

IMBLER CROWD AT CONCERT

IMBLER, Ore. (Special)—Imbler enjoyed a treat last Thursday when the famous Kitchen Cabinet Orchestra appeared in program at the Imbler Amusement Hall. L. Hale and Son, Mrs. Louis Durkin and mother, and George Maas appeared during the intermission with special music.

Decorations took most of the people of Imbler to La Grande or Summerville for services at the cemetery. The ladies, throughout the valley, gave a dinner and supper at the Masonic Hall at Summerville, for those visiting the Summerville Cemetery. This is done every year and the proceeds go for the upkeep of the Cemetery. This year, the ladies made \$400.00.

Mr. and Mrs. Lytle Stringham left this week for an extended trip along the coast. They will visit relatives in Portland and from there



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- Aunt Jemima Buckwheat Mixture, per pkg. 18c
- A Very Good Broom 48c

BETTER FOODS! CLEANER STORES! LOWER PRICES!

GOOD WILL IS A REAL ASSET

BADSON PARK, Meas. (Special)—In view of the controversy which has arisen over the value of good will in connection with the sale of Dodge Brothers, Roger W. Babson has been asked his opinion on the subject. Mr. Babson has felt that this was largely a fight between Wall Street financiers and has endeavored to keep out of it, but he today consented to give his opinion on the general subject of trade mark and good will values. Mr. Babson's statement is as follows:

"Many people wonder how it is that American Sugar stocks can be going down while American Tobacco stocks are climbing upward. At first thought this seems to be a paradox. Both companies are well established and both are handling an article of general consumption, and, if anything, sugar is certainly more of a necessity than tobacco. Both are the largest producers in their respective fields; therefore, at first sight, there seems no logical reason for sugar stocks to be tumbling while tobacco stocks are climbing upward. There is, however, a fundamental difference between these two securities. Sugar is bought in bulk by the pound without reference as to who manufactures it while tobacco is bought in cans and packages and bought by the brand. That is to say, the sugar business is a non-brand business and the tobacco business is a brand business, and from the keen investor's point of view there is as much difference between the two as between night and day. When anyone buys sugar, he simply asks for 'sugar' and pays no attention to the brand. But when one asks for tobacco he calls for some specific brand. Doubtless the sugar people see this difference and hence are endeavoring to establish trade names for cube and powdered sugars.

The Dodge Brothers Sale

"I do not wish to get involved one way or another in the merits of the Dodge Brothers Sale. It would be wrong for me, or anyone else, to give an opinion on a specific case like this without a thorough knowledge of all the circumstances. My hunch is that Dodge Brothers securities will sell for less before they reach their natural level. But I do believe that their good will, to which the Michigan authorities have taken exception, is a very valuable asset. Furthermore, I believe that the bankers who are criticizing the Dodge Brothers securities would far rather, at the same price, have the name and good will without any real estate, buildings, machinery, or other tangible assets than to have all these tangible assets without the name and good will. Brands, trade marks, and good will are the most valuable kind of assets. The difficulty with

live in Iowa.

Mr. and Mrs. W. D. Ledbetter were dinner hosts Monday in honor of Mr. and Mrs. O. K. Burrill, of Lakeview, Oregon. Covers were laid for ten.

Surprise Party.

A very pleasant surprise was given Mr. and Mrs. O. K. Burrill, Monday evening when fifteen of their former pupils called at the home of Mr. and Mrs. Frank Martin, at whose home, Mr. and Mrs. Burrill were visiting. A social evening was spent, after which refreshments were served.

The Alumni of the Imbler High School held the annual banquet at the K. of P. Hall, Thursday evening. The hall was prettily decorated in pink and white, the same color scheme being carried out in the table decorations. Officers for the coming year were chosen: president—Ruth Tibbels; vice-president—Bernice Stringham; Secretary, Leta Robbs; Treasurer, Glenn Ledbetter.

The Student Body of the Imbler High School elected the following officers for the next school year: president, Ray Keown; vice-president, Keith Glenn; secretary, Mercedes Henry; treasurer, Lydia Cleaver.

Imbler can again be proud of its young people. In the State Examinations, Gladys Billings had the highest average in the county, her average being 95.1. Out of the 133 taking the examinations in the county, 108 passed. Clifford Westenkow, Letha Watson, Catherine McKinnis, Gladys Billings and Lois Zwofel were passed from the Imbler School.

Mr. and Mrs. Lytle Stringham were host at a dinner at their home, Wednesday evening. Red and white roses combined to form a lovely color scheme in the dining room. Covers were laid for Mr. and Mrs. Lytle Kiddle, Mr. and Mrs. Haskell Andrews, Mr. and Mrs. E. J. Haas and Miss Leta Robbs.

Mrs. M. H. Payne and Glenn spent the week end in Enterprise, returning to Imbler, Monday.

Mr. and Mrs. Gray W. Fox, Dorothy and Clay, Jr., left Monday morning for a visit in Portland.

Mr. and Mrs. J. Davidson and son of Portland were callers at the State Bank, Tuesday.

Ralph McKinnis has been ill with an attack of appendicitis. Mr. McKinnis will be operated on during the week.

Storcia Horrie has been ill at her home with tonsillitis.

Mrs. Chris Jergensen left Wednesday for her old home in Ord, Nebraska, to spend the summer with her mother.

The Sparks Amusement Company will present the "Covered Wagon" at the Imbler Amusement Hall, Tuesday evening. This is the same picture that was shown in La Grande during the summer, and this will be an excellent opportunity for those who did not see it there to see it now. A three piece orchestra will play during the ev-

Near Death



Lynan J. Gage, secretary of the treasury under President McKinley and during a part of President Roosevelt's administration, is seen today in San Diego, Calif. Gage, who is past 80, has long been prominent in the financial world.

them is that their value can be more easily destroyed than the value of tangible property. The concern which has the most valuable brands is like a man carrying a pan of molten gold over a rough mountain pass—with the least jarring of the pan one way or the other some of the gold is apt to run out, and if he should stumble all would be lost. It is an old saying that "the higher up in the tree a bird builds her nest the easier it is for the nest to be robbed." Hence, the most valuable brands must be protected most carefully, both from outside pirates and from short sighted men in the management who are neglecting the quality or reducing advertising appropriations simply to secure profits. I cannot speak to highly of the value of trade marks, brands, and other forms of good will, but I must at the same time say that they can be very easily ruined.

Farmers' Wonder

"Farmers often wonder why it is that their sale of oats will be booming while the sale of 'quakers Oats' in boxes will be increasing. Certain oil companies which sell only crude oil are today in financial difficulties while other oil companies which have valuable brands are still doing a fine business. Shredded Wheat sells just the same whatever the price in demand whether it is raining or shining; and Ivory soap is still being used by the great grandchildren of men who bought it when it first began to advertise. All this means that brands and trade marks, when properly developed and protected, seem to prosper irrespective of business conditions, variations in customs, and even changes in management. Brands outline the lives of the founders, and when properly cared for are like rivers that run on forever. Once I was called to Washington in connection with a trust investigation. The government was endeavoring to break up a great monopoly depending not upon trade agreements, but rather on a brand which was a household word in every community. Because of this the Government was powerless to touch them. I returned to advise my clients to spend their money on national advertising which would build up a monopoly which no government could touch rather than spend it upon lawyers to create a structure which any politician could break down.

No Defense

"I don't want these comments to be interpreted as a defense of the Dodge Brothers transaction, but I do wish to impress on every business man, especially the manufacturer and jobber, the necessity and importance of protecting brands, trade marks and the like. However small a manufacturer may be it is very important that he should have some brand mark which can be used on all his ad-

Foreigners Listen In Peking Palace to The Living Buddha

PEKING (AP)—Nearly 1000 foreigners and Chinese gathered in the inner court of the King Tai palace in Peking on the afternoon of Easter Sunday to witness a reception offered to the Panchan Lama by the united religious bodies of China. The King Tai palace, which was the scene of the imprisonment and death of the Emperor Kuang Hsu, and later the prison of the ex-president Tiao Kuu, is now the home of the Panchan Lama, the Living Buddha and spiritual ruler of Tibet, who has been for some weeks the guest of the Chinese government.

The spectators were grouped around a raised platform at the head of which stood a chair draped in yellow silk and in which a few minutes after the appointed hour, the Living Buddha took his seat. This was the signal for the Lama monks who occupied places on the platform to begin a Buddhist chant, the deep, organ-like tones of which were heard to great advantage in the open air.

Dr. Gilbert Reir, organizer of the reception, made a short address of welcome in which he emphasized the universal nature of the meeting, in which all Chinese sects and representatives of the missionary bodies and the Russian Orthodox church were taking part. He expressed the hope that this

might be the first of many such meetings which would enable the churches to unite in their effort to attain the object which all had in view, namely the betterment of the world.

A copy of this speech, in Tibetan, was then handed to the Panchan Lama, who spoke briefly in reply. He expressed approval of the ideals which had brought this meeting together and in a short resume of the main principles of Buddhism, pointed out how compatible its tenets were with those of all other accepted faiths. Translations of his words in Chinese, English, and Mongolian were read after which the choir of the Peking Choral Society sang a selection from Stainer's "Crucifixion."

The proceedings closed with a short speech by an old Chinese scholar who expressed the hope that men of all creeds and nations would unite in giving China the spiritual and material aid of which she stood so much in need. Anthems were sung by choirs of the Russian Orthodox church and the Chinese Christian church.

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