the best wooded sections of the United States and it is estimated in the near vicinity

of the town there is more than 7,000,000,000 feet of standing timber.

DIRECTORS OF Y DISCUSS FUTURE

Following a 6 o'clock dinner last evening at the Foley grill directors of the Y. M. C. spent several hours going over the work of the institution and discussing its future possibilities. In connection with this discussion other civic matters were brought up and the suggestion of amalgamating a number of public agencies or at least combining their housing quarters brought forth views from many angles.

President Albert E. Hunter presided at the meeting and there was almost a full attendance of board

members. The meeting plainly showed that business men of the city are anxious to combine activities wherever possible to the end that as good results may be obtained as are now being enjoyed, with less overhead and with the possible evading of numerous drives for public funds.

FOUR MEN FROZEN
NORFOLK, Va., Mar. 29.—Four men were frozen to death today in Albemarle Sound, near the mouth of North River, 30 miles below Elizabeth City, North Carolina, when the tug Julian J. Fleetwood capsized during a storm. Five other members of the crew were rescued.

WHEAT QUOTATIONS
(By Associated Press)
PORTLAND, Mar. 29.—Hard white \$1.35; Western Red \$1.18.

A dry country doesn't eat more sugar, but it uses a lot in amateur fermentation.

N. K. West & Co.
Have Your Seen---
ALL THOSE NEW PRETTY EASTER ITEMS AT THE N. K. WEST COMPANY?
Something new, dainty and attractive, especially for Easter wear in every department throughout the store.
A wonderful showing of things to wear for each of you this Easter morn.

More New Easter Dresses
just received by express direct from the Far East, giving you newer colors and designs to select from—silk effects in all the glory of spring.
\$20.00 to \$50.00

Those New Easter Gloves
Just the one item every lady must have to complete her outfit, or the one item to brighten another suit or coat you wish to wear for Spring.
75c to \$5.00

Have You Seen---
THAT SMILE in our clothing department from Hill Templeton over the arrival of TWINS at his home—a boy and a girl. Mother and children are doing well.

Have You Seen---
THE NEW LAVENDER ROUGE—The newest feature in milady's toilet requisites, giving daintier pink to the cheek—just as nature wanted that color to be, and very pleasant to the flesh.

Some Smile 50c

Easter Silk Vest Special
An extra value in a wonderful silk vest just received for this Easter week—splendid appearance—worlds of wear.
\$2.00

HAVE YOU SEEN THOSE New Easter Slippers
This department has some beauties to show you at this time—new spring styles to please each of you.
ARMSTRONG'S
SELBY'S
BOYD-WELSH
CANTILEVERS
\$5.00, \$8.00, \$10.00
Wonderful early Spring line for the little folks.
\$1.75 to \$3.75