

**URGES PUBLICITY TO BOOST APPLE**

Salvation of Industry in Northwest May Depend upon Advertising

WENATCHEE, Wash., Dec. 10.—Coulter McKeever, Seattle, manager for the H. K. McCann Advertising company, declares that the ultimate salvation of the apple industry of the Pacific northwest can be brought about only through changes in the consuming habits of the American people.

McKeever laid down broad principles on which consuming changes can be brought about. That it is essentially an advertising problem and must be met through national advertising on a big scale over a long period was his main contention. He gave figures of the fruit industry of the country for 19 years, showing the swing away from apples between 1890 and 1920.

**Shows Consumption Decrease**  
From 1890 to 1899 apple consumption represented 66 per cent of the total fruit production of the country, according to McKeever's figures. During the next 10 years, the percentage decreased to 43 per cent and in the last 10 years to 30 per cent.

"People are eating more fruit per capita than they have been," McKeever said, "but they are not eating so many apples. The trend has been toward citrus fruits, such as oranges and grapefruit. The latter, virtually unknown 30 years ago, and the former, only marketed about four months in the year, enjoy a tremendous demand throughout the 12 months. Advertising is what has done it."

"Orange growers of California have been advertising steadily more

**13 CONVICTS UNLUCKY IN PRISON BREAK**



Front entrance of the state penitentiary at Columbus, Ohio, through which 13 desperate convicts shot and stabbed their way to short-lived freedom, is shown at the right above. At the left is James Johnson, one of the 13, being returned to the prison with bullet wounds in the leg and shoulder. He was at liberty only three hours. Inset is "Jigger" Lottner, Ohio bank robber and murderer, who led the futile break.

than 20 years and are not satisfied concerned. Apple consumption has dropped off. There has been little time they have changed the eating habits of the American public, so far as apples and citrus fruits are

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**Autos Displace Horse Vehicles In Idaho County**

LEWISTON, Ida., Dec. 10.—Nev. Perso county commissioners met to equalize the personal property tax roll, the tax from this source for 1926 being \$35,400. This roll includes all property not attached to real property for the purpose of taxation.

It is noticeable the inroads the automobile is making on the mode of transportation in the county in the last 10 years. In 1917 there were 1500 wagons and buggies in the county and this year but 23 are listed. Work horses seem to be holding their own, however, the difference between the two periods being 175, in 1917 the number being 3280, against 3105 this year. There are approximately 4000 automobiles in operation in the county. In the last 10 years there has been a decrease in common cattle of 800.

Public bath-houses for dogs are maintained at the city's cost for the sportsmen of Strasburg.

**FORMER A. P. MAN DIES**

PORTLAND, Ore., Dec. 10 (AP)—Sydney B. Vincent, who was correspondent of the Associated Press at Portland from 1904 to 1913, died here Thursday following an operation last Sunday. Since leaving the Associated Press he had been engaged in various business enterprises, and for some years he was manager of the publicity department of the Portland chamber of commerce. Recently he had been secretary of the Oregon-California Power company. He was born in San Francisco and entered the service of the Associated Press in that city.

**"SLUSH ABOUT WOMEN"**

LONDON (AP)—General Sir Ian Hamilton, in a speech which he called "Slush about women," said the praise of woman and assertions of her taking the place of man, "has been overdone altogether—there's nothing to it."

"Woman is not lagging behind by any means and she may smoke and drink cocktails, but men will always do the work in the mines, in the steel mills and in the executive offices and in the trenches of war where hard, solid thinking is necessary for success," he declared.

**Two Big Lumber Companies Merge**

BOISE, Ida., Dec. 10.—A new million dollar corporation will come into being this week, when the Eccles Lumber company, operating at Cascade, will absorb the W. H. Eccles Lumber company, an Oregon corporation. The old corporation had a capital stock of \$250,000, while the new corporation, the papers for which will be filed in Valley county this week, E. S. Eccles says, will have a capital stock of a million dollars.

Associated with the new company will be a number of capitalists and businessmen of the intermountain country, who have made definite plans for an expansion program.

The Eccles company, formerly operated at Baker, Ore. Two years ago it moved its plant to Cascade, where it built what is said to be one of the finest mills in the intermountain country. It has a capacity of 120,000 feet every 24 hours. Connected with the plant is a box factory and power plant.

Pine stumps found on the bottom of the Baltic Sea prove that the southern tip of the Scandinavian peninsula was once connected with the European continent, making the Baltic an inland, freshwater body.

The post office in Sweden is a money making institution, the net profits for the last year being \$3,271,317.55 or \$55 per inhabitant.

**Doing It In A Bigger Way At This Great 'Christmas Sales' Event**

It's the outstanding sales event in this store's history. Conditions conspired to make it unusual. Stocks are greater than in any previous sale and interest is aroused as never before in the tremendous savings it brings. Christmas will soon be here and "now" is the time to buy at these tremendous savings.

- HEAVY UNDERWEAR**  
Part wool garments generally sold at \$3.75. Christmas Sale Price—**\$2.19**
- WORK SHOES**  
Harvest and Pac style, paracord sole. Regular price \$2.89. Now—**\$2.15**
- WOOLEN SHIRTS**  
Generally Priced \$2.85 **\$1.39**  
This is a two-pocket shirt that has been one of our most serviceable shirts.
- LADIES' HOSE**  
Regularly priced 65c Now **3 For \$1.00**  
This is a medium fine gauge rayon silk hose—full length, in light colors.
- DRESS HATS**  
A most complete assortment for Christmas. Also Cowboy hats—**\$1.95 to \$4.45**
- IMPORTED SCARF**  
The ideal gift for "Him" **\$1.89**

**MEN'S WEAR**  
Money-Saving Cash Store For Men  
Corner Adams and Elm La Grande



A POUND bought today promises to be the beginning of its day-by-day use at your home.

**Gem-Nut Margarine**

is so good you will be glad to serve it regularly.

Swift & Company U. S. A.

Makers of Premium Oleomargarine



**Pasco Grower Has Big Lettuce Yield**

PASCO, Dec. 10.—E. F. Clemans has closed an exceptionally successful year on his irrigated ranch by breaking all records for head lettuce culture. Clemans has just finished harvesting 575 crates of high grade lettuce from one acre of ground. Half that amount is considered a good yield. He also has one and one-half acres on the same ranch from which he has already cut 500 crates and has about 100 crates which will be harvested if the weather remains favorable.

The lettuce is of fine quality and throughout the season. The local box commended a high price lettuce growers association has shipped fifteen car loads to date from Pasco and independent growers have shipped a number of car loads.

**Baker Grangers Elect John King**

BAKER, Ore., Dec. 10.—John King, of Missouri Flat, was re-elected master of Baker county Pomona grange at its quarterly session here. King is the first Pomona master, having been chosen when the county unit was formed at a meeting two years ago. Other officers chosen, several of whom were re-elected, are: Ben Jacobs, overseer; Mrs. L. F. Bailey, lecturer; Armand Perkins, steward; Steve Jackson, assistant steward; J. P. Holland, chaplain; Byron Vandecur, treasurer; George Fisher, secretary; J. P. Ayres, gate keeper; Nettie Bussard, Cook; Mrs. Harriet Murray, Pomona; Mrs. George Curtis, Flora; Mrs. W. A. Seig, L. A. S.

The Prince of Wales does not read any music. His effective playing of the ukulele is due to his ear for music.

After an engagement lasting 25 years, John Wister and Mary Marshall were married at a Clifton church in London.

**Sheik's Spirit Talks**



Through a medium, Natcha Hanbashi, former wife of the late Rudolph Valentino, has communicated with him in the astral world, she said upon her return from Europe, when this photo was made.

**YOU GET DOUBLE ACTION**  
**FIRST in the Dough THEN in the Oven**  
*in Using -*  
**KC BAKING POWDER**  
Also Finer Texture and Larger Volume in Your Bakings.  
*Use less than of higher priced brands*  
**SAME PRICE FOR OVER 35 YEARS**  
25 ounces for 25¢  
*Millions of Pounds Used by Our Government*

**FOOD FOR THOUGHT**  
**Sensible Christmas Gifts**  
**Good Things to Eat**

- 60 lb. Tin Pure Light Color Oregon Honey ..... \$6.95
- 10 lb. Tin ..... \$1.49
- 3 Fancy Combs Honey for ..... 47c
- 3 lbs. Soft Shell New Crop Nuts ..... 95c
- 10 lb. Box 20-30 Size Fancy Italian Prunes. These are the largest size packed—a very acceptable gift ..... \$2.79
- 25 lb. Box Same Pack ..... \$5.95
- 4 lb. Pkgs. Fancy Sultana Raisins ..... 43c
- 10 lbs. Fancy California Peaches ..... \$1.95
- Tea Garden Fancy Preserves in 1 lb. Jars—Figs, Strawberries, Raspberries, Blackberries . . . . . 3 45c-Size for \$1.00.
- 49 lb. Sack White Spray Flour, finest in the west . . . . . \$2.85
- 49 lb. Sack Federation Hard Wheat, Our best value . . . . . \$2.39
- Grande Ronde Grown Spuds, best . . . . . \$1.98

**"WHERE THE THRIFTY THROG"**  
Free Delivery Any Size Order  
**Hooverized Grocery**  
A 100 Per Cent Community Food Store  
2 Main Line Phones Call Main 49