

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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THE SONG OF VICTORY—The Lord is exalted, for he dwelleth on high: he hath filled Zion with judgment and righteousness.—Isa. 33:5.

The remarkable water pressure in evidence at the courthouse fire is a credit to the fire-fighting facilities of the city. The new pumper purchased a year or two ago has done yeoman service on several occasions. If the fire had not been checked Wednesday, the loss of records in the building would have cost the county a good many times the cost of the structure itself.

The county has never been in better financial condition to consider the building of a new court house than at the present time. Outside of road bonds, there is not a penny of indebtedness, thanks to the efficient administration of Judge Couch and Commissioners Stevens and Ledbetter. This is largely responsible for the rapidly growing sentiment for the new and adequate county building.

The last of August or first of September the Observer will undertake a straw-ballet through its columns on the Hoover-Smith and wet-dry preferences of its readers. Ballot coupons will be printed and readers asked to mark and mail in. If straw ballots are not indicative of a majority's opinion, they are at least interesting—and The Observer will undertake its ballot largely for that reason.

The speech of Mr. Hoover at West Branch, Iowa, his birthplace, was devoted largely to comments on agriculture, the changes it has experienced, the importance of inland waterway development for both farming and industry. But in addition to these political and governmental questions, Mr. Hoover talked of other things. He spoke of his old home, his old friends and neighbors, of pioneer times in Iowa, of the early schools, of the Quaker meeting house, of his first teacher, of the old swimming hole. These things, strange as it may seem, are of equal interest to millions of people as are the problems of government. Citizens are concerned with the presidency and its duties, but they are also concerned with the president and his character. Hoover's boyhood near West Branch, Iowa, is far from being a liability.

3c WORTH OF CRIME NEWS

The crime news survey conducted by the University of Oregon Journalism School, reviewed recently in this column, has caused much comment over the country. Formerly papers had been condemned for giving too much space to this class of news. Now it has been determined that only 3.5 per cent of the total news-space is occupied thus objectionably (?), the critics say it's not the quantity but the way in which that quantity is presented. At least that is the attitude of the Christian Science Monitor in a recent comment:

"Herein does the evidence brought forward by the Oregon inquiry take on its greatest significance. Consider this finding in particular: That the 3.5 per cent of the crime news published in the 100 newspapers was given such prominence and accentuation that the readers themselves thought that from 25 to 50 per cent of the space was devoted to news of crime. Manifestly, the criminality of crime news rests in the impression which its publication leaves with its readers, and if a modest 3 1/2 per cent of crime news is made to look seven to fourteen times as great by the way in which it is played up, therein is the essential objection to crime news and therein is disclosed the condition which calls for remedy."

We are quick to agree that some papers give too much "play" to crime news, without discussing the reasons and demands for such a policy. But one is moved to question whether or not the presentation is sufficient to make readers think 3 1/2 per cent is actually 25 per cent to 50 per cent of the news total. Perhaps some of the fault of that conclusion is with the paper, and some with the reader.

Isn't it likely that some people are influenced in their opinion of the space devoted to crime by their interest in that variety of news, as well as by the prominence given to it? Isn't it possible that some people read crime, divorce, and scandal so constantly that their judgment of percentages be vastly swayed by their preferences?

No one who reads all the news in a newspaper with regularity can possibly come to the conclusion that fifty per cent of it is crime and scandal. The mere amount of time involved is sufficient to make that error impossible. The trouble is we read what we like, skip this, pursue that. Our conclusions, correct or otherwise, are drawn accordingly.

ABE MARTIN



BIG COW MILKING MARATHON
AT BENTLEY'S FARM
RUSTICAL CANDIDATES
OF ALL PARTS
WILL ENTER GIST
COME ONE-COME ALL!

Farm Pointers

Data seem to have a marked aversion for certain odors, and a liberal quantity of (laked) naphthalene scattered on the floor of warehouses or other structures where seed or grain is stored will keep the rodents away and will not injure the seed. Compounds that rats avoid, such as powdered sulphur, lime, ice and camphor, often can be used as deterrents where an odorous preparation would be objectionable, particularly where food-stuffs are stored. Sulphur has proved especially effective in protecting stored grains from rat ravages.

Shredded, oiled paper scattered through the basket or barrel of commercial apples greatly increases the market value of the fruit. Growers packing apples this way often receive from 50 cents to \$1.25 more a barrel. If well distributed, the paper is valuable in the control of apple scald.

It apparently is more difficult to raise pigs (arrowed) in the fall than in the spring. Records of thousands of pigs compiled during a period of four years show that losses from hog cholera nearly all occurred in the fall and that the percentage of loss from other causes was considerably greater in the fall than in the spring. Through losses of various kinds the percentage of pigs raised to market age was only 86.3 in the fall as against 92.1 in the spring.

Successful Oregon poultrymen always aim to have their hens go to roost at night with a full crop as egg production is not possible on empty feed. The experienced station finds it is advantageous to keep them busy and see that all feed is cleaned up in the morning, but any under-feeding soon stops production. The average hen consumes about 4 ounces of feed a day, the amount varying with the season.

55 Years Ago
Levi Strauss

Two-Horse Brand Copper-Riveted Waist Overalls

were patented. The patent has long since expired, but the sales increase each year. Made of extra heavy 9 ounce Indigo-dyed Denim, cut full and roomy, fitted at the waist like tailor-made pants, with belt loops for added convenience. Copper riveted at all strain points, plenty of big, roomy pockets. Sewed with special thread, and buttons riveted on to stay on. Insist on getting the make you can always depend on for everything that spells overall satisfaction, comfort, fit and longest wear.



Look for this Trade Mark
Remember this Guarantee
A New Pair FREE if They Rip
Made by Levi Strauss & Co., San Francisco
Also makers of Two-Horse Brand Bib Overalls for Men and Boys.
Reliable Merchandise Since 1853

Levi Strauss "Two Horse" brand Overalls

For Sale By

N. K. West & Co. Inc.

WARTIME TEXTILES PASSING

BERLIN (AP)—Woven paper textiles in which paper yarn supplies both warp and weft, are little used in post-war Germany. Although a few cloth, carpet, spinning, trimmings, made and artificial flower manufacturers still make use of the paper yarn, only two mills continue to manufacture it.

COAL INDUSTRY GROWS

ROTTERDAM (AP)—Netherlands coal is reaching European markets in steadily increasing quantities, net production of the mining mines alone having grown from 22,000 tons in 1926 to 32,225,000 tons last year. Production from the 40,000 acres of coal land owned by the state accounts for more than half the total output.

"OK ANY DAY!"



THE NEW ZEROLENE for your motor

A STANDARD OIL PRODUCT



Detailed Facts Mean Everything in Emergencies

Use Long Distance Service! West Coast Telephone Company

Try---
The W. K. GILBERT CO.
---First

"Western Auto's" Semi-Annual New Customer TIRE SALE

This great sale offers a new peak of tire savings to motorists who have not yet learned the many advantages of economy and satisfaction offered by "The World's Largest Retailers of Auto Supplies" . . . ! Sale Ends Saturday, September 8th. Our thousands and thousands of old friends, too, will welcome this money-saving event . . . during which, for two weeks, long-lasting, trouble-free Western Giant and Wear-well tires will be offered at lower prices than ever before.

And when you look over our low New Customer Tire Sale prices, remember that these are the same Western Giant and Wear-well tires of which we sold over half a million last year . . . and that every tire is backed by our Iron-Clad GUARANTEE of satisfaction, SERVICE at all our more than 150 conveniently located stores, and by our CUSTOMER IS ALWAYS RIGHT Policy . . . AND THAT . . .

Wear-well BALLOON
29x4.40 31x5.25
Full Cushion Full Balloon

Wear-well CORD
30x3 1/2 Cl. Rg. Size 5.18
30x3 1/2 Cl. Rg. Size 5.37
30x3 1/2 Cl. O. S. 5.66
30x3 1/2 S. S. O. S. 5.95
31x4 S. S. O. S. 8.51
32x4 S. S. O. S. 8.93
32x4 S. S. O. S. 9.46
32x4 1/2 S. S. O. S. 10.21
32x4 1/2 S. S. O. S. 10.32
32x4 1/2 S. S. O. S. 14.20

Western Giant BALLOON
29x4.40 31x5.25
Full Cushion Full Balloon

Western Giant CORD
30x3 1/2 Cl. Rg. Size 5.99
30x3 1/2 Cl. O. S. 6.63
30x3 1/2 S. S. O. S. 7.51
31x4 S. S. O. S. 10.41
32x4 S. S. O. S. 10.98
32x4 S. S. O. S. 11.83
32x4 1/2 S. S. O. S. 15.44
32x4 1/2 S. S. O. S. 15.92
32x4 1/2 S. S. O. S. 16.98
32x4 1/2 S. S. O. S. 21.75
32x4 1/2 S. S. O. S. 22.66

TIRES MOUNTED FREE!

Western Giant Balloon
Extra heavy throughout, built to give, and do give, extra mileage under most exacting service. Extra, this new built trade-in tire, built to give, and do give, extra mileage under most exacting service. New Customer. Tire Sale prices, and trade-in your old tires to make your savings greater.

TUBES ALSO REDUCED
Guaranteed Blue Ribbon and Jumbo Tubes also reduced for this great New Customer Tire Sale.

WascoCom
30x3 1/2 Cl. \$4.20
29x4.40 Balloon \$5.37

Western Giant Cord
Extra savings on these extra heavy duty super-cord tires, extra mileage because of extra tread and side-wall thickness, extra heavy carcass and extra quality materials. We invite comparison with any other standard make tire. (Trade-in, too.)

Open Saturday Until 9 P. M.

More than 150 Stores in the West—
Western Auto Supply Co.
1411 1/2 Adams Avenue
La Grande, Ore.

"WESTERN AUTO" SERVICE
A feature that saves you money . . . Service departments are maintained in all stores where we have stores, so that goods purchased from us may be serviced and promptly installed at a very low flat rate. In many instances free of all costs.

Grande Ronde Meat Co.

Three convenient locations to stop and trade:
City Grocery & Market Main 75-30
Economy Grocery & Market Main 578-48
Hoover Market Main 755

Phone For Food!

In the cool of your home you can bring our whole store to you—over the phone. Our courteous experienced grocery men will select your order with trained precision—and twice daily our free delivery will bring it to your door.

You would be surprised if you knew how many of your neighbors depend on us solely for their meat and groceries.

A trial of our service will prove that it is economical to call—Main 75 — 50.

GROCERY DEPT. Real Savings For Saturday and Monday

Royal Club Grapefruit Fancy whole pieces 2 No. 2 tins 45c	Royal Club Shrimp Large Fancy Pack 2 tins 39c
Elgin Mayonnaise Made from fresh eggs and pure salad oil 1/2 pint jars 19c Full pint jars 37c	Memorie Coffee Highest Possible Quality 2 lb. 98c
Schlitz Hop Flavored 2 1/2-lb. tin 59c	Borden's Malted Milk With Glass Mixer 1 lb. tins 45c
Mazola Oil A pure salad and cooking oil Pint tins 27c Quart tins 50c 1/2-gal. tins 98c	Tuna Fish White Star 1-lb. tins 39c
Don Castile Soap 3 bars 19c	Bakers Shredded Coconut 1-lb. package 35c
	Candy Lungs Fresh Peanut Brittle 2 lbs. 35c

Meat Department

Fresh Pork Shoulder	20c
Fresh Pork Roast	22c
Fresh Pork Steak	23c
Hams 1/2 or whole	28c
Picnics	18c
Rolled Butts	25c
Cottage Butts	20c
Loin Backs 1/2 or whole	25c
Fresh Dressed Poultry	