

La Grande Evening Observer

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DEATH CLAIMS FAMOUS MAN

F. Wayland Ayer, Pioneer Advertiser, Is Dead at the Age of 75 Years.

PHILADELPHIA, Mar. 13.—F. Wayland Ayer, pioneer of the methods which have made advertising one of the greatest businesses in America, died at the afternoon of March 5 at his country home, Ayermont, Meriden, Conn., at the age of 75 years.

About two weeks ago Mr. Ayer left his Camden, N. J., home for the country on the advice of his physician. A week ago he developed a severe cold which developed into influenza and finally to pneumonia.

Saturday night his wife, with his daughter and son-in-law, Mr. and Mrs. Wilfred W. Fry, the only surviving relatives, left Philadelphia for his bedside. They were with him when he died at 1:45 o'clock March 5.

News of the event was received with sorrow by hundreds of friends and acquaintances, not only in the firm of N. W. Ayer & Son of Philadelphia, which he founded in 1859, but many others to whom he was endeared by a life of great activity, distinguished for its idealism and ethical integrity.

Not only as an innovator and builder-up of advertising principles was Mr. Ayer known. He was a leader in the state and national affairs of the Baptist church, and held important state and national offices for the Young Men's Christian association.

Meriden, Conn., the place of his death, have made history in the daily business since he founded them several years ago. As a financier he was largely responsible for building up the Merchants' National bank until it was merged with the First National bank of Philadelphia which he served as chairman of the board of directors.

In recent years Mr. Ayer's activities had been devoted largely to philanthropic purposes. He continued as senior partner of the advertising business he had founded, but entrusted its conduct to the foundations on which the business had been built and to the tried ability of his partners.

One reason for this was his impulse to confront and to master new fields of effort.

Francis Wayland Ayer was born of pioneer New England stock on February 4, 1848, at Lee, Mass. His father, Nathan Wheeler Ayer, was a native of Preston, Conn. The older Ayer was a scholar and teacher and directed the early education of his son.

Later Mr. Ayer was himself a teacher in New York state district schools and spent one year as a student at Rochester university. In 1869 he joined his father in Philadelphia where the latter had then conducted a school. The same year the son found an opportunity to solicit advertising for a religious publication and a few months later, with his father, founded the firm of N. W. Ayer & Son, to conduct an advertising agency.

Mr. N. W. Ayer died in 1872 but the business was always born the name with which it was begun.

Mr. Ayer built for his business a foundation of absolute integrity. He refused to accept advertising and other forms which he considered questionable. His injection of new standards and methods led to the evolution of the advertising business to the high principles on which it is conducted today.

Mr. Ayer lived to see the firm which he founded in 1859 with one employee, grow to an organization numbering about 500.

The thoroughness with which information was gathered by the firm of N. W. Ayer & Son, led to the early creation of the "American Newspaper Annual and Directory," now a standard book of reference among newspaper proprietors and advertisers. This was created primarily for the best possible service to advertisers.

The improvements in the business of advertising that marked the growth of the house are now part of advertising history, though in many respects the history is current.

ATHLETES RACE THROUGH ROCK

(By Associated Press) BERKELEY, Cal., Mar. 14.—University of California athletes here, members of two teams, are racing to tunnel through a rock cliff.

The competition started with the idea of proving the supremacy of the university geologists over the miners, and the result was a challenge to an eighteen-foot dash through solid rock.

The scene of the contest is at the Lawson add. back of the Hearst Mining building. W. G. Gallagher is captain of the geologists and Everett Wilson leads the miners.

The two teams are organized and modernly equipped and they are at work in relays making a cross-cut through the drift of the adit.

SHARING THE CREDIT
"It's only your constitution that has pulled you through."
"I hope, you'll bear that in mind, doctor, when you find your bill due."
—Sydney Hillman.

OREGON AGGIES IN FAST GAMES

Baseball Nine Schedules Games With Fast Amateur Leagues in Willamette Valley.

(By Associated Press) CORVALLIS, O., Mar. 13.—Games with fast amateur teams of the Willamette valley before the opening of the conference schedule are to supplement the early training of the Oregon Agricultural college baseball team, according to announcement by Ralph Coleman, Portland Pacific Coast League pitcher, who is coaching the Aggies' nine.

Coleman's pitching material includes Alfred Woodward, who came near signing with the Detroit Tigers but decided to remain at O. A. C., Frank Mendenhall, veteran, American hurler from last year's team, and Charles Newbill, Harold Eddings, Andy Street and Percy Blackstone from last year's freshmen. Mike Duffy, last year's catcher, is the only receiver listed.

Infielders from last year are Felix Fors, Dick Garber, Glenn Perry and Hilbert Tasso. Three veteran outfielders are Tom Rippey, Chester Noonan and Frank Krammen.

The schedule for the season follows:

April 25-26—Idaho here.
April 30—Washington State at Pullman.
May 1—Washington State at Pullman.
May 3-4—Idaho at Moscow.
May 5—Whitman at Walla Walla.
May 11-12—Oregon at Corvallis.
May 16-17—Washington State at Corvallis.
May 18-19—Oregon at Eugene.

U. OF O. NOW 32 YEARS OLD

EUGENE, Mar. 13.—A well defined movement is now underway on the University of Oregon campus for a student union building which would be built by capital raised by the students.

Such a structure would contain offices for all student body officers, meeting rooms for student body legislative bodies and committees, the co-operative store, recreation rooms, a dining room, alumni headquarters including secretary's office, alumni magazine office and, in time, headquarters to accommodate returning graduates while here.

A distinct need is felt for a building to fit these needs on the Oregon campus and the student body is showing interest in the project of raising the necessary funds.

At a recent meeting of the senior class a motion was adopted which provides that each member of the class shall pledge himself to donate \$10 a year for the next ten years to create a student union building and as a class memorial. This was the first active step taken for the new structure and it is expected others will follow. A tax of one dollar per term for each student upon registration is being discussed and different organizations and classes are outlining ways to swell the fund.

The first wing of the building would cost between \$50,000 and \$75,000. A building to serve rudimentary needs can be built for this amount and other wings added later as funds are made available. Leaders of the project hope to have the building started within five years.

Other universities in the west have such buildings, the recently completed \$350,000 structure on the University of California campus being a notable example.

We Offer For Sale

A five-room modern home located on A avenue. House has stone foundation, good stone cellar. The house is well arranged, faces east, in good residence section. Price very low—\$2500.00. If you have \$200 cash, balance can be arranged at monthly payments.

WE HAVE OTHERS

A six-room modern home located on hill west side of city. Faces east. Lot \$1,000 cash, balance \$25.00 per month. Call and let us tell you about these places and show them to you.

on corner surrounded by many nice homes. House has large porch, good sleeping porch. Entire house well arranged. Price, \$2500.00. Terms,

La Grande Investment Company

Reliable Agents for Reliable Investments

206 Depot Street, Phone Main 118

Rounds Up Counterfeit Gang



Inspector Joseph De Palma is shown here checking up on counterfeit bills and discs seized in raids in New York when federal investigators placed 23 under arrest on bogus money charges.

LUMBER DEMAND NOW DECREASING

Despite the Upward Trend of Production, the Lumber Demand Is In Bad Slump.

Lumber production, taking the industry as a whole, has shown a sharp increase since the middle of last month, while demand has registered a considerable slump. However, orders continue to exceed output by a margin of 10 per cent, says the American Lumberman in Chicago. Shipments meanwhile have mounted steadily, and at the close of February totaled well above both production and orders. The slackening in demand has been largely due to the cold and unfavorable weather that prevailed practically throughout the country during last month, and to the fact that retail dealers have adopted a more conservative attitude toward the future. The small yards, however, for stock purposes during December and January, and shipments are now being received. With their stocks fuller and better assorted, they have for the most part decided to proceed with caution until spring business actually begins to materialize so that they can learn with certainty what volume it will assume. Building permits are being taken out in great numbers, and architects and contractors report an excellent outlook for the spring. It has been pointed out, however, that the lumber market is being held back by the fact that the upward trend continued. Lumber and building prices in general have by this time become stabilized, permitting prospective builders to proceed with greater confidence.

Two months' time it is expected that the lumber market, taken as a whole, will remain very strong. They are making no efforts to obtain prices, and are finding no difficulty in maintaining prices on the basis.

Electrical

WIRING, REPAIRING, APPLIANCES and SUPPLIES

H & S Electric

Agents for Edison Mazda Lamps
105 Depot St. Phone 393-W

Smart! Stylish!! Comfortable!!!



A shoe you'll like to wear because it's so easy.
A shoe you'll like to be seen wearing because it's so good looking.

The Bootery Inc.

"A Paradise for Tired Feet"
206 Depot Street Phone Main 118
GROVER SMITH, Mgr.

ORANGE MEN SHAKE JINX

Omens of Bad Luck Have No Meaning to San Bernardino Now; Hopes Are High.

(By Associated Press) SAN BERNARDINO, Cal., Mar. 13.—San Bernardino has lost faith in all the old omens of bad luck.

The 12th National Orange Show has just closed and officials declare it was the most successful ever held. In past citrus exhibitions every precaution was taken to avoid all unlucky signs and symbols that sometimes are associated with dates, figures, black cats and so forth. But it seemed useless as something always came along unexpectedly to mar the event.

This year the annual exposition started on a Friday afternoon and the directors purposely walked under all ladders being used to arrange the displays, and it said a mirror was broken on a box of oranges. To "christen" the opening day. And all went well.

The orange shows of the past have always been a harbinger of wet, sloppy weather, despite the rabbit's feet worn by boosters of the show.

This year Old Sol smiled his best the entire week of the show, and the high winds usually prevalent at this time of the year failed to put in an appearance.

Some odd prizes were awarded at this year's exposition. One man won a valuable prize for having the homeliest face, and another prize was given to a group of men for being the fattest carried in any one automobile to enter the show grounds. Nearly 300,000 persons visited the orange show this winter.

TERRIBLE
—Harry ate something that was "Cockatrice."
—Not yet, but he's very ill.
—French policy went work un-
—He'll will.

Use DIAMOND CORD

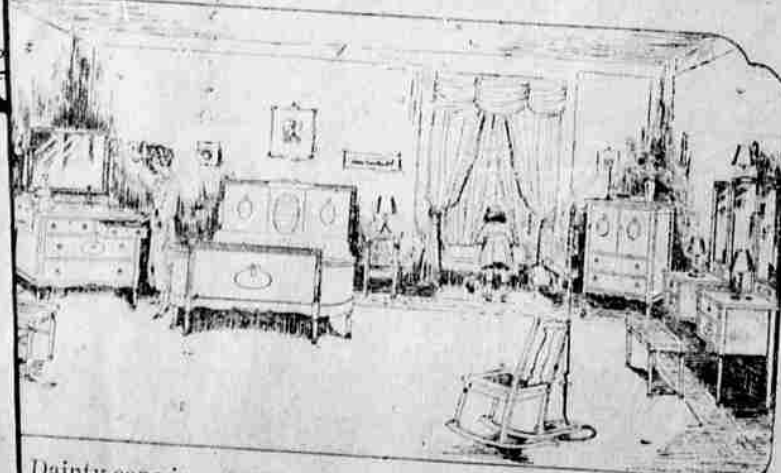
TIRES

If You Want
Tire
QUALITY
and
Tire
ECONOMY

E. Hdw. & mp. Co.,

HIS BEAUTIFUL SUITE

Is Adapted from a Design By the Famous Artist JAMES MCNEIL WHISTLER



Dainty cane inserts, two-tone panels, delicately colored carvations, fluting, quaint silver-toned pulls, and extraordinarily pleasing lines throughout all, harmonize and tie in creating an effect that is pleasing indeed. We are now showing this suite in Walnut and Silver. Come in and see.

H. Bohnenkamp Co.

Better Furniture for Less

SAFE OFFER
Bilkins had no love for his wife's little pet dog, but one day when it mysteriously disappeared he offered \$25 reward for its recovery.
"But I thought, said a friend, "you hated that dog like poison."
"So I did," replied Bilkins; "I could not bear it!"
"Then why on earth did you offer such a big reward for its return?"
"I like to please my wife."
"Well, that may be, but twenty-five dollars is sure to bring the dog back!"
"I think not," answered Bilkins.

GENUINE
"Mac, would you like a little of something Scotch—the real thing?"
"Well, now—I never—"
"Of course you would, Mary, bring out that pot of Dundee marmalade."—Life.

You can say one thing for the Vandals. They didn't say they were doing it for the sake of the weaker peoples.

Dont Over-Look This Opportunity

Every Wrapper off Medo-Maid Tall Can of Evaporated Milk Is Worth Money For 200 Wrappers we offer one set of six Rogers 1847 Silver Tea Spoons, value \$4.40, or the same for—

100 Wrappers and \$1.00
50 Wrappers and \$2.00
25 Wrappers and \$2.25

We will try to match any pattern you have, or will undertake to get other pieces. Let us show you how far we will go to please you. Call us or write. We want you to use Medo-Maid Milk. It has a quality all of its own that is unequalled by any other milk. Every can has the same good quality. It costs no more than other good milk and is better.

Use Medo-Maid Milk regularly. You will be surprised how rapidly you will accumulate the wrappers, and you will be delighted to have found so good a milk.

Ask for MEDO-MAID (Meadow Maid)
The offer above expires August 15th, unless extended. Don't hesitate to call or write.

UNION CREAMERY CO.

Phone Main 122 La Grande, Ore.

LA GRANDE CONCRETE PIPE COMPANY
PERMANENT AS THE PYRAMIDS
Manufacturers of
Building Foundation Sills Chimney
Pipe Blocks
WELL CURBING—SEPTIC TANKS
Factory Island City
Phone Main 120

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