

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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A QUOROUS ASSISTANCE—Every one that hath forsaken houses, or brethren, or sisters, or mother, or wife, or children, or lands, for my name's sake, shall receive an hundredfold, and shall inherit everlasting life.—Matthew 19:29.

Portland's community chest campaign will go over the top with a bang. We know, because we just read where Seattle had exceeded her chest quota by two thousand dollars.

Two Portland policemen are in trouble for being drunk on duty. Wonder what would happen to the force if they suspended those who get drunk off duty.

A railroad official says the box-car hoboes are disappearing. Perhaps by the installation of better facilities the roads could recapture this business from the transcontinental motorist.

"Quiet this all up. I don't want no publicity." Thus a witness quotes Pantages following the alleged attack on a young dancer. Publicity? He has had nothing else but. For once in the history of a millionaire what he wanted and what he received are vastly different things.

A news headline says "Cost to haul becomes big factor in determining rail freight rates." To the layman unfamiliar with rate structures it seems peculiar that such a statement is necessary in reporting interstate commerce commission sessions. One would assume that the cost of a haul would have been a big factor for some time in determining the rate to be charged. But such has not been the case. There are all kinds of exceptions. Competition with other lines and with water transportation enters into the picture. To an inland area, therefore, the news that actual cost figures are becoming a more important factor in rate regulation is indeed welcome. It can mean much relief for Oregon shippers.

THE NUISANCE OF THE BILLBOARD

Arthur Newton Pack, editor of Nature Magazine, recently made an automobile tour of the Shenandoah valley in Virginia, and returned from it in a state of extreme indignation. Mr. Pack's sensibilities were so stirred by the prevalence in the valley of unsightly billboards that he promptly wrote a letter about it to Governor Byrd. Portions of that letter—applying, as they do, to every state as well as to Virginia—are worth reproducing here:

"On every side great 60-foot signs mar the landscape, leaving gaping wounds. They dance up and down the Valley pike and the Lee highway in a delirium of misplaced color. They cut off view after view.

"Even the battlefields, sacred to southern memory, are not sacred to the invading army of billboard builders. Great glowing signs stand watch beside the Manassas battlefield and blazon out their message close to where the south's heroes lie.

"The tourist trade in these days is an important one, bringing millions of dollars within the commonwealth. Since there are thousands of places to visit, the national parks for example, in which the landscape is allowed to preserve untouched its beauty, what will be the result to any state that allows its charm to be destroyed and its scenery marred by a few advertisers?"

Mr. Pack jumps on Virginia, of course, because that happened to be where he took his drive. But every state offends just as badly, and every state might as well assume that that letter was addressed to it.

The highway billboard is a nuisance; and the fact that there is not much of any way in which the law can reach it, since it is almost invariably erected on private property, makes the problem of its control a tough one. We can only hope that the advertisers eventually will realize that it is poor policy to thrust their plans before the eyes of people who are looking for scenic beauty.

LOCAL NEWS

Special Matinee

Special matinee for school children for the showing of the "Great White North," an educational picture of the arctic that is being shown at the Colonial, have been announced for Friday and Saturday of this week. The pictures were taken by Sidney Snow while he was in the arctic in search of some lost explorers from the Stefansson expedition.

Pleads Guilty

Thick Jones, of Freewater, pleaded guilty yesterday in Justice court to charges of reckless driving and driving an auto truck for profit without license. He was fined \$25 and costs which he paid.

Larceny Charge

George Baldwin and George White, both of Milton-Freewater, pleaded guilty this morning to a charge of larceny for stealing an automobile tire rim. They were fined \$10 each and costs, by Justice of the Peace L. Deaham.

Went Hunting

Bill Shade went deer hunting yesterday.

From Inbiter

Cap Tuttle, of Inbiter, was in La Grande this week.

From Baker

Mrs. Jessie Hoskins, of Baker, was in La Grande yesterday.

Returned to Work

Mrs. Ed McGregor has returned to work after a temporary illness.

and spectators as the train pulled out.

Moore Program Planned

The Moose lodge decided in the regular meeting last night to present a program and entertainment for their members, wives and families Wednesday, October 16, at the Moose home. It promises to be a very interesting gathering, officers say, and all members are urged to be present. During the evening there will be a program, refreshments and dancing.

On Jury Duty

Melvin Schore, of Elgin, is in La Grande on jury duty.

FIVE-POWER NAVAL MEET IS PLANNED

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stopped long enough to shake hands with and personally thank the three motorcycle policemen who have escorted him on his trips around Washington.

The entire party followed Secretary Stimson and the prime minister to the private car of Daniel J. Willard, president of the Baltimore and Ohio railroad, which was attached to the end of two Pullmans, a diner and a baggage car.

Denies Rumor

Just before the train left, Miss Isabel stood smiling on the platform while British embassy officials denied a rumor that she had visited a night club last night. She wore a simple outfit with her black traveling ensemble, and leaned forward to give enthusiastic salutes to the officials.

INSTITUTE IS UNDER WAY IN EAST NORMAL

(Continued from Page 1)

teachers of the three counties, is under the direction of the school superintendents of this district. A similar institute is also in progress today at Pendleton.

Friday Program

The program for Friday, the final day of the institute, follows:

9:00—Music presentation by the Rev. E. L. Putnam, of the Christian church, Announcements.

9:30—Address "Improved Civic Behavior," C. E. Moore.

10:15—Departments, including "Humanizing Society Through Human Geography," C. E. Moore, and "Social and Physical Factors in the Evolution of the High School," by L. M. Madison.

11:00—Lunch.

11:15—County unit of the O. S. T. A. by counties (Clatsop county in auditorium, Wallowa in room 12 and Union in room 11).

Friday afternoon—

1:15—Opening exercises.

1:30—Departments, including "Upper Grade Reading, Recreation and Work Type," by Ruth L. Houx, and report of N. E. A. meeting at Atlanta, by E. D. Towler.

2:15—Address "Individual Differences and Progress in School,"

Good News for all Truck Owners

SAVE \$2 to \$15 on every tire you buy!
Guaranteed— for 14,000 miles!



RIVERSIDE Puncture-Proof Tubes
Guaranteed against puncture for 3 years!

RIVERSIDE Extra-Heavy-Service Truck Tires

Prices of Popular Sizes	
30 x 4.50	\$ 8.75
30 x 5 (8-ply)	20.25
32 x 6 (10-ply)	35.50
34 x 4 1/2 (8-ply)	18.75
34 x 7 (10-ply)	46.35
40 x 8 (12-ply)	69.75

Puncture-Proof Inner Tubes
30 x 5 . . . \$ 4.55
32 x 6 . . . 6.65
34 x 4 1/2 . . . 4.10
34 x 7 . . . 8.95
40 x 8 . . . 11.65

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HONOR PULASKI
SALLEM, Ore., Oct. 10 (AP)—Governor Patterson issued a letter calling on Oregon residents to observe Friday, October 11, as the 130th anniversary of the death of General Casimir Pulaski, Revolutionary war hero.

You're out-of-date without an Eight!

Oregon registers 92% increase in Eights

As proof of the tremendous growth in public preference for eight-cylinder cars, registration figures in this State for the first seven months of 1929 tell their own story. Eights above \$1,000 showed an increase of 92 per cent while Sixes in the same price field decreased 11 per cent.

The tendency is the same the nation over. In 43 states,* Eights above \$1000 increased 94 per cent. Sixes declined 18 per cent.

Nobody can doubt the evidence. We are passing into an eight-cylinder era. Already, all of the finest American cars are Eights. In fact, 41 per cent of all makes are Eights, and the number is constantly increasing.

Spurred on by an Eight-minded public, Studebaker set out two years ago to build a high-quality Eight that could be sold at moderate six-cylinder cost.

Studebaker today leads the world in the manufacture of Eights—Eights that are champions—holders of 11 world records for speed and endurance and more American stock car records than all other makes combined—Eights which are remarkably economical—smooth, flexible, brilliant.

Before investing in your new car, drive a smart new Studebaker Eight—President, Commander or Dictator. Bear in mind that Studebaker's 77 years of manufacturing integrity stand back of every one of these cars. And remember, too, that your new car will be worth more a year from now—if it's an Eight!

*5 states do not compile registrations by engine types.

Studebaker Eights

Cost no more to buy or to operate

Dictator Eight Sedan	\$1235
Commander Eight Sedan	\$1475
President Eight Sedan	\$1735

Four-Door Sedan Models. Prices at the factory

M. J. GOSS
Fir and Adams.
*Time in "Studebaker Champion" Sun, Rev., T. 15 to T. 45 Pacific Stan. Time, Stat., KGW and NBC network.

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