

LaGrande Evening Observer



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Thy sun shall no more go down; neither shall thy moon withdraw itself: for the Lord shall be thine everlasting light, and the days of thy mourning shall be ended.—Isaiah 60: 20.

PRINTERS' INK OR RADIO?

No matter how wide a campaign tour a presidential candidate may make, it is a physical impossibility for him to speak in person to more than a very small percentage of the electorate.

That is the way it has been ever since the republic was founded, though the development of telegraph lines and high speed printing processes has cut down considerably the amount of time elapsing between the making of the speech and its appearance in print.

Recently, however, we have been told that the radio has changed all of this; that the electorate can sit comfortably at home and hear the actual words of the speaker just as well as if it had flocked to attend all of the campaign meetings; that the word-of-mouth appeal henceforth will reach everyone and make the printed word unnecessary and obsolete.

Now and then this charming theory stubs its toe, however. Just the other night a speech of Governor Roosevelt was being broadcast over a certain hook-up, and just as the candidate approached the climax of his speech, the voice coming out of the loudspeaker faded suddenly.

The handicaps under which a voter must labor if he tries to follow the campaign by radio could not be illustrated more strikingly.

Suppose that you picked up your newspaper and started to read a front-page story of deep importance and surpassing interest, and that just as you reached the crux of the proposition you encountered a little blackface note saying, "We shall be able to print no more about this because we have an advertisement that has to be printed right here."

Would you continue to rely on your newspaper to keep you posted on the news of the day?

That never happens, of course. A newspaper that did things that way would not last a month. And if a newspaper printed articles in broken, blurry type (corresponding to the static disturbances and the fading of the radio) its subscription list would soon dwindle to nothing.

Follow the campaigns in your newspaper and you get a clear, concise presentation of the speeches in black-and-white, which you may read at any time that suits your convenience; and you may save them all, if you wish, in order to compare and consider the various claims and counter claims, charges and counter charges of the candidates as election day draws nearer.

But if you depend on the radio alone, and can arrange the activities of this busy life so you can be in front of your loudspeaker at exactly the scheduled time for every speech, even then you may not get it straight. Political speakers find it almost impossible to confine themselves to just so many minutes, so their speeches are frequently interrupted by discussions of the merits of such-and-such stomach remedy or so-and-so's engine oil.

INDIVIDUALITY

There are two sides to every question, and the manner in which high school girls dress is no exception to that general rule. If, as some complain, the matter of competition in dress has become so serious as to call for drastic action, it might be that a uniform dress regulation would provide the simplest remedy.

The jazz age is passing. If parents can be induced to abandon the jazz life there will be no trouble with the young. Observation shows that the era of flapperdom that followed the war has nearly run its course and that the tendency is toward a return to decorum and sensible dress.

It may be that some La Grande girls overdress and make unhappy those who cannot afford a large and costly wardrobe. But inspection of a typical group reveals that the representative high school girl is sensible in her attire. And, after all, the girl with the plain dress doesn't envy the other girl's costlier garment so much as the more fortunate circumstances which put that garment within her reach.

The argument that a few girls without material means are made unhappy by the prettier dresses of their classmates is unconvincing. What will the uniform-dress advocates do for the girl in silks and satin who is unhappy because the poor girl has a higher scholastic standing, or is more attractive in her simple frock than she in her exclusive model? It would be a pity if natural individuality were to be destroyed by deadening standardization.

OUT OUR WAY



Other Papers Say:

MEN AND NEWSPAPERS

According to Editor & Publisher practically all literate men in the U. S. read the newspapers, and not only do they read them, but they are intensely interested in them.

A survey just released by the Bureau of Advertising, American Newspaper Association, entitled "Men Like Newspapers," establishes the fact that the men folks just can't get along without them.

The study concludes that of 37,000,000 adult males in the United States, 35,500,000 are inveterate readers of the daily news, indicating a comprehensive medium for the national advertiser to reach the masculine market.

The survey quotes a recent investigation by W. S. Gray and E. Murray, which shows that of a representative group of men, 51 per cent read books an average of slightly less than one a month, 74 per cent read magazines an average of 25 minutes a day, and 98 per cent read newspaper an average of 45 minutes a day.

This applies to rural as well as metropolitan areas, the study asserts, citing an investigation of representative farm homes in which "newspapers were read 100 per cent." Education is also overstepped by this universal habit. Figures compiled for the University of Chicago show that, while books and magazines vary from 100 per cent to 20 per cent in popularity, according to the education of the reader, newspapers never fall below 90 per cent—the range being from 100 per cent among those with graduate degrees to 91 per cent among those with less than eighth grade training.

Matrimony increases men's interest in newspapers, it is reported. Of a group of 100 single men, only 17 spent an hour or more with newspapers, the majority spending 15 to 30 minutes. As these men cast off the care-free days of bachelorhood, enter the business arena and take over the reins of the family budget, their interest in newspapers apparently increases to a remarkable degree.

Of 100 married men it was found that 57 read newspapers for an hour or more while 30 read newspapers for from 30 to 60 minutes.

This may throw some light on the fact that in addition to a wide interest in business, finance and sports—evidenced by a vast number of letters addressed by men to the editor of these features—"men by the hundreds" also apply to medical writers for advice on health and psychology, as well as etiquette, cooking and house-furnishing.

From the advertiser's standpoint, the bulletin reports male interest not only in such things as tobacco and razor blades, but in such feminine lines as food and household equipment (washing machines, for instance). Testimony from advertisers themselves is quoted to show the value of newspaper advertising in selling securities, insurance, real estate, office equipment, travel facilities, men's clothing, and sporting goods.

Through many of this vast army (of men) may never read anything else, they read the newspapers," the bulletin says. "Though many may read intensively in other lines, they read the newspapers as well. And though their individual interests vary as widely as the elements that make up any cross section of the population, some part of the newspaper meets these interests."—Albany Democrat-Herald.

BUSINESS RECOVERY

There are numerous indications of business upturn in all parts of the United States, characterized by the Guaranty Trust company of New York as significant because the outlook for recovery, rather than the fear of utter disaster, now occupies general attention.

The statement of this great financial concern mentions that "there has unquestionably been a great improvement in all the leading branches of the textile and apparel industries. The increase in foreign trade last month, while not large, is encouraging, particularly the substantial rise in the value of imports. Recent increases in car loadings seem to be larger than might have been expected as a result of purely seasonal influences.

Eagles President To Visit La Grande

D. D. Hale, state president of the Eagles lodge, will be a visitor in La Grande next Thursday evening. Plans for his visit were begun last night at a regular meeting of the local lodge at 7:30 at the Eagles hall.

NAME O'BRIEN FOR LEADER IN NEW YORK

O'Brien's nomination was accepted generally as strengthening the Tammany leadership of Curry—a leadership which earlier in the week had failed at Albany to prevent the Democratic nomination for governor of Herbert H. Lehman, who was supported by Gov. Roosevelt and Alfred E. Smith.

There was a possibility that the legality of last night's convention might be challenged by a taxpayer's action on the ground that the law states a candidate that is named by a convention must be certified to the election board not later than the fifth Tuesday before the election. This would have been last Tuesday.

In Washington

WASHINGTON — Deep breaths have been made already into those members of congress now seated despite the fact that the final day of reckoning still is weeks distant.

When "Kingfish" Long of Louisiana made good his threat to oust this colleague Broussard in favor of Representative Overton, one of his own men, the party senator was the fifth to join the ranks of those who will be missing in the senate after March 4.

Among the first to lose his post was "Cam" Morrison, the silver-haired, frock-coated North Carolinian who came up to take the seat held so long by Senator Overman.

Morrison's stay in the senate was colorful if brief. From the time he waved gently to his wife sitting in the gallery on the day he was sworn in, until he flayed John J. Backus, former Democratic national chairman, and his prohibition views later at a meeting of the Democratic national committee, he as in the limelight.

BROOKHART LOSES OUT

The aggressive Brookhart of Iowa, too, has been eliminated. Brookhart, who has been a storm center of the senate almost since the day he entered, may run as an independent in November in an effort to hold on.

As yet he hasn't intimated whether he will, declaring that he will wait to see. But there is a movement afoot in Iowa to persuade him to make the race. Fond of keeping the Republicans on the anxious seat, he is at the moment doing that very thing. If he should decide to run, he may so split the vote in Iowa to assure election of the Democratic candidate.

Republican stalwart fell by the wayside when Senator Shortridge of California, a two-term, failed to be renominated. Unlike his colleague Johnson, the serious Shortridge could always be counted on for help by the administration forces.

HAWES RETIRING

The fifth is Senator Hawes of Missouri. But, unlike the other four, he is retiring voluntarily. He announced some time ago that he would not stand for re-election. The Democratic bid for his seat in November will be made by the son of Champ Clark.

In the house the casualties to date have been more numerous. The latest check shows some 60 representatives will be missing in the 73rd congress.

Katydid a Prophet

Among the signs from which amateur weather prophets draw their conclusions as to the future weather is the first song of the katydid. These insects of the grasshopper family fill the role of forecaster of the advent of winter just as the groundhog is supposed to foretell the approach of spring. The first song of the katydid is supposed to mean that frost is due in six weeks.

The Garden

BE READY FOR SPRING—LET NATURE WORK FOR YOU. Fall planting days will soon be over and if you want to make the best of your opportunities, now is the time to plant trees, shrubs, vines, flowers and bulbs.

Full planting days will soon be over and if you want to make the best of your opportunities, now is the time to plant trees, shrubs, vines, flowers and bulbs. The fall rains and winter snows are of great benefit to newly planted trees and shrubs in that they aid their roots to become firmly established and they are all set to grow the very first days of spring.

It takes so long for trees to grow they should be one of the first things considered. In addition to planting trees in the front lawn to frame the view of the house, they are likewise needed in back of the house on the rear lawn. Very popular these days are the small flowering trees, such as Grabs, Hawthorns and Cherries which are the bowers of beauty in springtime. The gift of the Japanese government to the U. S. several years ago of a planting of Japanese cherries, for one of the capital parks, brought to this country a realization of the superb loveliness of the Japanese cherries, of which there are several. Both weeping and upright forms of the Japanese cherry are now being grown in American nurseries.

Too often the planting is made up of too many of one kind of shrub. There are really so many delightful varieties to choose from one should have a good assortment in the average home planting. And shrubs are so inexpensive these days one can afford to dig up a few and substitute some new varieties. A change in the planting now and then keeps the whole place more interesting. There is a new shrub from China, which is very popular now, called the Beauty Bush. It is very hardy, having come from the high peaks of Hupeih mountains. This charming shrub has a general resemblance to both Weigela and Honeysuckle, its beautiful trumpet shaped pink flowers appearing in great profusion during June.

Spring is an ideal time to plant evergreens. Although evergreens do not do well under city conditions where smog is prevalent, they are very successful otherwise. The rich green foliage of evergreens makes a delightful contrast to other plants. In winter and summer they are equally beautiful. By adding a few plants each year one can soon have a fine variety of evergreens placed for foundation of lawn planting.

First have a plan or a general idea of what you wish to accomplish. Then the plants can be arranged intelligently. It is wise to spade the beds to receive the shrubs and flowers and prepare the soil just as thoroughly as you would for a vegetable garden. Keeping the grounds up-to-date should involve a yearly examination, a thorough going-over of every part of the grounds with the idea of eliminating run-down plantings and substituting new planting wherever it is needed. Gardens can often be changed to make them more attractive and more modern, or another type of garden, such as a rock garden, can be added to bring new interest to the grounds.

Good News Mothers. Two-thirds less school days lost due to colds—with Vicks VapoRub for treating colds. Now get Vicks Nose Drops—the new aid in preventing colds—and use each as directed in the Plan.

W. H. Bohnenkamp Company

Vicks Vaporub for BETTER CONTROL OF COLDS

STATE OF VERA CRUZ IN ACTION AGAINST PRIESTS

(Continued from Page One)

tention of its action to the other legislatures and to the federal congress.

The procedure, an aftermath of the expulsion from Mexico this week of Archbishop Leopold Ruiz Y Flores, papal delegate, was accompanied by a decision on the part of senators and members of the federal congress who belong to the national revolutionary party to investigate the status of Archbishop Pascal Diaz of Mexico City to determine whether he is performing religious functions and whether he is entitled to do so by being registered under the ecclesiastical laws.

A papal caucus also decided to investigate whether the federal district law limiting the number of churches and other religious property and to convert it into social and educational centers, or put it to other public or social uses.

TIGERS INVADE MAC-HI SATURDAY

(Continued from Page One)

Coach Ira Woodie, Principal A. I. Graisop, E. A. McEachran, Jimmy King, of Imbler; and Managers D. and L. Clay. In addition a large number of students and townspeople expect to drive to the game.

O'Rourke to Referee. Officials for the game were announced as follows: Pat O'Rourke, referee; Bob Quinn, umpire; Jimmy King, head linesman.

Milton-Freewater is reported to be in excellent condition and a real battle is forecast, with the Pioneers relying considerably on the Hufford brothers in the backfield for gaining yardage.

A pep assembly was held at the High school this morning opening with the playing of a number of selections by the orchestra, directed by Andrew Loney Jr., music supervisor. Coach Woodie and four of the players gave brief talks, and 30 minutes was devoted to singing and to some of the peppiest yelling La Grande High has heard in a long time.

The squad to go to Mac-Hi includes: Alvey, Corey, E. DeBole, R. DeBole, Enberg, Feuerhelm, Flobert, Halley, Hertzog, Hogenson, Howard, Irwin, Kimmell, Lilly, Munhall, Munsell, Owsley, E. Reynolds, M. Reynolds, Saller, Stoop, Thompson, Webb, J. C. Williams, Wood.

The Observer hopes to receive half time and final scores from the game tomorrow. Reports also are to be received at the Red Cross drug store, it is announced.

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FALK'S Dress advertisement. 'There is no Substitute for Quality'. The "Marion Prince" Label in Your DRESS. Insures You it is Individually Designed. MARION PRINCE DRESSES are entirely different than the ordinary factory made dress. Puffed sleeves, high necklines, jabots, braid and button trimmings that are far out of the ordinary. It certainly gives you a feeling of self satisfaction to step out in one of these smart Marion Prince dresses. \$17.50 and \$25. A beautiful complete stock is now being shown.

ANTIQUE ORLEANS. Something new in dinnerware in a soft green glaze and raised floral border, resembling wedge-wood patterns. This is now for sale at Melville's.

CLEANING PRICES REDUCED! Phone Main 56 for Quotations. Standard Laundry & Cleaning Co. "Wife Saving Station" Phone Main 56.

Stoves Used Department. Full enamel back range with coil \$36.50. Used Wedgewood Range with coil \$32.50. Zenith Queen Circulator, large enough for wood or coal \$31.50. Oakland Circulator—Used two months \$29.50. Small Liberty Circulator—has had just one fire in it, now \$19.50. Quick Meal Range—A-1 condition, coil \$36.50.

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Liberty Today and Saturday. Pack Up Your Troubles! It's Movie Jubilee Season! LIBERTY TODAY AND SATURDAY. You'll roar with laughs at Vic and Eddie as they try to unravel this thrilling murder mystery. You see the killing, you see the guilty party, but keep it under your hat. Vic doesn't know who did it. VIC M'LAGLEN EDDIE LOWE. "GUILTY as HELL" Coming Sun. "Back Street" Irene Dunne. Coming Sun. "Back Street" with RICHARD ARLEN -- ADRIENNE AMES. Coming Sun. "Back Street"