

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

FRANK B. APPELBY Editor and Publisher  
HARVEY F. MATTHEWS Business Manager

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 3, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

MEMBER OF ASSOCIATED PRESS  
The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited if published herein. All rights of republication of special dispatches in this paper, and also the local news herein also are reserved.

National Advertising Representative  
M. C. MOGENSEN & CO., Inc.,  
San Francisco, Los Angeles, Seattle, Portland, Chicago, Detroit, New York

SUBSCRIPTION RATES  
By Carrier  
Daily, per month in advance 75c  
Daily, six months in advance \$4.40  
Daily, single copy 5c

By Mail  
Daily, per month in advance 50c  
Daily, per six months in advance \$2.50  
Daily, per year in advance \$5.00  
Weekly Observer-Star, per year \$2.00

ADVERTISING RATES  
Display, foreign, per column inch 42c  
Display, local, per column inch 40c  
Time contract prices on application.

This year's Stock Show not only surpassed all previous records for the number and quality of stock entered but the entertainment program was an improvement over former years. More amusement and more attention to stock, the real purpose of the show, and less thrills and danger following elimination of the bucking contests. Nowhere else on the coast outside of state fairs and the Pacific International can there be found as impressive a collection of livestock. And the benefit to this great industry of Eastern Oregon is found in a keener, more active interest in profitable stock raising.

The decision of Sir Esme Howard, British ambassador, that no liquor is to be brought into the embassy under diplomatic privilege in the future will give a lot of people in Washington something to think about. If the official representative of Great Britain can show respect for American prohibition laws, though they do not affect the embassy, it may occur to some senators and representatives and other government officials that they could do likewise. Unconsciously, perhaps, Sir Esme has made it less popular for much of official Washington to vote dry and drink wet.

### THE GREATEST CATASTROPHE

Suppose that some terrific catastrophe should completely wipe out of existence a city of the size of Yakima, Wash., killing every man, woman and child living there; wouldn't a wave of horror sweep the country and wouldn't we resolve, at no matter what cost, to take whatever steps were necessary to prevent such a thing from ever happening again?

Undoubtedly. Yet, in the year 1928, a tragedy of similar size visited the country—and we ignored it! It was a thing that killed more than 27,000 people of all ages and caused an economic loss of \$900,000,000—and we didn't pay any attention to it! As a result, it will inevitably be duplicated this year.

What was that tragedy? It was a long, connected string of tragedies—the automobile traffic fatality list. It began in January and did not end till the year ended, and it claimed its victims in almost every county in the Union. It killed upward of 27,000 people and injured nearly a million more.

Because it was before our eyes every day we weren't horrified by it. Because the deaths and injuries were scattered all over the country and all the length of the year, we didn't realize its horror. Consequently, we didn't do anything in particular to prevent a repetition—and, as a result, the toll this year will be even higher than it was in 1928.

The automobiles themselves are far safer now than they were ten years ago. They can be stopped quicker, they are less liable to skid, they are sturdier and they do not upset so easily. The manufacturers have done their part.

But because we don't realize the seriousness of the problem, we don't do ours. We need comprehensive, drastic legislation to regulate traffic and weed out the unfit drivers. We need to expand our highway system enormously—and it will cost real money to do it. We need to make the traffic problem one of our major issues, and keep it that way until it is solved. Otherwise—the death list will go far above 27,000, and in no long time.

# Food Sale!

A Five-Day Sale Demonstrating the Unusual Values Obtainable in MacMarr Stores at 10c, 15c and 25c

Prices Effective Saturday, June 8 to Thursday June 13, inclusive

<h2>LOOK 10c</h2> <p>What You Get For</p> <ul style="list-style-type: none"> <li>SALT—Leslie, plain or Iodized 2-lb. Carton 10c</li> <li>CAMPBELL'S SOUPS—All Varieties, can 10c</li> <li>JELLY—A &amp; L Brand, Assorted Flavors, 6-oz. glass 10c</li> <li>LIBBY'S MEATWICH—A Delicious Sandwich Spread, can 10c</li> <li>SUNMAID RAISINS—Choice of Puffed or Nectars, carton 10c</li> <li>RED KIDNEY BEANS—Pref. Stock, No. 2 cans 10c</li> <li>STARCH—Lint—Finest for the Laundry, 12-oz. pkg. 10c</li> <li>CANDY BARS—Large Assortment including Hershey's, 3 for 10c</li> </ul>	<h2>SEE 15c</h2> <p>What You Can Buy For</p> <ul style="list-style-type: none"> <li>SHRIMP—Little Chief Brand, No. 1 Dry Pack, can 15c</li> <li>COCOA—Hershey's, Half-pound can 15c</li> <li>JELLO—All Flavors, 2 packages for 15c</li> <li>MATCHES—Buffalo Brand, carton of 6 boxes 15c</li> <li>BLUING—Mrs. Stewart's, Large Bottle 15c</li> <li>GRAPEFRUIT—Broken Sections, No. 2 can 15c</li> <li>TUNA FISH—White Star Brand, No. 1/4 Can 15c</li> <li>OLD DUTCH CLEANSER 2 cans for 15c</li> </ul>
--	---

FLOUR WHITE DOWN OR PICKET 49-LB. SACK \$1.64 PER BARREL (4 Sacks) \$6.49  
BEST FOODS MAYONNAISE—Full Pint . . . . . 29c

<ul style="list-style-type: none"> <li>SALMON—Fancy Sockeye, No. 1/2 can 25c</li> <li>SALMON—Med. Red, No. 1 Tall can 25c</li> <li>DEVILED MEAT—Libby's 1/4s, 6 for 25c</li> <li>SARDINES—Fancy Nor. Smoke, 1/4s, 2 cans 25c</li> <li>MACARONI PRODUCTS G. A. Double, 3 pkgs. 25c</li> <li>PINEAPPLE—Sliced, Pref. Stock Brand, No. 2 1/2 can 25c</li> <li>GINGER ALE—Canada Dry, 12-oz. bottle 25c</li> <li>CORN FLAKES or POST TOASTIES, 3 pkgs. 25c</li> <li>SWEET POTATOES—Pref. Stock, No. 2 1/2 can 25c</li> </ul>	<h1>25c</h1> <p>Goes a Long Way at MacMarr's</p>	<ul style="list-style-type: none"> <li>BEANS—G. N. 1-lb. White, 3 lbs. for 25c</li> <li>RICE—Choice Blue Rose, 4 lbs. 25c</li> <li>CORNED BEEF, Libby's, No. 1 can 25c</li> <li>CLAMS, Pioneer Mince, No. 1 tall can 25c</li> <li>SOAP—Crystal White 6 bars for 25c</li> <li>APRICOTS—Pref. Stock Brand, Fancy, No. 2 1/2 can 25c</li> <li>FORD'S MULTI-MALT or Mallo-Malt, choice, 1-lb. 25c</li> <li>TOMATOES—Standard Brands, No. 2 1/2 cans, 2 for 25c</li> <li>SOAP—Palmolive or Medium Ivory, 4 bars 25c</li> </ul>
--	--	---

<p>LARD 8-lb. Pail \$1.25 Mt. Emily Open Kettle</p>	<p>Cigarets—Tobacco Chesterfield, Camel, Lucky Strike, Old Gold—Velvet, Prince Albert. 2 Pkgs. Cigarettes, or 2 Tins Tobacco for 25c</p>	<p>COFFEE—McMarr's Supreme 1 Lb. 49c 3 Lbs. \$1.45</p>
---	--	--

Vegetable Savings for Saturday

Oranges, 216s, doz.	33c
Bananas, golden yellow fruit, 3 lbs.	23c
Cantaloupes, large size, 2 for	25c
Radishes, White Icicle, very firm, 3 bunches	10c
Lettuce, large, iced, very firm, 3 heads	23c
Cabbage, new crop, very solid, lb.	4c

# MACMARR STORES

FORMERLY STONE'S CASH STORES  
THRIFT GROCERS SERVEWEL GROCERS  
For Telephone Listing Look Under Heading of Stone's, Servevel and Thrift

Remember—  
"Cotton Is the Thing"  
Saturday is the Last Day

Gabradines — Piques — Suitings — Broadcloth  
Regular 60c and 65c values  
Special 39c Special

---

Men's Store Specials

GOLF KNICKERS—\$8.50 and \$11.00 values \$5.95  
FLANNEL TROUSERS \$6 and \$8.50 values \$3.95  
BOYS' LONGIES 10 to 16 years \$2.95  
STRAW HATS—All shapes 45c

**N. K. West & Co., Inc.**  
La Grande's Leading Store for Over 30 Years

Many Bargains Listed on Want Ad Page

WASH DRESS SPECIALS

Age 2 to 14 Special Priced  
59c — 79c — 98c

Size 14 to 42 98c to \$2.95

Every one guaranteed to wash and wear  
—Get several while stock is complete.

## NORTON'S KIDDY SHOP

THERE'S NO SECRET TO GOOD BAKING

It's merely a matter of good ingredients, expertly blended and baked. And with years of experience and highly developed skill we put the art of baking on its highest plane. A luscious assortment of French Pastries, Cakes, Cookies, Individual Pies, Doughnuts and Mother Hubbard Bread invite your selection.

Remember to ask for  
**Mother Hubbard Bread**  
Right at your own Grocer's

# Gwilliams Electric Bakery

Opposite Observer

CHRYSLER COACH

Late 1926 model, run 16,000 miles, at a sacrifice.  
Cash Terms Trade

**Perkins Motor Co.**

Cor. 4th & Adams — Main 500

TRY  
**W. K. GILBERT CO.**  
FIRST

Many Bargains Listed on Want Ad Page