

La Grande Evening Observer

An Independent Newspaper

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 Time contract rates on application



THIS IS A FAITHFUL SAYING, and worthy of all acceptance, that Christ Jesus came into the world to save sinners; of whom I am chief.—1 Timothy 1:15.

The automobile manufacturer who says Americans burn two billion dollars worth of tobacco foolishly a year is in an excellent position to know that tobacco isn't the only thing burnt foolishly.

ADVERTISING AS A SCIENCE.

Like all things, advertising has had an evolution. A century ago the leading merchants resorted to what is now the classified ad and the modern display ad was unknown. The store which a century ago purchased newspaper advertising in quantities of a half dozen lines weekly now contracts for one and two pages daily and the landlady advertising for a roomer or a young lady seeking a lost cat consumes more space in the newspaper of today than the most thriving merchant of yesterday.

As in quantity, so has advertising had an evolution of quality. Within the shopping memory of the present generation the advertisement, both newspaper and magazine, has risen from a relation of articles and prices to attractive displays artistically phrased, graphically illustrated and in the case of magazines often beautifully lithographed. The modern advertisement is not a narration of goods and prices; it is storehouse of information about buying, styles, thrift and economy. The public once complained of spending a penny for a newspaper and getting 50 per cent. more or less, of its paper in advertising. Now magazines are purchased by many for their advertisements alone, and as for the newspaper, the advertisements for an important part of the day's reading.

NOT MUCH DIFFERENCE.

One hears lamentation to the effect that the youth of the land are not as good as were their fathers and mothers. The wails come from those from whom youth has departed long since. Perhaps it is the angle from which the matter is viewed that leads to the conclusion. It may be that those who contend for the contrast have forgotten just what the boys and girls of a former generation were like.

Just as the "golden age" and the "good old times" were in the past so the good boys and girls lived in the past, if we were to accept all that we hear. The different environment which surrounds the youth of the present considered, there is not much between them and those of a former time, probably. Those of the present day do many things and have many privileges that their fathers and mothers did not have, but it is not so much because the youth have changed as the conditions have been altered.

If there is more available in the way of amusements for the present-day youth it is due to the facilities provided by their elders and because improved conditions have enabled folks generally to devote a wider margin of income to entertainment. Earlier times provided, good boys and bad boys, serious-minded youth and flighty ones, too, and it may be that the proportions have not been altered materially. Today there are greater numbers proportionately in schools than ever before, there are more libraries, there is more periodical literature, all the evidences of greater culture.

If the youth are retrograding as a mass it is strange that so many would seek the halls of higher education. Those who are devotees of jazz and long-distance dancing may get bigger headlines in the newspapers but they are not representative of the sober-minded young people who have a serious purpose in life, and the latter certainly are in the vast majority, though they do not excite the public notice in an unenviable way.

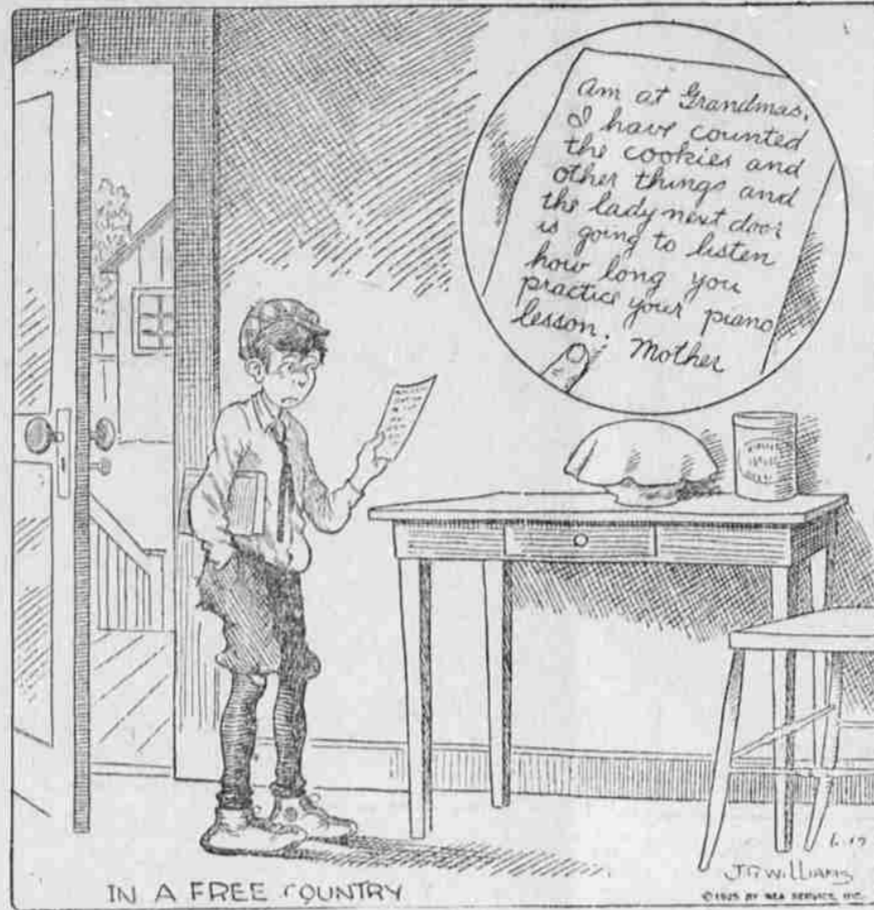
Portraying the youth as decadent is of a kind with the belief that the winters once were colder and the summers hotter. It's a fancy possibly incident to beginning to look toward the past rather than the future.

MARKET JOEL'S GROCERIES

Phone Main 759

HOME-GROWN GREEN PEAS, 3 lbs.....25c
 NEW SPINNS, 2 lbs.....25c
 HOME-GROWN BEETS, CARROTS AND TURNIPS.....25c
 1 Bunches for CANNING, Cans.....25c
 STRAWBERRIES FOR CANNING, Cans.....25c
 RASPBERRIES AND BLACK CAPS, 2 Boxes for.....25c
 SHRIMPS, 2 Cans for.....25c

OUT OUR WAY



IN A FREE COUNTRY

By WILLIAMS

ity a nerve double who is taking the chance. You have seen these double hundreds of times but you did not know them—they are always in the long shots. It would hurt the popularity of the stars if they received recognition by being shown in the close-ups. As a matter of brutal fate, the double might usurp their places as stars.

Nobody Home in Capital During "Warm" Weather

(Continued from Page One.)

The university wanted the president just as each wants a crack football team—to make a splash for itself with. The president in half a dozen times a "P.L.D." anyway. Evidently he didn't consider it necessary to have it rubbed in by an additional score of universities, for he accepted none of the latest batch of invitations to be "honored."

When Secretary of Commerce Hoover called recently for a reorganization reclassification and simplification, together with quite an extensive extermination of the government's almost innumerable bureaus, boards and commissions, employing several hundred thousand people, directly under the president, directly under Congress, or thrown hodge-podge into 19 different executive departments, when Secretary Hoover did this, he outlined a job to make the hardest politician shudder. The present system just "growsed," but by and by, until the war, during which and ever since which, it has "growsed" like a 1,000,000 horsepower steam engine. Its complications are insuperable.

Compared with taking it apart, scrapping a lot of it and putting it together scientifically, destroying the whole present and creating a new one would be easy. Indeed, every stage of the work would be fought tooth and nail by officials, fearful of losing their jobs or a bite of importance. However, Hoover, so fully made out his case—duplication, inefficiency, waste, other weaknesses—that Congress simply will have to do something about it, probably at its next session.

Klamath Trials Postponed. KLAMATH FALLS, Ore.—Because of the resignation of W. P. Myers, acting district attorney, all criminal trials scheduled for this month were ordered postponed until July 6, by Circuit Judge Leavitt. This delay was made in order to appoint Acting District Attorney Vandenberg with the nature of the charges to be tried. The grand jury went into session this afternoon.

The chief case to be presented was the death of Tim Murphy, prominent Klamath sheepman, for whose killing Frank Way, another sheepman, is tentatively charged with murder. A woman is apt to take a man for just what he is worth—especially when she marries him.

She even doubled for Joseph Schindler in the racing scene of "Song of Love" and did the riding for Constance Talmadge in "The Dangerous Men." Constance was supposed to have been the "dangerous" maid but in reality it was Miss Brown.

Men Also Are Doubled. Besides the group of girls, there are a few men who exist in this film town by their iron nerves. For instance, Ray "Red" Thompson, double for Barbara La Marr in the fire scene of "The Shoot- ing of Dan McGrew," Bobby Bone, who did most of the doubling work for Ruth Roland, listed as the "nerviest girl in film." Harvey Perry has doubled many times for Shirley Mason; "Red" Thompson doubled for John Brown in the fall from a horse into a pond of water in the Columbia River—a distance of 200 feet—in "Quincy Adams Sawyer"; Leo Monda doubled for Milton Mills in the fall from the top of a moving train in "The Honor System."

It is a safe gamble always to bet that the person, man or woman, you bet on the act will perform some dangerous feat in a real-

Swat THE EARLY Fly

One Now Means a Million Later!

CENOL FLY SPRAY Kills Them All

THE L & L DRUG CO.



HAL BOHNENKAMP Funeral Director

FIFTH AT SPRING STREET

Main 42

OFFICE CAT
By Junius

It is almost warm enough to practice classic dancing now.

Another great benefaction the war brought about, it got us caught up on our parades for the next decade.

When you hear of good in people—tell it.

When you hear a tale of evil—quell it.

Let the goodness have the light. Put the evil out of sight. Make the world we live in bright.

Some of the dear girls aren't playing fair—especially those who are gaining a little in weight. When they tell you their weight, they are allowing some of the pounds for clothing, which is two or three pounds too much.

Money may have rolled from the bank but look what love did for Niagara Falls.

There's a man in La Grande no doubt he thinks Sing Sing is a conservatory of music.

"Going to the breakdown of our linotype machine, local bulletins, deaths and marriages will be postponed until next week."—From Exchange.

MOSLEY SLATE. Crack up the bumps of coal. And if it's there, you'll see, that night of it, you'll see. What it's cracked on to be.

Hardware dealer to boy applicant for job: "I suppose you know the difference between a foot and a yard." "Yes, sir. A yard is usually covered with grass and a foot with dirt."

Mothers are folks who hope their sons will be what they thought their husbands were.

Another test of blood pressure, is to be in a hurry and come upon a placid cow on the highway.

Bill, the probability is that Adolph Noah never heard of the song written of "B. A. N. G. O. N. A. H. N. O. M. O. R. E."

A lot of folks can be found along the things they should not put off until tomorrow.

The average fellow who constantly complains that he never gets what he deserves would probably be terribly surprised if he did get it.

The pessimist is man often paid than wrong.

A man is educated when he knows what to forget.

POME. Papa called Mamma at half past eight. "Detained at the office, gotta work late."

Mam called a taxi. And caught the taxi cab. With a red-headed man, sitting on his lap.

So, apple of my eye, the husband did not wear water moccasins when he bathed.

LOADING OIL CARS BURN. CASSELL, Wyo. (AP)—Twenty massive filled tank cars of a 730-ton, Burlington & Quincy freight train were destroyed by fire of undetermined origin near Caspell, Wyo. Tuesday, causing damage estimated at one hundred thousand dollars. Numerous explosions occurred as the tanks spilled along the train and set fire to the cars. Fifty-eight other gasoline-filled tank cars on the train were safely detached. The cars were owned by the Union Tank Line company.

Some people spend all their lives looking for things they keep.

Markets

WHEAT IN CLIMB CHICAGO (AP)—Wheat made a sharp gain today, July closing at \$1.55 3/4 to \$1.55 1/2. The extreme gain was six cents.

PORTLAND MARKET PORTLAND (AP)—Livestock steady today. Light half to a cent higher, \$15 1/2 to \$16. Butter 45c, later fat firm.

BUTTERFAT SAN FRANCISCO (AP)—Butter fat \$2 1/2 here today.

PORTLAND GRAIN MARKET PORTLAND, Ore. (AP)—Wheat—Hard white H. S. Hard, Jan. \$1.54; July, \$1.55; soft white and western white, June, \$1.52; July, \$1.53; hard winter and northern spring, June at \$1.54; July at \$1.55; western red, June, \$1.50; July, \$1.51; H.R.R. hard white, June, \$1.55; July, \$1.49.

MARKETS AT A GLANCE. NEW YORK (AP)—Stocks—Higher; rails rally on record freight traffic report.

Foreign exchange—Easy; French francs and lire reactions.

Cotton—Firm; bullish crop reports.

Sugar—Steady; firm spot market.

Coffee—Higher; unfavorable crop news.

CHICAGO (AP)—Wheat—Weak; large estimate of Canadian crop.

Corn—Lower; favorable weather.

Cattle—Higher; small receipts.

Hogs—Firm; demand good.

Molasses—Said for \$5.00.

SALEM, Ore.—Dubs Miller, well-known in southern Oregon pugilistic circles, is defendant in a \$2000 damage action filed against him by Arkie and Arthur Pugh of Polk county. It was alleged that Miller attacked Mrs. Pugh while she was being entertained at her home a few months ago.

HEROINES OF FILMS MOSTLY THE "EXTRAS"

(Continued from Page One.)

stream. Persons who run the picture will recall that Virginia Valli, the star, was thought to be in the dangerous canoe drive.

Stars Play Safety First. As a matter of fact, it was June 6, one of Hollywood's most careless doubles, Miss Ford, has doubled for Priscilla Dean, Louise Lorraine, Norma Talmadge, Florence Gilbert, Anna Q. Nilsson, Louise Fazenda, and Emil Bennett.

Winnie Brown has "made up" in the attire of countless stars and essayed for them gyrating stunts which have immeasurably increased their popularity. Miss Brown jumped for Priscilla Dean from a second story window, breaking an artery in her ankle, and threw her horse back-wards over a cliff for Colleen Moore in "The Daughter of Mother McQueen."

She rode the camel for Pola Negri in "Bella Donna" and did all the horseback riding for Norma Talmadge in "Ashes of Venice."

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Ask for our Free Book for Mothers. Recommended by a State Board of Health

Norton's Kiddy Shop Everything in Infants' and Children's Wear.

Yesterday In Washington

R. E. Olds of St. Paul, was appointed assistant secretary of state.

Labor department and union officials considered the plasterers' strike.

Senator Borah expressed opposition to American participation in Chinese troubles.

Anti-foreign agitation was reported causing uneasiness in the Canton region.

The state department announced Ambassador Sheffield's early return to Mexico City.

ROAD VEGETATION SET. WASHINGTON (AP)—A valuation of \$5,263,799 was tentatively fixed Tuesday by the interstate commerce commission upon the property of the Utah Railway company. The corporation has outstanding capital issues with a par value of \$7,585,299 and an investment account of \$7,740,942.

There isn't anything in the world much more crooked than the dollar mark.

Obituary

CELINDA NEWSON. Celinda Newson, aged 74 years, died at 11:20 o'clock this morning at the home of her daughter, Mrs. Luther Burn, at the expiration of a long illness.

She is survived by two sons, Archie and Charles, of Auburn, Wyo., and her daughter, Mrs. Dupa.

The body will be taken to Portland for funeral services and interment. The remains are now at the Bohlenkamp chapel.

M. W. STEVENS. The remains of M. W. Stevens, who died here June 12, will be forwarded this evening to Twin Falls, Idaho, for burial. Mr. Stevens was 52 years of age at the time of his demise. Raymond Stevens, of Kansas City, a son, will accompany the body east. The remains are at the Bohlenkamp chapel.

Jap Crepe EVERY IMAGINABLE COLOR IN PLAIN COLORED OF 30-INCH MATERIAL.—A VERY GOOD WEIGHT. 24c Yd.

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Broadcloth FANCY STRIPED AND PLAINS IN GUARANTEED FAST COLORS; 32 AND 36-INCH MATERIAL; RETAINS ITS LUSTER AFTER WASHING. 75c and 80c Yd.

Cherries You cannot afford to let the birds have them this year. We are going to be in the market for BLACKS and ROYAL ANNS. We cannot quote a price as yet but it will pay you to see us before you sell.

La Grande Warehouse & Storage Co. Phone Main 782

OIL STOVES Don't Fail to Get Our Prices on OIL COOKS We can save you money.

Oregon Hardware & Imp. Co.

Don't eat a heavy lunch unless you are the boss and can last around all afternoon.

Outstanding Facts

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