

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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OUR GOD REWARDS—The great God that formed all things both rewardeth the faint and rewardeth transgressors.—Prov. 10:29.

There has been some question of tourist volume this season, the pessimists expressing the belief that it is below normal. Foreign car registration figures recently sent out by Sam Kozar indicate the opposite. In spite of June being a wet, cold month, the number of visiting cars was much greater than the same month a year ago. Incidentally, a better type of motor tourist is arriving, too. The highway tramp is less in evidence.

The Observer sees no hope for the success of the Grange Income Tax Bill at the fall election. On numerous income tax bills the people of the state have expressed distinct disapproval. The only way that a new bill could hope to get a majority would be as a measure of additional revenue, which is not possible under this measure. It provides that its revenue will be used to reduce present property taxes within the existing six per cent. limitation. Even though it passed it would not help the present deficit in the state treasury. The problem of making both ends meet would remain the same. Which leads one to conclude that the legislature must give very serious consideration to the special tax commission's report next winter, must either economize rigidly or find some new and additional sources of revenue.

CRIME NEWS AGAIN

"There is a strong tendency in some of the daily newspapers, all over the country, to advertise, in detail, on the front pages of the papers, in large type, the most hideous and daring crimes ever known in history. It is only fair to say that the thought possibly held by some of these newspapers, is that their readers demand such detailed pictured information. Right here may I state that it is agreed that daily newspapers represent a most powerful influence for molding thought, and, I am sure, newspapers have as a purpose a desire to get out only the very best influence for the greatest good. However, the way crime covers front pages raises the question, 'What possible good can come of telling the world the methods of evil; what need have we to learn of crime, getting the public to read and talk crime?'"

"Further, I am sure newspapers unwittingly are picturing in detail how easy it is, with a small investment of a few guns, to obtain large sums of money. Besides this, the criminal often feels that should he be caught, he is in a sense, repaid by the publicity he has gotten out of it and oftentimes a criminally minded man thrives in such notoriety as the newspapers too often contribute. It is growing more apparent generally that newspapers are striving for cleaner journalism in every sense and respectful to this it may be found wise to modify the ways and means of informing the public of the things that occur which are other than a good influence to a community."—From a letter to The Christian Science Monitor.

The foregoing extracts from a letter in the Monitor appeared under the heading, "Dime Novels, Newspapers, and Crime." The position is well taken, if the writer is a reader of a certain class of metropolitan daily, and no one will deny that the details printed about some crimes are sufficient to send the "dime novels" of the old days into the discard.

One thing may be overlooked. In a recent editorial in this column we reviewed the survey on crime news conducted by the School of Journalism at Eugene as printed in the New York Times. Less than three per cent. of the news space in a hundred representative newspapers, on an average, was devoted to news of crime and scandal. Most people would guess more and we would imagine this writer in the Monitor might guess a much higher percentage if he had not seen the results of the survey.

Much of that three per cent., it is true, finds a location on the front pages of most newspapers. The front page, for those publications which count heavily on street sales, is the display window of the newspaper, the "special value" that is counted on to attract buyers. As with merchandise, it is the unusual, the extraordinary thing which attracts attention. And crime, being unusual and extraordinary in itself, is looked upon by the metropolitan press as best providing the desired attention compeller.

Those who defend the average newspaper's presentation of crime news say that publicity is one of the greatest crime preventatives, that the reading public demands it. There is much merit in the first statement, very little in the latter. Fear of publicity does help prevent crime; knowledge gained from it helps in the same manner. The demand of the reading public for crime news, however, is more questionable. We wonder if the demand of the public for crime news isn't overestimated, if newspapers haven't created the demand and then set about satisfying it?

ABE MARTIN



It's had enough to be ostracized by society, but you're through when it's movies pass you up. "There's something I'd have if Queen Mary lived in this country," said the Lark, "I'd point it a picture of a plug hat."

CATHERINE CREEK PERSONALS

CATHERINE CREEK (Special)—Mr. and Mrs. P. P. Edvason and son, Helen left last week for a visit at their old home in Utah. They expect to be gone about two weeks. Mr. and Mrs. Chas. Walter, of North Powder, were dinner guests at the De Vore home last Monday.

The huckleberry season has attracted the usual large crowd on Catherine creek, as it does each year. Several groups have reported them quite plentiful.

The farmers of this neighborhood are busy having and most of them are very well pleased with the crop which is as good as usual.

The raspberry crop on the Edvason, Standahl and Conch ranches have just been harvested and each report a fine yield.

Ed Miller moved a small herd of mutton sheep from the range in the hills to Union last Monday.

John Hunter and Miss Miller from the Park district were picking cherries at J. P. De Vore's last Wednesday.

Arnold Edvason is ill this week, suffering from a severe case of tonsillitis.

Mrs. Edvason has been on the sick list this week, but is much improved.

Miss Edna Casler, and her brother and wife, Mr. and Mrs. Roy Casler, of La Grande, spent the weekend camping in the mountains and picking huckleberries.

Everyone is welcoming the return of cool weather.

The busy time of the logging trucks still continues and logs are being rushed to the sawmill at Union.

George Cudde and family, of the Clover Creek section, were Sunday visitors at the home of his mother, Mrs. B. J. Cudde.

OFFICERS TO MEET
HIDDEPHEM, Aug. 3.—The eighth International Anti-Crime conference will be held at Boise, Idaho, Aug. 16-18. S. E. Notovich, district attorney, Hagerman, Ore., who is state vice president of the North Pacific Association of Sheriffs, and Police, is sending out special invitations to the sheriffs, district attorneys, and other law enforcement officials to attend this conference.

All governors, sheriffs, circuit judges, district attorneys, mayors, and police officers are invited to membership.

The child does not forget unfilled promises of reward or threats of punishment. A mother may be sure the child is storing up in his nervous system an attitude of doubt as to what kind of person she is, or forming the basis of disregard for what she says or does, if for this she "thinks" really mean to say "Children, The Magazine For Parents."

Beloved Star Ill



James Ellen Terry, known as the world's greatest Portia, and one of the best loved of all English stage stars, lies near death at her home in Kent. Eighty years old, she had been retired from the stage for many seasons.

Comedian Injured When Plane Dives

NEW LONDON, Conn., Aug. 3 (AP)—Fred Stone, comedian, is in a hospital here suffering from a badly crushed right leg and injuries to his face and head received when a travelair biplane which he was flying solo, crashed near the Groton airport when its engine went dead.

Stone had been in the air ten minutes and was returning to the flying field when the motor stopped. The plane went into a nose dive, Stone was flying low at the time and was unable to right the plane and it continued on down carrying its nose in the ground.

A German scientist is trying to obtain fusels from wood. American already has managed to get them out of it.



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It is at an end when you see Hills Bros' Ark. For this famous trademark is your guarantee of genuine Hills Bros' Coffee. Its glorious, uniform flavor is developed by Hills Bros' exclusive, continuous process of roasting a few pounds at a time instead of in bulk.

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From the original "Swamp" pack. Early ground with a try.

Announcement

In making the announcement that I have severed my connection with the La Grande Investment Company, and will in the future be found doing a Real Estate, Rental and Insurance business under my own name, I wish to take this method of thanking friends and clients of the Company and myself for the business entrusted to us while in their employ.

For twenty-two years I have been associated with this Company, have served patrons to the best of my ability, and believe and hope that business friendships thus formed will be pleasantly and profitably continued under the new arrangement.

At present I can be found at my home, 1909 Second St., where any business connected with the above lines will be given my prompt and personal attention. Phone 159-M and I will call and see you.

Trusting that we can mutually and profitably aid each other in the future, I solicit your business.

Respectfully,

B. A. Benham

Over the Valley

(Continued from Page Seven.)

held Tuesday afternoon at the chapel at Sunnyside. The service was attended by a very large company of the friends of the deceased pioneer. The sermon was preached by Rev. H. H. Egan, pastor of the Christian church at this place, and music was furnished by the ladies choir. Interment was made in the Sunnyside burying ground.

R. O. M.—This coming Sunday, the annual R. O. M. picnic, being interested in the former residents of Kansas, Oklahoma and Missouri, will be held at the park in La Grande. The program which has been planned out is unusually attractive. There will be a large crowd present, the dinner will be of indescribable proportions, and taking it all in all, the people eligible to attend are looking forward to one of the biggest assemblies they have ever held.

Two Interesting Guests—Mr. Kathryn Robertson and Miss Hanson, of Omaha, Neb., are spending this week at the cottage of Mr. and Mrs. Pat Posner at Medical Springs, enjoying what is to them, a new experience. These two ladies started out early this summer on a year's auto trip having no special objective, only a desire to see the country and to get much-needed rest. They have traveled as leisurely as they chose, and have visited those places in which they had heard spoken of with an interest. Some place on the way they heard of Medical Springs and so turned off at Baker and are having a delightful week.

Action Against Dunne Bill Begins

SALEM, Ore., Aug. 3 (AP)—Arguments will be heard by Judge L. H. McMahon today in the injunction proceeding brought against Secretary of State, Kester to restrain him from passing the Dunne automobile license reduction bill on the November ballot. Senator Dunne has introduced his measure, but since sufficient signatures were obtained on the petition to put the bill on the ballot it can be removed only by court action, and possibly not by that means.

12 SOLDIERS KILLED—BERLIN, Aug. 3 (AP)—The patches from Bromberg report that 12 Lithuanian soldiers were killed and 100 injured in the explosion of a Lithuanian munition depot at the town of Oly in the Polish-Lithuanian frontier.

American women are beautiful savages, says a vicious visiting American for the first time. Let him marry one and become a savage himself the first of every month when the bills come in.

Car Dives 75 Feet; One Occupant Slain

SALEM, Ore., Aug. 3 (AP)—Newton A. Swift, resident of Mill City for 35 years, was killed yesterday when the automobile driven by his wife went over an embankment on the Detroit road near Niagara, Multnomah county. The car plunged down a distance of 75 feet. Mrs. Swift who was slightly injured, is prostrated by grief.

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pie crust

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To test your cooking fat, taste it. Crisco's sweet flavor will amaze you.

—this from
Mrs. E. M. Warner

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Imagine it... 442 whole carloads... practically HALF-A-MILLION Western Giant and Wearwell tires... were purchased by western car owners last year...!

Why the popularity...? Here are some of the many reasons... High quality and long, trouble-free mileage; Low prices made possible by our tremendous volume and economical distribution; Additional savings for you in our Trade-In Allowance on your old tires; Unequaled Service offered by all our more than 150 conveniently located stores; Tires mounted FREE; Confidence in our Iron-Clad Guarantee, and the knowledge that our CUSTOMER IS ALWAYS RIGHT policy assures your complete and lasting satisfaction...!

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Wearwell Balloon	
Guaranteed 8000 Miles	
Extraordinary savings are offered in these full balloons with broad ribbed, non-skid treads. Look at these low prices... and remember our trade-in allowance on your old tires!	
Size	Our Low Price
29x4.40 Balloon	\$ 6.65
30x4.50 Balloon	7.25
30x5.00 Balloon, Rt 29x4.95	9.25
31x5.00 Balloon, Rt 30x4.95	9.55
30x5.25 Balloon	10.15
31x5.25 Balloon	10.95
30x5.77 Balloon	11.95
33x6.00 Balloon	13.90
More than 150 stores to serve you!	

Wearwell Cord	
Guaranteed 8000 Miles	
Our new Low Prices on these full standard weight tires with thick, tough, road-gripping treads, offer tremendous savings to car owners in the West. Allowance for your old tires, too!	
Size	Our Low Price
30x3 Cl. Regular Size	\$ 5.45
30x3 1/2 Cl. Regular Size	5.65
30x3 1/2 Cl. Oversize	5.95
30x3 1/2 S. S. Oversize	7.40
31x4 S. S. Oversize	8.95
32x4 S. S. Oversize	9.40
33x4 S. S. Oversize	9.95
34x4 S. S. Oversize	11.40
32x4 1/2 S. S. Oversize	13.90
33x4 1/2 S. S. Oversize	14.95

Western Giant Balloon	
Guaranteed 15,000 Miles	
Extra heavy tread... built to give extra mileage under the most exacting conditions. At our low prices they offer unequalled tire economy. Trade-in allowance, makes these prices even lower!	
Size	Our Low Price
29x4.40 Balloon	\$ 7.85
30x4.50 Balloon	8.85
30x5.00 Balloon, Rt 29x4.95	11.45
31x5.00 Balloon, Rt 30x4.95	11.95
30x5.25 Balloon, Rt 31x4.95	15.65
31x5.25 Balloon	12.95
31x5.25 Balloon	13.45
30x5.77 Balloon	14.85
32x6.00 Balloon, 6-ply	17.95
33x6.00 Balloon, 6-ply	18.75
33x6.00 Balloon, 6-ply	20.75

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