

Local News In Brief

Here From Imbler—

Mrs. W. P. Rollins, of Imbler, was shopping in the city today.

Hunting Pheasants Today—

Herman Segrist, William Segrist, and Walter Leisman are among the La Grande pheasants hunting pheasants in Malheur county today.

Visiting Sister Here—

Mrs. Carrie M. Doherty arrived last night from Walla Walla, Wash., and is the week end guest of her sister, Mrs. C. D. Putnam.

Grange Meets Tomorrow—

Blue Mountain grange will meet tomorrow, Oct. 16, at Grange hall. This is the regular meeting of the grange.

Home From Wallawa—

J. H. Moffitt has returned to his home here from a Wallawa business trip.

Here on Business—

J. P. Lottridge, general manager of the Eastern Oregon Light and Power company, is in La Grande from Baker today in the interest of the company.

Have Baby Boy—

Mr. and Mrs. D. P. Perrin are the proud parents of a baby boy born to them Wednesday, Oct. 13. The little boy weighed eight and one-fourth pounds. They have named him Elery Frances.

Hunting Pheasants—

E. T. Andrews and A. V. Andrews are among La Grangers who are hunting pheasants in Malheur county today. They plan to be away two days.

On Way to Baker—

C. Murphy, prominent fruit grower of The Dalles, was in La Grande this morning on his way to Baker.

On Way Home—

Mrs. Dorothy Salikin, of Enterprise, was in La Grande this morning en route home after attending the Pythian Sisters grand lodge at Corvallis the first of the week.

Attended Grand Lodge—

Brace Cox passed through the city this morning on his way home to Wallawa after attending Knights of Pythian grand lodge at Corvallis Tuesday and Wednesday of this week. Mr. Cox is in the mercantile business at Wallawa.

Home From Portland—

Mrs. R. A. Maguire returned home yesterday from Portland where she spent Monday taking her little grandson, Charles Ernest Dawson, home. She spent about six weeks in La Grande with his grandmother.

Left on Pheasant Hunt—

Dr. W. T. Phyl, Dr. Mark Phyl, Joe Carr and Charles H. Johnson left today for Malheur county to hunt pheasants there. The season opened in that county this morning. Hunters here will not be allowed to shoot pheasants until Sunday.

Will Return to Portland—

Miss Marjorie Maguire plans to leave tonight or tomorrow for Portland after spending the past month in La Grande with her mother, Miss Maguire was working in Portland, when she was called home by her mother's illness.

To Baker Today—

Miss Louise Hunter, elementary director of the Oregon Baptist conference left La Grande this morning for Baker after spending part of the week here. She is traveling over this section of the state visiting most of the Baptist churches. While here she was the house guest of Mrs. W. P. McAdory.

Left For Yakima—

Mrs. G. G. Griffith and two little daughters, Evelyn and Gloria Jean, left on this morning's stage for Yakima, Wash., where they will visit Mr. Griffith's sister, Miss Marian Griffith, just arrived there from Washington, D. C. to visit her parents.

Back From Wallawa County—

Dr. W. E. Thistlewaite returned to La Grande yesterday from Wallawa.

ART EXHIBIT TO CLOSE TONIGHT

The Rev. Oliver Riley Is Featured on Program—Expect Crowd.

A program featuring a talk by the Rev. Oliver Riley, artist-rector of St. Peter's Episcopal church, will close the art exhibit that the children of La Grande public schools have sponsored all this week at Honan hall. Music arranged by the teachers of Greenwood school will begin at 7:15 o'clock, and Mr. Riley's lecture will commence at 8. An artist on his own account, the rector of St. Peter's has augmented his knowledge of painting by study under some of the leading modern masters and by extensive travel through the countries of Europe.

His audience will be a large one, if last night's attendance is any indication. Honan hall would scarcely accommodate the groupings and children who gathered there for the program and pictures. This evening, it is planned to give the little folk an opportunity to leave early.

Miss Blanche Clark, who spoke last evening, complimented the school authorities on the quality of the exhibit. She told of her visits to art galleries, and explained some of the processes of pictures in the making.

Twelve children of Willow school presented a dramatization of Hiawatha. The chamber of commerce quartet sang two numbers, and Mrs. Hal Bohnenkamp offered contralto solos.

Proceeds will be checked this afternoon to determine how much money the pupils have earned through the exhibit for the purpose of school room pictures. At least one school has earned the necessary 65 points entitling its pupils to a special \$10 prize picture. Mrs. Gladys Douglass, art supervisor, said this noon.

IRRIGATION LAW MAY BE ALTERED

State Treasurer Kay Gives Hint of Plans at Hood River Meet

HOOD RIVER, Ore., Oct. 15. (AP)—A hint of what shape the revamping of Oregon's irrigation laws may take if they meet with the approval of the state desert land board was given the sixteenth annual Oregon reclamation congress in an address last night by State Treasurer Thomas B. Kay. The legislative committee of the congress was in session today to draft his recommendations.

Mr. Kay said he had no direct interest in irrigation, but told of his intimate contact with the development of projects in the past 24 years, during which times he had been in state office either as treasurer or member of the legislature.

Opposes Irrigation. "Because of my opposition to irrigation projects," he said, "I have been criticized as unfavorable to such development. I do not think the time ripe for such development. The people of the state have not been wise in that they have permitted speculative elements to engineer irrigation development for their personal gains. They have brought about irrigation development, have lost interest and have carried on an organized effort toward retention of the land."

Mr. Kay voiced disapproval of the state forcing development of the new project until those that have already been launched are relieved from financial embarrassment and settlers under them are given aid. He cited that at present there are 100,000 acres of land without settlers.

He predicted a strong effort will be made to induce the next legislature to pass a measure authorizing the state to refund outstanding irrigation bonds amounting to \$12,000,000 or \$13,000,000. Such a measure, he prophesied, would not receive the necessary approval of a popular vote. He said he would strongly oppose such a move himself and intimated many leading businessmen throughout the state had expressed similar sentiment.

Suggests Substitute.

As a substitute plan Mr. Kay suggested the appointment of a

250 ATTEND LECTURE BY HUGO SWAN

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for the rest of the evening. Defines "Sale"

"A sale," the lecturer defined, "is that which happens when I give you ideas about a thing that will make you want it more than you want the money necessary to buy it."

He exploded the tradition that the first few minutes make or break a sale by declaring that "Salesmanship is always a matter of eternal detail. Time," he added, "is the salesman's chief asset."

With Gustav Wissler as his stage assistant, the lecturer dramatized some of the methods—honest methods, he emphasized, and not tricks—by which the prospective customer may be brought to an attitude of attention, "a buying attitude."

Correct Dress Described. In outlining the details that help the salesman to make a proper impression, Swan advanced the need of dressing for the customer, of dressing in good taste and in harmony with one's business. He called attention to the handicap of distracting customers or even annoying them, with habits and mannerisms. He emphasized the necessity of good health, freedom from domestic and financial worries.

"The customer is the all-important element in any business," the specialist declared. "You will meet your customer with more courtesy and consideration when you learn to look on him as \$3,000 worth of business. Your job as salesman is customer making and customer keeping. If everything in your business works to that end, then your business is all right."

"If customers insist on telling you their troubles, be a polite listener, no matter what the occasion. But it isn't necessary to prolong the conversation. Allow something the customer says to lead factually back to the object of the sale."

Must be Expert. "Must you take a fall out of the hard customer? Are we here as missionaries? Somebody is going to sell him. When you consider that a certain per cent of customers are going to be the hard ones, you can look on them as the hazard on the course of selling. Meet the hard customer with politeness; you can't tell by looking at him what he may just have gone through."

"In this day and age, people who buy have no time to sit by the fire and study. They depend more than ever on the house and salesman with whom they deal. The salesman then must sell himself as an expert."

Hugo Swan's lectures in La Grande are sponsored and financed by the following firms: J. C. Penney Co., La Grande Grocery, Mt. Emily Lumber company, Eastern Oregon Light & Power Co., Perkins Motor company, Blue Mountain garage, E. W. Woolworth company, Pratt Lumber company, M. J. Goss, W. H. Bohnenkamp company, and The La Grande Evening Observer.

80 Persons Are Rescued From Alaskan Vessel

WHITE HORSE, Yukon, Oct. 15. (AP)—Eighty persons who were aboard the stern wheeler Dawson which sank in Rink Rapids in Yukon river, Wednesday were due here today in automobiles over the same trail that was crowded with prospectors in the gold rush to Dawson in 1897 and 1898.

A good dirt highway of 120 miles, through high prairie land has disabled the trail of the gold rush days. The passengers are being transported by private automobiles and stages of the White Horse to Skagway, Alaska, where boats connect with Seattle.

Mail and baggage, reported to include \$100,000 gold, were shifted from the vessel which went down in shallow water, and taken to White Horse by launch. Passengers, including miners and their families en route from Dawson to the states for the winter, are to be taken by railway from White Horse to Skagway, Alaska, where boats connect with Seattle.

Commission to make a survey to determine actual value of the outstanding bonds, the bondholders placing the securities in escrow with the state until such valuation had been arrived at, when the state would reimburse the bondholders on the basis recommended by the commission.

Halls in School Quiet; Tests Given

The quiet noticeable in the halls of La Grande high this week may be strange, and it may not.

Today the first six-week period ends, and early next week, grade cards will be distributed.

Most of the tests have been given. Teachers are averaging scores today.

The halls are very quiet.

GUARD COOLIDGE'S SON

WASHINGTON, Oct. 15. (AP)—A secret service man has been detailed from Washington to remain with John Coolidge, son of the president and Mrs. Coolidge, at Amherst college.

ORMISTON IS DISCOVERED IN WINNIPEG

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READ THE OBSERVER CLASSIFIED ADS

TODAY And SATURDAY

STAR

KEN MAYNARD AND DOROTHY DEVORE

IN SENIOR DAREDEVIL

WORK PANTS

Work pants of all weights and materials. Tug o' War cloths, twills, mole-skins, whipcords and heavy woolens. Strongly made to withstand the gaff of hard work. Prices—
\$1.95 — \$3.45 to \$4.45

WORK SHIRTS

Triple stitched, cut full and roomy. All materials from chambray and flannels to pure woolens. There are many beautiful designs in plaids and stripes. The price of each quality represents a distinct saving.
Chambray Work Shirts 39c to 75c
Flannel Shirts \$1.49 to \$2.45
Woolen Shirts \$3.45 to \$4.45

WORK SHOES

A heavy composition sole, sewed and nailed, moccasin toe, a stout retan upper. The most economical work shoe ever sold. Price—
\$2.85

PUMPS AND OXFORDS

For Women

Endicott-Johnson shoes for women reflect all that is best in style and workmanship and, at modest prices. The trend is to darker shades both trimmed and untrimmed. The Stroller brown is a beautiful new shade with a suggestion of Autumn. Black is rapidly gaining favor. Both spike and block heels are good. Prices range from
\$1.49 to \$5.19

DRESS SHOES AND OXFORDS

For Men

Style and service are twin aims of the manufacturers of these shoes and oxfords for men. We feature Endicott-Johnson shoes, the best medium priced shoes on the market. Prices range from
\$2.95 to \$6.19

NEW YORK STORE

"Destroyers of High Prices"

Comedy George the Winner

Ken's here, rarin' to go! — the screen has never had a cowboy actor as fine as Ken Maynard... ride, rope, shoot, and as fast as a prairie cyclone! He brings back the old West for you — live with the color and fire that blaze in the romantic minds of all Americans — boys and men.

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