

LaGrande Evening Observer

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Love not the world, neither the things that are in the world. If any man love the world, the love of the Father is not in him.

RADIO ADVERTISING

After 18 months of broadcasting, William Lowenberg, advertising manager of Steffel Brothers, Albany, N. Y., apparel stores, states in the Editor and Publisher that radio helps a merchant get his name beyond the sphere covered by the local newspaper but is not nearly as effective as the newspaper in immediate sales results.

"The local merchant is a great fellow with the radio audience as long as his program is good, but let his program fall below a high standard and his goodwill efforts sink to..."

Lowenberg's firm spent \$15,000 in 1930 for its 15 minute weekly broadcast but found that radio listeners want entertainment and not advertising talk.

For the truth of this one has to watch a group of radio listeners. The music and entertainment full conversation, which resumes as soon as the merchants talk begins.

INADEQUATE HIGHWAYS

Gasoline taxes accomplish three things. They add to the tax burden of some millions of people, build and maintain highways and provide the only yardstick by which the annual wear and tear on the nation's roads can be measured.

The average motor vehicle owner paid \$18 in gasoline taxes last year. With an average gas tax rate of 3.89 cents per gallon, the average consumption per vehicle was 531 gallons, and with an average gas mileage for the nation's motor vehicles, the total mileage of motor vehicles on the country's highways in 1930 would be 149,000,000,000 miles.

That represents a vast amount of wear and tear on a highway system of 3,000,000 miles, of which only 32,500 miles are paved.

The above tremendous figures raise a question as to the future. Ten years hence the travelled miles will be billions more than they are today, which means highways will wear out still faster and traffic will move still slower through the congestion.

This prospect may point to a hopeful future for the railroads of our country which have been temporarily suffering because of the lure offered the motorist by the prospect of open highways.

BEAUTIFY LA GRANDE

The time is fast approaching when thought and effort should be directed to the aiding of nature by planting trees, flowers and shrubs. Just a little effort and care on the part of the citizens of La Grande, in the planting and culture of such desirable adornments, will certainly bring joy and satisfaction.

An exceptionally large proportion of our citizens are taking an interest in this work, and its growth to include each and every one will be of untold value to ourselves, to say nothing of those of the future, as a result of the beautification of our city.

THE CRIME IN THE DUTCH GARDEN

SYNOPSIS: Wanda murdered Aunt and a stone threw into creek on Dutch garden. Her sister, Miss Garding, was the witness of the death. The sister and her husband, Jimmie Garding, were the only ones who saw the murderer.

SHATTERED ROMANCE

"THIS is insolent" fumed the major as Richmond indicated that his evasion was unsatisfactory. Suddenly the major stopped short and gazed through his monocle.



"That's a lie," shouted Green at Richmond. "I started to walk over, but I was uncertain what to say to you, I suppose, a certain glow of that reason. It was devilish difficult."

"Then," said Superintendent Richmond, "that is the reason you wanted on the way and did not go straight to the Dutch garden?"

"It is. Now, poor soul she is dead," his voice dropped. "If I was reluctant to tell you, even in confidence, you will appreciate my reason."

Richmond again asked the major if he had seen anyone in the garden. A positive answer made the question more specific.

"Did you, for instance, see a woman passing near the house, I mean, before Marjorie passed?"

"No, I saw nobody." The major put up a hand to his forehead as he told the room.

Richmond grunted. "Fifty dollars for the information," he said. "You can't have it unless you can tell me who she was."

"Singing, weren't they?" She nodded and Jimmie continued. "Did you go to the garden?"

MARKET NEWS OF THE DAY

Table with columns: CHICAGO WHEAT, PORTLAND WHEAT, Eggs Nosedive, No Changes Today. Includes prices for various grades of wheat and eggs.

LA GRANDE RETAIL MARKETS

Table listing prices for various goods: Sugar, 100-lb. sack \$5.70; N. Gem potatoes, lb. 11c; Parsley, bunch 30c; Cabbage, lb. 15c; Yellow onions, lb. 2c; Cucumbers 25c; Cauliflower, lb. 18c; Celery, bunch 20c; Turnips, bunch 15c; Parsnips, lb. 3c; Lettuce, head 10c; Brussels sprouts, lb. 20c; Green beans, lb. 10c; Spaghetti, lb. 10c; Green pepper, lb. 35c; Carrots, bunch 20c; Sweet potatoes, 3 lbs. 15c; Tomatoes, lb. 25c; Rhubarb, lb. 15c; New potatoes, 3 lbs. 25c; Green beans, lb. 20c.

Table listing prices for various goods: Florida grapefruit, 3 for 20c; Apples, box 50c; Lemons, box 25c; Oranges, box 25c; Dry peaches, 50 to 60 size, 2 lbs. 25c.

Table listing prices for various goods: Butter, creamery, lb. 35c; Cheese, 20c; Honey, comb 25c; Cottage cheese, lb. 20c.

Table listing prices for various goods: Eggs 21c; Fresh extra, doz. 17c; Medium, doz. 15c; Standards, doz. 20c.

Table listing prices for various goods: Hard Federation, 49 lbs. 81c; Butter, 1 lb. 47c; Soft butter, 1 lb. 40c.

Table listing prices for various goods: Best bulk, lb. 15c; Pork roast, lb. 15c; Chop and steaks, lb. 15c; Minuteman, 2 lbs. 35c; Ham, lb. 25c.

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PORTLAND LIVESTOCK

PORTLAND, Feb. 14 (AP) - Hogs 90, cattle 50, calves 5, sheep 20, with hogs and sheep all direct. Week's totals approximately: hogs 6770, cattle 2005, calves 110, sheep 2420.

Hogs: compared week ago, all classes steady. Bulk good to choice 160-200 pound butchers \$8.75 with a few desirable \$8.60 and \$8.65. Heavies down to \$7.50, mostly \$8.00. Packing sows \$6.00 to \$7.00 and better. A few pigs to killers \$8.00 to \$8.50, feeders scarce, mostly \$10.00, a few outstanding lots at \$10.50.

Cattle: Saturday's supply holding for Monday. Market compared week ago, mostly steady for all classes with some weakness in Monday's steer trade and better grades of calves and vealers 50 cents lower. Bulk high medium to good steers \$7.75 to \$8.50, latter price top, nothing averaging over \$8.50. Lower grades \$7.25 to \$7.50, down to \$7.00 and below. Car lot buyers largely \$7.00 to \$7.75, strictly good grade quotable \$8.25. Numerous car lots quoted \$8.00 to \$8.50, with one load of young cows at \$7.00. Low cutters and cutters \$6.50 to \$8.00, mostly \$3.00 up. Medium to good bulks \$4.50 to \$5.50. Calves and vealers \$11.00 per cwt. Steers down to \$5.00.

Sheep: quotable steady with last week with demand strong. Bulk medium to choice 70-92 pound lambs both woolled and shorn at \$7.00 to \$8.50, three-out \$6.75 down but seldom below \$6.00. Medium to choice yearlings quoted \$4.00 to \$5.50. Call to choice ewes \$1.50 to \$3.50.

PORTLAND PRODUCE PORTLAND, Feb. 14 (AP) - Butter: steady, quotations unchanged. Eggs: easy, quotations unchanged. Milk (buttermilk), poultry, country meats, onions, wool, nuts, hay, cactars bark and hoo steady and unchanged.

WINNIPEG WHEAT WINNIPEG, Feb. 14 (AP) - Wheat futures closed: May 63 1/2; July 64 1/2; October 66 1/2. Cash: No. 1 hard 60 1/2; No. 1 northern 60; No. 2 northern 57 1/2; No. 3 northern 55 1/2.

CHICAGO LIVESTOCK CHICAGO, Feb. 14 (AP) - (U. S. D. A.) - Cattle 100, compared week ago, strictly good and choice weight fed steers about steady; all others unevenly 25-50 cents lower; fat hogs steady, relatively scarce, fat above \$10.00; top heavies \$11.25; bulk \$7.25 to \$8.50; vealers about 50-75 cents up; Sheep 5000; today's market nominal; compared week ago, fat lambs fully 25 cents higher; spots up more; sheep and feeding lambs strong to 25 cents higher; choice lambs reached \$9.50 then dropped to \$9.15; closing bulk good and choice lambs \$9.25, \$8.50 to \$9.50; heavy wethers \$8.25 to \$8.50; native bucks \$7.25 to \$8.00; fed yearlings \$7.00 to \$7.75; fat ewes \$4.00 to \$4.75.

PORTLAND, Feb. 14 (AP) - Sugar: steady, market firm. Beet sugar \$4.50 per cwt. Beet sugar \$4.50 per cwt.

PORTLAND, Feb. 14 (AP) - Flour: steady, (city delivery prices) family patents \$9.45.00, whole wheat \$9.50.00, Graham \$9.45.00, bakers' hardest patents \$9.55.00, pastry flour, \$9.55.00.

Income Tax Facts NO. 12 Several factors are involved in determining whether a person who files a return as the head of a family and claims the exemption of \$3,500 is to be thus classified. The element of either legal or financial dependency must exist. A parent who supports in his household dependent minor children, over whom he exercises family control, is entitled to this classification. Moreover, if he supports and exercises family control over them, even though they have an income sufficient to support themselves, he still is classified as the head of a family if however he does not support them but exercises family control; the common home being maintained, he can not be classified as the head of a family.

In the absence of continuous residence together, whether or not a person with dependent relatives is the head of a family depends upon the character of the separation. If a father is absent on business, or a child away at school, or even on a visit, the common home being maintained, the \$3,500 exemption is allowed. Moreover, if a parent is obliged to maintain his dependent children with relatives or in a boarding house, while he lives elsewhere, the exemption will be allowed. If, however, no necessary dependent continuously make his home elsewhere, his beneficiary is not the head of a family.

The same ruling applies to husband and wife living together. If one is already and temporarily the wife is away on a visit or the husband on business, the common home being maintained, the \$3,500 exemption applies. The extraordinary absence of a wife or husband at a sanatorium does not preclude claiming the exemption. But if the husband continuously makes his home at one place and the wife at another, they are living together within the meaning of the act.

Wool Market BOSTON, Feb. 14 (AP) - Further improvement in the wool market has been shown during the past week by the sale of good weights of 56's and 64's. The quality of domestic wools is superior to a considerable extent. The market showed a fairly steady tone to the finish. Temporary losses of 1 to 2 points in leading issues had been observed. General transactions for the two week session were only about 1,100,000 pounds.

LIVERPOOL WHEAT LIVERPOOL, Feb. 14 (AP) - Wheat closed: March 67 1/2; May 67 1/2; July 67 1/2; October 67 1/2.

Autogart SOX By Holeproof Stays up without garters

For instance the smile that Mother wears even after cooking a whole meal on a New ESTATE Gas Range

Be sure to see it in our window. Come in and ask questions. We take pride in demonstrating the supreme achievement in ranges.

FRED SPAETH Headquarters for Estate and Wedgewood Gas Stoves and Appliances Phone M586 Montgomery Ward is Next to Us.

In Washington

By Herbert Plummer WASHINGTON - When the good ship Mayflower bumped at her dock in Philadelphia there was greater sorrow in Washington. Although she had departed from the Washington navy yards months ago, interest in the famous presidential yacht lingered on the minds of many in the capital. To a good-sized group, the Mayflower was just as much a part of Washington as the dome of the capitol or the Lincoln memorial.

GETS HIS SHARE

It was clearing day when a crowd, armed with a letter from the congressman, appeared on the dock to look the yacht over. An officer approached and informed him that the yacht was not allowed aboard that day. The visitor refused to budge. He insisted that as a taxpayer he had a right to see the ship. The supervising officer was called. But his arguments, too, were futile. Then the captain was summoned and told that all efforts to get the intruder off the boat had failed. Walking over to a dock rail, the cut a silver and handed it to the intruder. "Now, my dear sir," he said, "I know that you are one of the same popular eight in Washington for these out-of-state yachtsmen. Here is a story typical of the manner the Mayflower held for the congressman."

Trotter's

Quality Clothes Shop