

# LaGrande Evening Observer

(Incorporated)

An Independent Newspaper

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Published evenings, except Sunday, at 1416 Adams Avenue, La Grande, Oregon. The Observer-Star published every Friday. Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter under act of March 2, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

## MEMBER ASSOCIATED PRESS

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By Carrier

Daily, per month in advance.....\$7.50  
Daily, per six months in advance.....\$42.50  
Daily, single copy.....5c

By Mail

Daily, per month in advance.....\$6.00  
Daily, per six months in advance.....\$36.00  
Daily, per year in advance.....\$60.00  
Weekly Observer-Star, per year.....\$20.00

## ADVERTISING RATES

Display, foreign, per column inch.....\$4.00  
Display, local, per column inch.....\$3.00  
Time contract rates on application.



THANKS TO GOD—"I will give thanks unto thee, O Lord, among the heathen, and I will sing praises unto thy name."—2 Sam. 22:50.

## SELLING FREAK ADVERTISING.

Every once in a while a smooth young salesman swoops down on The Observer office with some freak advertising scheme which he wishes to sell to local business men (sponsored by us, of course), for which he is to receive a mere 50 to 75 per cent for his originality (?) and effort. When turned down—as he invariably is—his disappointment and disgust know no bounds. It is quite beyond him to understand why we should disapprove such chances to sell more advertising. We don't. We are quite human in business. We are always willing to sell more advertising—we might even be called "eager" in that respect. But it must be advertising, not merely a fraud method for filling paid space. And true advertising must have the capacity to be beneficial to three groups: the advertisers, the readers, and ourselves. It is The Observer's policy to sell advertising only on that basis. We study advertising and its problems with that in mind. It is our stock-in-trade. When we find something of merit, we recommend it on a merit basis. When we are consulted on an advertising problem we offer only the solution that will, in our opinion, prove mutually beneficial. Most of these freak ideas do not. And only by protecting our advertising clients against objectionable advertising can we hope to maintain full appreciation for that which has real merit.

## STATE TAXES.

The present tax deficit in the state treasury constitutes difficult problem for the legislature and the new governor. In some way or other the state must find money to pay for things already purchased. And at the same time it must find money to pay for things it wishes to purchase. The deficit is an obligation that cannot be avoided; the purchases of the future—or at least enough of them to make the margin between present taxes and higher taxes—can be made or forgotten according to the policy adopted.

One thing is certain: Property tax levies as far as the state is concerned must be increased, or assessed valuations must be raised and adjusted, or revenue must be found by special taxation of some kind. The state, which actually handles and is responsible for only about 16 per cent of our total property tax, can't go backward; and it can't stand still. All government officials who have an intimate knowledge of the affairs of state and who possess a sincere desire to see Oregon's best interests served are agreed that expenses cannot and should not be reduced materially. Both Pierce and Patterson have indicated that more money is going to be necessary of present policies are to be followed. People of the state, by their vote at the recent election, expressed their desire for improvement, for continued progress. The problem is obvious.

Special taxes seem out of the question as a means to additional revenue. The tobacco tax and the titling bill, both striking at certain groups, were defeated at the election. Similar tax ideas would not solve the present difficulty because they would undoubtedly be referred to the people for final decision. Such delay would be a hindrance. Immediate revenue is the necessary thing. It returns to a matter of increased levy or adjusted assessed valuation so that more wealth will appear on the tax books and more taxes made available accordingly. We believe a new tax law, dealing primarily with the question of equitable assessment of property valuation, can help the present situation greatly. It's a big job for the next legislature, particularly since that body has so many Portland members whose home town would first come under fire. But it's a job that has to be filled before anything else of a constructive nature can be given attention.

## CANDY STORE IS OPEN TO PUBLIC

McCloskey & Clem Start Wholesale, Retail Business Here

A new wholesale and retail candy store has been opened in La Grande and will be known as the C and M Candy company. The store is in the Sam Harris building across the railroad tracks, at 406 Fir street, in the rooms formerly occupied by Bergin's Candy company.

The proprietors of the new shop are J. W. McCloskey, recently of Pocatello, Ida., and J. A. Clem, of Prosser, Wash. Both men have had considerable experience in this line of endeavor. Mr. McCloskey comes here after being in the business for five years in Pocatello, and before that time he was a candy maker for 15 years in the middle states. Mr. Clem has been in the candy business in Baker and also in Walla Walla, Wash.

Mr. Bergin, who handles a variety of candies selling them wholesale to towns in Union, Baker and Umatilla counties, will continue and will add the C and M company's candies to his line.

Manufacturing at the candy store started the first of this week but will not be done on a very large scale until other equipment arrives from Pocatello, which is due next week.

The new company will specialize in five-cent candy bars, besides having a complete line of fancy retail candies.

The two families will make La Grande their permanent homes. Mrs. Clem is already here and Mrs. McCloskey will arrive about the first of next week from Pocatello. They will assist their husbands in the shop. Mrs. McCloskey is an expert chocolate dipper.

## Conducting Civil Service Quizzes

Claude L. Meekley, secretary of the local civil service board, has been giving examinations in the civil service rooms in the post office building the last two days. Yesterday one woman took an examination as seamstress, for Indian service. Today two women are taking the matron's examination, also for work among the Indians.

The examination reports will be sent to Washington, D. C., and word will be received from them probably within 60 days.

The first of December another examination will be given for a rural mail carrier out of Union.

## U. S. to Confiscate 2,294 Boxes Apples

CHICAGO, Nov. 18 (AP)—The government yesterday asked authority in federal district court to confiscate 2,294 boxes of apples shipped from Voorhees, Oregon by the Suncrest Orchard, Inc. The government called technical experts and chemists to testify that the apples were sprayed with a preservative containing a dangerous amount of arsenic trioxide. M. D. Bailey, assistant United States district attorney in charge of the government's case said that only a small part of the apple crop was involved in the government's investigation and that there was no cause for public alarm.

The government completed its case late yesterday, and the orchard company was to present its evidence today.

## High Aspirations



Mrs. Margaret Butler of Cleveland, Ohio, has had high aspirations all her life, she smiles. "That is, I've always liked to climb," she explains. She is her husband's partner in the trade of steeplejack. The inset photo is a close-up of Mrs. Butler at work painting the railway water tower.

## THE OLD SOAK AWAKENS

"IZ ZAT-HIC-ALL THERE IS-HIC-LEFT?"



## FRUITMEN PLAN CRUCIAL MEETING

WENATCHEE, Wash.—Arrangements are being made for the annual winter meeting of the Washington Horticultural society here on Dec. 2, 3 and 4. Secretary G. Hunter Martin of the chamber of commerce, reports. The invitation extended by the chamber, traffic association and city officials, has been accepted, he said.

It is expected that about 200 visitors will come, not including those attending from this district. The program has not been made up but many subjects will be down for discussion, according to those in charge. President J. L. Griner of the society, believes it will be one of the most important meetings in the history of the organization.

No call has been issued for a grade and pack conference, usually held in connection with the convention. It is at this conference that any demand for a change in the state grading rules must originate.

Weddings have dropped off more than 60 per cent in the South Wales coal fields since the dispute of the miners and mine owners threw more than a million men out of work last May.

It gets dark early these evenings. The Hole-in-One club should grow considerably.

## Want Better Street Lights

COEUR D'ALENE, Idaho.—Petition for improved street lighting on the north side of Sherman avenue, from Second to Seventh, was presented to the council recently by a committee from the Kiwanis club. Of the 55 property owners in the district, 32 signed the petition. Motion to create an improvement district for the lighting was passed.

## RED FEATHER

Bay Rum

## SHAVING CREAM

A delightful combination of Bay Rum and Shaving Cream. Highly antiseptic and most refreshing.

A Large Tube

35c

MOON DRUG CO.

Agents For THE OWL DRUG CO.

## STAR

Starting TODAY

## BUCK JONES



## A MAN FOUR SQUARE

From the novel by WILLIAM MacLEOD—Directed by WILLIAM WINE

And Fox Animal Comedy "THE LYIN' TAMER"

Watch for Tomorrow's Shoe Special

\$4.95

N. K. West & Co. Inc.  
La Grande's Leading Store For 25 Years

Come West Before Meeker.

REPUBLIC, Wash.—Mrs. Sarah Gifford, 94, old resident of this vicinity who died Saturday, was buried Sunday. Mrs. Gifford came west from Illinois in the sixteenth days, ahead of Ezra Meeker. She was then a girl of 15 and helped to drive the cattle through to their new home in California. Later she married and moved to Republic.

She was the mother of 10 children and had 15 grandchildren; 12 great-grandchildren, and one great-great-grandchild.

A monument overlooking the harbor entrance, through which a million American soldiers passed from the summer of 1917 to Nov.

ember 1918, is to be erected in Brest, France.

## Young Wife Afraid To Eat Anything

"I was afraid to eat because I always had stomach trouble afterwards. Since taking Adlerika I can eat and feel fine." (Signed) Mrs. A. Howard, ONE spoonful Adlerika removes GAS and often brings surprising relief to the stomach. Stops that full, bloated feeling. Removes old waste matter from intestines which you never thought was in your system. Excellent for obstinate constipation. The L. and L. Drug Co. —Adv.

## WATCH AND SEE

Our Window Display of Children's Shoes Friday and Saturday

A Free Balloon with Each Pair.

NORTON'S KIDDY SHOP

For WINTER Driving

# NEW AND BETTER

Cold days emphasize the merits of the New and Better TEXACO Gasoline. It forms a dry gas—vaporizing instead of atomizing; and contains no "heavy ends."

Results: Quick starts with less use of the "choke"; ready response to acceleration and an even flow of power to every cylinder. Fewer gallons run more miles.

The New and Better Texaco is a "high test" gasoline, available at every Texaco pump.

THE TEXAS COMPANY, U. S. A., Texas Petroleum Products

# TEXACO GASOLINE

—made by The Texas Company, makers of the clean, clear, golden Texaco Motor Oil that flows at zero

## Travel by Motor Stage

TRAVEL BY MOTOR STAGE  
La Grande for Joseph 9:00 A. M. - 4:00 P. M.  
" Baker and Boise 9:25 A. M. - 1:25 P. M.  
" Baker only 5:30 P. M.  
" Pendleton 11:00 A. M. - 5:30 P. M. - 6:15 P. M.

Connection at Pendleton for Walla Walla, Pasco and Portland; at Portland all points South and North.

La Grande Depot Phone 799  
All Modern Chair Car Stages.