

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

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**A STRIKING CONTRAST**—He that is of a proud heart stirreth up strife; but he that putteth his trust in the Lord shall be made fat.—Prov. 28:25.

A news report says that Iowa crops are in the best condition in years. That is good news for Hoover, even though he didn't need it. Iowa is never more staunchly republican than when it has harvested a big crop.

Adolph Ochs, publisher of the New York Times and the Chattanooga (Tenn.) Times, was honored last week by citizens of the latter city on the fiftieth anniversary of his ownership of that paper. Mr. Ochs is the ideal of the higher type American journalists. Starting his newspaper ownership at the age of 20 he now publishes the most successful and most highly respected newspaper in America—The New York Times. He accomplished it by adherence to the highest ideals of public service. From the record of his newspapers it is easy to see why the citizens of Chattanooga give this former citizen such honor.

The statement of Mr. Robin, mountain climber and Northwest authority on scenery, in Friday's Observer is a real tribute to the Wallowa Lake basin. It is one more expert's testimony that the Wallowa mountains provide scenic and recreational advantages unsurpassed if not unequalled in the entire Northwest. The difficulty, as every one knows, is that the charms of the land are too little known, inadequately advertised. And the only way that it can be quickly corrected is in the establishment of a national park of some similar federal or state action that will attract both development and multiplied visitors. Hundreds of new people visit Wallowa every month of the season. Hundreds of former visitors return for more. The important thing from a business standpoint is some plan that can result in multiplying these many times.

### REASONABLE RETURN

The war between American cities and public utilities has been a long one. The cities need the utilities, and because of their need, have sometimes allowed the utility companies to take advantage of them. The remedies proposed have been many. One of the most favored ideas has been municipal ownership, but where that has been tried it has almost invariably failed. Human nature has not arrived at the point where it can manage its affairs in that way, in spite of some outstanding exceptions.

The city of Cleveland, which is now having a battle with its gas company, has a manager who has for years been working along the line of what he calls the "principle of the fair return." Long before he was made city manager, he was urging this principle, and his idea had a share in the formulation of the "Taylor grant" by which Cleveland and its traction companies came to agreement in 1910. This grant provides that there be an interest fund which shall at all times contain enough money to guarantee to stockholders six per cent on their investments. When business is so good that the fund is more than filled, fares go down. When the interest fund is threatened, fares automatically go up to fill it, and automatically descend again. The grant has worked, satisfactorily on the whole, for many years. This idea the present manager wants applied to the gas company.

Utilities need satisfied stockholders, which means assured dividends. The energy and foresight which establish the utilities call for adequate reward. But no public utility company has a right to make a financial plaything of the people's need, nor has it a right to unreasonable profit at the people's expense.

The utility company deserves and should have a fair, even a generous return on its investment. Proper upkeep and expansion of the business must be allowed for. Then the public, in turn, deserves and should have adequate service, with rates as low as can be consistent with this service. This should be possible anywhere with reasonable co-operation and intelligent handling of a problem. That's the only policy that pays either side.

## Try---

The  
**W. K. GILBERT CO.**

## ---First

## ABE MARTIN



Next I' hangin' around home till somethin' you've paid cash fer is delivered, th' hardest thing is waitin' till a sight seein' bus starts. Ther's almost as much speculation o'er th' word "right" down our way as there wuz o'er th' word "choose."

### NIGHT FIGHTS

**TORONTO**—Frank Genaro, New York, and Steve Rocco, Toronto, drew (10).

**NEW YORK**—Leo Lomski, Aberdeen, Wash., defeated George Smith, Newark, N. J., (10). Joe Spotala, Brooklyn, technically knocked out Jean Fernandez, Spain (5).

**CHICAGO**—"Shuffle" Callahan, Chicago, knocked out Tommy McFarland, Detroit (1). Louie Lavelle, Indianapolis, outpointed Tony Sanders, Chicago (8). Ted Ross, Chicago, technically knocked out G. Elkhart, Salt Lake City (6). Eddie Ballantine, Chicago, defeated Johnny McFartyre, Detroit (6).

**AKRON, O.**—Bud Gorman, New York, outpointed K. O. Christner, Akron (10). Phil Zwick, Cleveland, defeated Nat Arno, Newark, N. J., (8). Tommy Thompson, Akron, and Danny Hanlon, Des Moines, Ia., drew (6). Danny Raeburn, Warren, O., technically knocked out Bobby O'Leary, Erie, Pa., (2).

**WILMINGTON, Del.**—Joe Smallwood, Washington, D. C., won from Vic Mallin, Wilmington (6).

**KANSAS CITY**—Dave Shade, California, defeated "Tiger" Johnny Cline, Fresno, Cal., (10). Joe Rivers, Kansas City, outpointed Joe (Kid) Peck, Tampa, Fla., (10).

**OMAHA, Neb.**—"Beard" Wright, Omaha, knocked out Eric Johnson, Kansas City (1).

## BEFORE MIDNIGHT

### WEDNESDAY PROGRAMS

The National Broadcasting company program for Wednesday night follows: 8, Jack and Eby; 8:20, "Laugh with Louie;" 9 to 10, orchestra program; 10 to 12, dance music.

KGW—Portland (491m-610kc) 8, NBC; 11 to 12, dance program. KJR—Seattle (548.5m-850kc) 8, stringed trio; 9, music; 10, orchestra. KGO—Oakland (384.4m-780kc) 8, NBC.

KOMO—Seattle (309.1m-570kc) 8, NBC; 10, concert orchestra. KYA—San Francisco (252.1m-550kc) 8, program; 9, ABC chain; 10 to 12, dance music.

KPO—San Francisco (422.3m-710kc) 8, NBC. KPON—Long Beach (241.8m-1240kc) 8, news; 9, band; 9:30, orchestra; 9:45, fight broadcast; 11 to 12, dance music.

KFWB—Hollywood (351.2m-830kc) 8, laugh, hour; 9, musical program. KFRC—San Francisco (454.3m-660kc) 8, minstreis; 10, orchestra; 11 to 12, dance music.

KOIN—Portland (319m-540kc) 8, studio program; 10:10, pianist; 10:20 to 12, dance music.

KHJ—Los Angeles (439.8m-750kc) 8, program; concert; 10 to 12, dance music. KOA—Denver (325.9m-520kc) 8, orchestra; 8:30, quartet; 9, orchestra.

KFI—Los Angeles (468.5m-540kc) 8, NBC. KHQ—Spokane (370.2m-810kc) 8, NBC.

### Father of Fig King Hangs Self Monday

SAN FRANCISCO, Cal., July 24 (AP)—George C. Hoeding, 58, father of the California fig king and nationally known horticulturist, hanged himself from a high tension tower yesterday near Livermore. Two boys hunting squirrels found the body. Hoeding's suicide followed a nervous breakdown. He was among the first to introduce the fig in California and during the war was a member of the national agriculture advisory board. During this service he found charcoal of peach pits could be successfully used in gas masks and gave the idea to the government.

**HOP CROP HEAVIER**  
SALEM, Ore., July 23 (AP)—Oregon's hop crop for 1928 is variously estimated by dealers and growers here at from 90,000 to 100,000 bales, as against an 80,000 bale yield for last year. Expectation of the additional crop is based on new acreage, the growth of the crop being about on a par with last year.

### INVESTIGATE FIRE

PORTLAND, Ore., July 24 (AP)—Origin of the blaze which last night swept the half block home-

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**George To Meet Jimmy Tonight**  
PORTLAND, Ore., July 24 (AP)—Mayor Jimmie Walker, of New York, due here tonight for a three-hour visit on his way back to his home town, will be entertained by a committee of Portland residents headed by Mayor George L. Baker, 6 o'clock. There will be a dinner at Multnomah hotel at 8:45, an address at 9:45 over radio station KGW, and a sightseeing trip. Mayor Walker will leave here at 11:15 p. m.

**SPOKANE HOT**  
SPOKANE, July 24 (AP)—A 30 years heat record bade fair to be broken here this afternoon when the mercury reached 104 at 1:29 p. m. The only higher temperature on record here was 104.4 reached August 8, 1898.

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