

# END OF THE MONTH BARGAINS

FOR SATURDAY ONLY

Women's Mill Petticoats, special	\$3.99
Women's Corsets, all sizes	\$1.69
Japanese Lunch Cloths 48x48	\$1.50
Women's Bungalow Aprons	\$1.00
Girls' White Middies	\$1.38
Women's Silk Hose, all colors	98¢
Women's Silk Blouses, special	\$4.98
Choice of a lot of Spring Hats	\$4.05
Extra large Bath Towels	59¢
Linen Crash Toweling	25¢
Women's Summer Union Suits	49¢
Children's White Poplin Bloomers	65¢

## Hill's Dep't Store

# Special---

Regular \$2.00  
**REAL RUBBER  
 FOUNTAIN SYRINGE**  
 Now at  
**\$1.29**

**PUTMAN'S DRUG STORE**  
 The Rexall Store

A Week of Sundaes.

Good Chewing.

In fact, one for every day in the month. A vast array of the finest sundaes in Silverthorn's Family Drug Store. 4-28-17

Taffies, caramels and other chewing confections. Our own make—products of purity that makes them delicious, satisfying and safe. 4-28-17

**Silverthorn's**  
 FAMILY DRUG STORE  
 LA GRANDE, OREGON

Sharks hunt by sense of smell.

# SUPERFINE BREAD

Every Loaf Perfect with its golden-brown crust and its soft white, light filling. That's the kind of bread you get here every day. Because we use the best materials, employ only expert bakers and have the finest facilities. Our bread is never better one day than another.



It is always perfect.  
 BUTTER HORNS 10¢ Each  
 Peppery Seed Twist Bread, large loaf..... 15¢ each  
 SCOTCH STEAK PIES..... 20¢ each  
 Just the thing for that fishing trip. One pie is enough for a party. Filled with steak and gravy.  
 Very Delicious.

# Macpherson's Bakery

## Each One of These Women Has a Big Job; But Then, Each is a Big Woman.

They've Not Only Led Their Own Sex in Business, But They've Shown the Way to Smart Men in Foreign Trade

DIRECTING the export business of a company engaged in foreign trade of world wide proportions is generally accepted as being a man's size job, but the responsibilities hold no terrors for three exceptional women who will be delegates to the annual convention of the National Foreign Trade Council in Cleveland next May. They are trail blazers in a new line of women's effort.

All of them are young, all are optimists on the future of American industry, all are enthusiastic in their confidence that American enterprise will ultimately dominate the world's markets, and all have put into the development of their tasks the instinctive tact and consideration and the tireless application that inevitably becomes a part of every woman once responsibility is thrust upon her. And each has scored a success as distinctive as it is well deserved.

Their individual examples should serve as a wonderful stimulus to the young business woman who aspires to making a reputation for herself in her particular field. In each instance it was simply a case of taking opportunity by the scruff of the neck and shaking it until it surrendered. Accident cut no figure whatever in the attainment of their goals.

The case of Miss Lucy A. Goldsmith, who is export manager for the Aeolian Company, of New York, is typical. A mere slip of a girl then, living in South America, several thousand miles away, she decided that she was to become a cog in the big Aeolian Company organization. Today she is spoken of as "one of the best export men in the country," and it's no joke.

### How She Went About It

Miss Goldsmith is modest, exceedingly so. She refuses to see anything remarkable in her experience and explains her success merely as the natural result of doing her work conscientiously.

"In the first place," she explains, "the great bulk of our early export trade was with South America, is yet, in fact, and I KNOW South America. It was my home. I know the countries, the people, their tastes and temperaments."

"In the second place I hand-picked my own work. I don't just happen to be working for the Aeolian Company. I decided long ago, down there in Colombia, that I wanted to be with them, and I came. I made my own job to a great extent."

"In the third place, it means study; tremendously thorough study. More even than in most work one must, in export business, learn to put oneself in the other person's place. You must understand the psychology and the racial characteristics of the people with whom you are dealing; you must realize the underlying reactions on individuals. You must be sympathetic and not antagonistic toward that different psychology. And finally, anybody could do it if he or she were vitally interested



Gladys Liggett

in the thing being sold and the people who are buying it.

### So She Became Stenographer

That is Miss Goldsmith's whole explanation of "how she did it." There are some pertinent details, however, which are missing from that skeletonized account, that throw a brighter light on just how and why she has established as she has the place of womanhood in the export field.

While she was living in Colombia, this girl, whose enthusiasms dominated her then as they do now, saw an advertisement of the Aeolian Company. Right then and there she decided to work for it. A few months later she came to New York with her family and went direct to the Aeolian office. That was back in the days, not so very long ago after all, when companies employed girls as stenographers—and that was all. Other kinds of work were never thought of in connection with them, regardless of their particular abilities or inabilities. That was explained to her. "Very well, then I'll become a stenographer," she said. And she did.

With her head filled with as much stenographic as she could cram into it in as short a time as possible, Miss



Jerramine H. Church

Goldsmith returned to their office. She was engaged. Then she began, herself, to broaden the lines of her job. She invited prominent men and women of South America, whom she knew personally, to come in and see

"our wonderful instruments" when they were in town. From time to time she made suggestions on what seemed to her possibilities of trade on that continent.

### Friendly Trade—Foreign Trade

The company, at that time, had no export department in New York. It had an immense European business, but it was done through branches in the various countries. There was no one in the New York office whose business it was to be a liaison officer between those foreign branches and to serve as the concentrated point of contact between them for the home office. Gradually Lucy Goldsmith began to be such a person.

And finally everyone suddenly awakened to the fact that such a position had come into existence and that Miss Goldsmith, still a stenographer, was holding it.

That is the way she made her own job.

"There is nothing so effective as friendly trade to maintain friendly relations with foreign countries," Miss Goldsmith declares. "I realized this more emphatically than ever before when I went to Brazil and the Argentine, in 1915, for a little survey trip. I saw then the effects of German propaganda, supposedly concerned only with trade matters, but actually looking toward the establishment of relations which would be advantageous to Germany if or when war should

come between her and any other part of the world.

"We are not looking for trade relations because we are expecting war, but we do need the understanding which results from closer trade affiliations, just as does every other country. Personally, I believe it is worth while for our manufacturers to extend credits whenever and as far as they can at such times as this, for instance, when exchange is against our foreign buyers, in order not to lose what foothold we have gained. I hope that the matter of credit extension will be one of the things taken up at the Cleveland convention of the National Foreign Trade Council in May. It is one of the most important matters we have to discuss."

"Our own company, in its experience of years upon years in those markets, has conclusively proved that the extension of credit, provided it be not indiscriminately done, is a wise and sound policy. Some of our best and most promptly paying dealers in any number of countries are accounts that were built up and encouraged by liberal credit extended by us in former years."

Miss Goldsmith is an optimist on the general outlook for foreign trade. "Just as soon as the United States realizes how much it means to everyone, whatever his business, then I believe we will thrust out a lot of questions surrounding foreign trade which will be of tremendous value to us," she said.

### "Get Foothold and Build!"

Like Miss Goldsmith, both Miss Gladys Liggett, export manager for French & Ward, woolen manufacturers of New York, and Mrs. Jessamine H. Church, export manager for the Selly Shoe Company, of Portsmouth, Ohio, are enthusiastically optimistic of the future of American export trade. Both encourage the smaller manufacturer to investigate its possibilities, feeling that in the greater numbers of American exporters lies a greater strength for American interests in the markets of the world.

"A satisfactory and remunerative foreign trade can be established with no investment whatever for advertising or personal investigation of foreign fields," Mrs. Church declares.

"Providing of course that one's product is of general use and he is willing to meet the demands of his foreign customer in the matters of manufacture, delivery and perhaps occasional credit concessions. It is merely a matter of getting a foothold and building upon it. I know several concerns whose business abroad now runs considerably in excess of \$100,000 annually, who made such starts."

Miss Liggett adds a word of warning also attending service. "The most potent factor in foreign trade," she declares, "is service. You use it, you give it; so does your buyer, your competitor. Service to our foreign customers inevitably means more business for us. The more you give the more you will receive."

"It is an indisputable fact that the industries of a country control, to a high degree, the national feeling toward all other nations. The upbuilding and strengthening of service in your export business cannot fail to act as an impetus to the promotion of a friendly international spirit toward us. Let each American add his share to it."

# At the Movies

## "DINTY" MAKES HIT AT ARCADE

Wesley Barry's debut on the screen as a star in "Dinty," which opened an engagement at the Arcade Theatre last night, is the crowning achievement of the freckle-faced youngster's meteoric career.

As "Dinty" O'Sullivan, a fighting San Francisco newsboy, young Barry has completely captivated his audiences. In his own inimitable way he brings out the tears and laughs at will.

How Dinty becomes king of the Newsboys' Trust, works his way into the good graces of the assistant district attorney, aids in the recovery of his fiancée who has been kidnaped by a gang of Malay half-breeds, and engineers a little romance of his own, is revealed in one of the best and most unique films of the screen.

"Dinty" will be the feature attraction at the Arcade Theatre today and Saturday.

## MARY PICKFORD IS AT SHERRYS TODAY AND TOMORROW ONLY

Mary Pickford, "America's Sweetheart," in her latest United Artist production, "The Love Light," will be the attraction at the Sherry Theatre for a two days' engagement beginning today.

"The Love Light" presents Miss Pickford in an entirely new part, and in an entirely different sort of a vehicle than she has had recently. The star plays the part of an Italian girl residing on the coast of sunny Italy, who after having given two brothers to the war, found that her supposedly American husband is a German spy and who later finds from a girl to his death rather than be taken prisoner, her baby taken from her, and because people think she is crazy, a last finds happiness with her faithful village lover.

## "THE MONEY CHANGERS" AT STAR, SATURDAY

"The Money Changers," the feature at the Star Theatre Saturday and Sunday, is not a crook play, nor a drama of high finance, nor a Chinese play, but it is a study deftly combining all three in a powerful story of New York that takes in alike the glittering splendor of the richest city's highest society and the colorful, mysterious, drug laden atmosphere of the Oriental underworld.

Based on the theme of Mr. Sinclair's famous novel "The Money Changers," the story revolves about a man greedy for money. A respected member of society and president of a big drug company, it was not known that he was also the guiding spirit of a ring of drug traffickers. At the cost of the souls of men and women he grew rich with money that bought an illicit drug.

## FIVE SINGERS OF MERIT ARE COMING

Five singers of the first merit, who appeared in lower last year with the Sonora Grand Opera Company, together with the director of the orchestra, Alfonso del Castilla, who will be accompanied by a two-day engagement at the Arcade Theatre next Monday, during which they will present a program of operatic selections and popular songs all sung in concert.

During a recent successful engagement in Boise, the critic of the Statesman wrote of them as follows:

"The stars of the Sonora Grand Opera Company, who appeared at the Finney, gave something more than a concert. Their performance was brightened by their costumes, that fitted the parts they sang, and by their gesturing, until the transported listener could almost build about them, in imagination, the environment that fitted the song."

## Twenty-Three Kinds.

Twenty-three different kinds of chocolates. A pound of one or a box containing all. Our own chocolates for your own pleasure. 4-28-17

**Palace Confectionery Co.**  
 It pays to advertise

**Sweetness of Spring Air.**  
 The soft sound of water moving among thousands of grass blades is to the hearing as the sweetness of spring air to the scent. It is so faint and so diffused that the exact spot whence it issues cannot be discerned, yet it is distinct, and my footsteps are slower as I listen. Yonder, in the corners of the mead, the atmosphere is full of some ethereal vapor. The sunshine beiges held the wind from brushing it away.—Richard Jeffries.

**Her Sarcotical Prospects.**  
 "Suppose I didn't dress as well as I do now, would you love me just the same?" Her fiancé—"Certainly, dear. Why, that's as much as to say I won't care for you after we are married."—Boston Transcript.

**They Resist Candy.**  
 The northwestern Indians nearly always made their tobacco pipes out of western red cedar, but this choice was probably due more to the fact that this wood is easy to work and extremely durable than to its fragrance. It may be taken as a very good general rule that woods that are accepted as resistant to decay and insect attack, and have good cabinet qualities.—American Forestry Magazine.

**Sticking Close to His Business.**  
 A garage owner, awarded of the conventional "entrance" and "exit" over his doors, has had them replaced with more appropriate signs reading "In-take" and "Exhaust."—Boston Transcript.

The Union County Ad club and the Elwyn Concert Company announce the appearance in La Grande on

# SATURDAY APRIL 30TH.

of the celebrated

# New York Philharmonic Orchestra

Featuring  
 71 artists and the world-famous conductor Josef Stransky.  
 PRICES: \$1.00, \$1.50, \$2.00. Any of these seats may be reserved at Van Buren's Cigar Store, beginning at 10 a. m., April 26th. Out of town mail orders given preference on \$2.00 and \$1.50 grades. Some few preserved seats, but very limited.

First number at 8:45 and none seated during rendition of any number. First number of about half hour duration, hence necessity of early seating.