

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

FRANK B. APPELBY Editor and Publisher  
HARVEY F. MATTHEWS Business Manager

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**GOD'S RESPONSE**—If my people, which are called by my  
name, shall humble themselves, and pray, and seek my face,  
and turn from their wicked ways; then will I hear from heaven,  
and will forgive their sin, and will heal their land. 2 Chron. 7:14.

The selection of Fred E. Kiddle as manager of the Oregon  
Hoover campaign does credit to Hoover supporters. Mr.  
Kiddle has a wide state acquaintance among former service  
men, among politicians, among business men and others. His  
candidate will need no apologies and a successful primary  
campaign is practically assured.

Some Observer reader, lacking the courage to make a  
comment over his own signature, sends an anonymous post-  
card calling attention to a death reported in this paper in  
1922 as being due to antitoxin. We have not investigated,  
since the date given was three years before the present pub-  
lisher purchased The Observer, but the incident, if true, is to  
be condemned equally with similar reports in other papers.  
The value and success of inoculations when properly admin-  
istered is obvious to anyone who will study government and  
private records. Anyone discrediting that fact, intention-  
ally or otherwise, does an injury to society and to the pro-  
motion of health.

### IOWA VS. CALIFORNIA

Conditions in the agricultural middle west are not, one  
gathers from a brief visit there, to be envied. In Iowa, which  
is regarded as typical, the residents admit the charge. Busi-  
ness is rotten, they say, everywhere has gone "busted" or has  
lost money in bank failures or business slumps the last few  
years. The state has about two hundred less banks than it  
had five years ago. Business districts are marred by too  
many empty store buildings in good locations. Building, ex-  
cept of a public nature, has come practically to a standstill.  
In one county with a population of 20,000 people only three  
houses were built in 1927. In two county seat towns—one  
3500 and one 6000—we are told that not one new house was  
constructed in 1926. The same record would be found in other  
communities, no doubt.

In spite of this discouraging condition and obvious busi-  
ness inactivity, one discovers that many Iowa people made  
money in 1927. Numerous farmers encountered admit that  
it was a pretty good year. Some of them who were not guilty  
of speculation tell you they have made money every year  
since the war, right through the slump—clean, cold cash—  
and lots of it several years. In most of the state's ninety-  
nine counties the total bank resources and deposits exceed  
the totals of the boom years.

What's the trouble? Surprising as it may seem, most  
people close to the facts and intelligent enough to make a true  
analysis of the situation will give answers that are much  
alike. "Land and blue sky speculation during the post-war  
boom cost Iowa millions of dollars. Due simply to bad busi-  
ness judgment, millionaires woke up to find themselves penni-  
less, landlords woke up to find themselves tenants. Not every-  
body was hurt direct but everybody was hurt indirectly or  
thought they were. Two million people lost temporary con-  
fidence in Iowa. Was in bad shape. Iowans agreed and  
shouted the fact from the housetops. The depression became  
magnified as unreasonably as the boom had been. Today  
Iowa's trouble is largely mental—the result of the wrong  
kind of advertising. Farmers are making money but, re-  
membering the crash with a shudder, are hanging on to it.  
The great majority of people are spending much less in pro-  
duction than they used to. Money turn-over is too low. The  
only thing the state needs is either a good doctor of mental  
illnesses or a large dose of California enthusiasm."

And therein lies a lesson for any state or any community.  
Economic ups and downs can hardly be avoided. They never  
last long or have a permanently disastrous effect without  
generous mental encouragement in that direction. Iowa got  
a bad bump from speculation. Instead of catching new en-  
thusiasm and new confidence on the rebound, it proceeded  
to feel sorry for itself and to tell the world what a hard  
bump it was.

A year or two ago (it was too brief a period to register  
effectively) Los Angeles suffered a slump. Building dropped  
off; unemployment reached a new high peak. Conditions  
were not good; due somewhat, it is said, to Florida's rivalry.  
"If you met someone from Los Angeles, did they bemoan  
their fate and cry hard times? Not at all. They told you  
the depression was over before it had time to get started, or  
that it was caused by such-and-such "unusual" condition—  
that it was already going far ahead of old records. By sheer  
optimism and enthusiasm—the California spirit—they over-  
came the depression and made their predictions come true.  
Santa Barbara's earthquake was a terrible disaster—but they  
came back stronger because of it and have built "bigger and  
better than ever."  
Progress and prosperity exist first in a state of mind. A

community or state that believes it is the best in the world  
has a tremendous advantage over any other community or  
state merely in the possession of that belief. The battle is  
half won. Eastern people wonder at the universal enthusiasm  
of western people for the west. It's the west's greatest asset.  
With it as a starting point, the other obvious advan-  
tages of the Pacific Coast area do, indeed, make it the best  
country in the world. Oregon—too contented, conservative,  
and slow by comparison with its two coast neighbors—can  
well remember that this starting point is essential. We not  
only need to avoid Iowa's inferiority complex but we can  
profitably seek to acquire the opposite—which has too long  
been an exclusive California possession.

## MARKET NEWS OF THE DAY

CHICAGO GRAIN				
	Open	High	Low	Close
Wheat	129 1/2 @ 129 3/4	130	129 1/2	129 3/4 @ 130
March	130 1/2 @ 130 3/4	130 1/2	130	130 1/2 @ 130 3/4
May	126 1/2	127 1/2	126 1/2	127 1/2 @ 127 3/4
July	126 1/2	127 1/2	126 1/2	127 1/2 @ 127 3/4

**LIVERPOOL WHEAT**  
LIVERPOOL, Jan. 31 (AP)—  
Grain close: Wheat—March 198,  
1/4; May 168, 1/4; July 198,  
1/4.

**PORTLAND WHEAT**  
PORTLAND, Ore., Jan. 31 (AP)—  
Wheat—BBB hard white, \$1.42;  
hard white bluestem, baart, \$1.27;  
federation, \$1.27; soft white, \$1.27;  
western white, \$1.27; hard winter,  
\$1.22 1/2; northern spring, \$1.23;  
western red, \$1.22.  
Oats—No. 2 white feed and No.  
2 gray, \$0.50.  
Today's car receipts—Wheat,  
125; barley, 3; flour, 8; corn, 2;  
oats none; hay, 10.

**CHICAGO CASH**  
CHICAGO, Jan. 31 (AP)—Cash  
wheat—No. 2 red, \$1.42;  
Oats—No. 2 mixed, 98c;  
No. 3 yellow, 87 1/2 @ 88 1/4; No. 2  
white, 94c; No. 3 white, 90c.  
Oats—No. 2 white, 55 1/2 @ 57 1/2;  
No. 2 white, 54 1/2 @ 57 1/4.  
Barley—36 1/2 @ 36.  
Timothy seed—\$2.10 @ 2.85.  
Clover seed—\$21.50 @ 29.50.

### Stock Brokerage House Is Closed

PORTLAND, Ore., Jan. 31 (AP)—  
Overbeck and Cooke's company,  
stock brokerage house of Port-  
land, failed to open for business  
this morning. A notice on the door  
advised customers that the firm  
was suspending. It said: "Owing  
to financial losses and reverses,  
rendering present continuance busi-  
ness operations impossible, we are  
compelled to announce a suspen-  
sion of all business, commencing  
with this morning and continuing  
until further notice, and until an  
auditor's check has been made."

**CHICAGO LIVESTOCK**  
CHICAGO, Jan. 31 (AP)—7:30  
Department of Agriculture—Hogs  
—48,000; early market generally  
5 to 10c higher; later trade slow;  
talking around steady; top \$8.69  
paid for choice 150 to 200 lb. aver-  
ages; bulk choice hogs, 170 to 210  
lbs., \$8.40 @ 8.55; butchers, 230 to  
280 lbs., mostly \$8.20 @ 8.49; heavy-  
weight butchers, \$8.10 @ 8.15, accord-  
ing to weight and quality.  
Cattle—9,500; fed steers steady;  
weighty kinds showing strength;  
vealers 50 to 75c higher; one prime  
food, Iowa fed steers sealing about  
1400 lbs., \$15.50 to eastern ship-  
pers; few loads heavies \$17 @ 17.49;  
light vealers to big packers \$13 @  
14; whippers \$15 @ 15.50.  
Sheep—11,000; fat and feeding  
and shearing lambs active, 15 to  
25c higher; bulk good to choice  
lambs, 90 lbs. down, \$14.25 @ 14.50;  
early top \$14.75; good medium  
weights and both, 75 to 90 lb.  
lambs, \$14 @ 14.25; four doubles  
good to choice around 85 lb. Col-  
orado, \$14 @; medium to good  
100 lb. yearlings \$11.50; sheep  
strong to 15c higher; fat ewes \$5  
@ 5.25; best, best higher; bulk bet-  
ter grades feeding lambs \$13.50 @  
14; 74 lbs. mixed fat and feeders  
\$14.25.

**NEW YORK FRUIT**  
NEW YORK, Jan. 31 (AP)—  
Dried fruits steady.

**BUTTERFAT**  
SAN FRANCISCO, Jan. 31 (AP)—  
Butterfat C. & B. San Francisco,  
51c.

**PORTLAND PRODUCE**  
PORTLAND, Ore., Jan. 31 (AP)—  
Wholesale prices: Butter steady.  
Portland Dairy Exchange net  
wholesale prices: Cakes, extras  
45c; standards 44c; prime firsts  
43 1/2c; firsts 42c. Creamery prices:  
Prints 3c over cube standards.  
Eggs—Ungraded 1c lower.  
Fresh standard extras 30c; fresh  
standard firsts 29c; fresh medium  
extras 28c; fresh medium firsts  
28c; ungraded 25c. Prices to re-  
tailers 3c over exchange prices. As-  
sociated selling prices: Extras 23c;  
firsts 22c; mediums 21c; un-  
graded 20c.  
Hay steady; buying prices: East-  
ern Oregon timothy \$20.50 @ 21; do  
valley \$18 @ 18.50; alfalfa \$18 @  
18.50; oat hay \$14.50 @ 15; straw \$9  
per ton. Selling prices \$2 a ton  
more.  
Poultry steady; heavy hens 22 @  
24; light 15 @ 20c; springs 20 @ 21c;  
broilers 23 @ 25c; pekín white ducks  
20c; colored nominal; turkeys,  
alive, 25 @ 27c.  
Onions quotably 25c higher;  
movement nominal; onions, local,  
\$1.55 @ 2.50.  
Potatoes steady, 75c @ 1.25 each.  
Butterfat steady. \$1.25 to the  
farmer: 4c station, 4c truck, 50 @  
54 c. f.o.b. Portland.

**EGGS AND BUTTER  
MARKET STEADY**

Trade Slow on Portland  
Wholesale Exchange—  
Price Changes Few

PORTLAND, Ore., Jan. 31 (AP)—  
Trading on local wholesale mar-  
kets was slow early today with  
price changes few and compara-  
tively small.  
Eggs were steady at yesterday's  
quotations, except for a cent de-  
cline in the price of peewees,  
which dropped to 25c on the day  
exchange board. A similar reduc-  
tion is quoted today by the poultry  
producers' association.  
Butter prices are likewise steady  
today with no changes in quotat-  
ions. Offerings are light and trad-  
ing moderate.  
Country dressed meats are weak  
with an easier tone in all direc-  
tions. Beef offerings are large,  
with demand slow and prices de-  
cidedly lower, following drops in  
lots at the North Portland stock-  
yards yesterday. Veal prices are  
also weaker, with most sales today  
around 17 @ 18c, with an occasional  
sale at 19c. Pork and lamb are  
not quotably lower, but the mar-  
ket is weak.  
Apples are moving well, with  
plenty of good offerings in the  
market. Best quality Newtowns  
are moving easily around \$2.75 @  
3.50, with other kinds bringing  
proportionate prices.  
Reports from the east indicate  
that a slight rise may be looked  
for in the onion market in the  
near future. U. S. No. 1 yellow  
Danvers are quoted \$2.15 @ 2.30 to  
growers today, but it is reported  
that some buyers are offering as  
high as \$2.50.

**PORTLAND LIVESTOCK**  
PORTLAND, Ore., Jan. 31 (AP)—  
Cattle and calves, steers, bul-  
she stock, 50 to 75c lower; spots in  
she stock \$1 and more down. Steers  
(1000 to 1200 lbs.), good, \$11 @  
12; do medium (920 to 1100 lbs.),  
\$11.25 @ 12; do (800 lbs. up), medi-  
um \$10 @ 11.25; do tall weights,  
common, \$8.50 @ 10; heifers, good  
(850 lbs. down), \$9.50 @ 10; do  
common to medium, \$7.50 @ 9.50;  
cows, good, \$8 @ 8.50; do common  
to medium, 6 @ 8; do low cutters  
to cutters, \$3.50 @ 6; bulls (year-  
lings excepted) \$6.75 @ 7.50; com-  
mon and medium \$6 @ 6.75; calves  
(500 lbs. down), medium to choice,  
\$8.50 @ 10.50; do culs to common,  
\$6.50 @ 8.50; veal (milk fed)  
choice, \$11.50 @ 12.50; do medium,  
\$10 @ 11.50; do culs to common,  
\$7.50 @ 10.  
Hogs steady to the higher. Re-  
ceipts 1080, including 768 direct.  
Heavy weight (250 to 300 lbs.),  
medium to choice, \$7.75 @ 8.75;  
medium weight (200 to 250 lbs.),  
medium to choice, \$5.25 @ 6.2; light  
weight (160 to 200 lbs.), medium  
to choice \$3 @ 3.25; light weight (150  
to 160 lbs.), medium to choice,  
\$3.50 @ 3.75; packing hogs, rough

**Wheat Unchanged  
To Lower Today**

CHICAGO, Jan. 31 (AP)—Open-  
ing 1/4 @ 1/2 up, corn scored an all-  
around advance which, however,  
was not well maintained. Wheat  
started 1/4 @ 1/2 down and later  
held near to initial figures. Oats  
were firm. Provisions likewise  
tended upward.  
Corn closed nervous, at the same  
as yesterday's finish to 1/2 higher,  
wheat unchanged to 1/2 lower, oats  
1/2 @ 1/2 up, and provisions vary-  
ing from 5c decline to a rise of 2c.

One would think we belonged to  
the league of nations from the way  
our boys' are being moved down  
in Nicaragua. "Oh, it wuz so  
banned cold Sunday we just stayed  
at home and played cards. I see  
who got the divorce," said Mrs. Em  
Moats' niece today.

Charming adroitness of line—enhancing  
the beauty of the finest materials—  
acclaims the MAXINE as one of the  
season's most unique and beautiful shoes.

Rose blush suede vamp, rose blush kid  
quarter and heel, gold kid piping, Span-  
ish heel—  
**\$12.50**  
N. K. West & Co., Inc.  
LEADING STORE OF LA GRANDE  
For Over 30 Years

**ABE MARTIN**

WOUDDO MIND  
SHOWIN' ME JEST  
HOW MUCH JUMPER  
YOU ADD?

CHICAGO, Jan. 31 (AP)—  
General Motors and U. S. Steel  
common, which had been lagging  
behind the general list for the past  
two days, regained their position  
as market leaders in the early af-  
ternoon.  
The closing was strong. With  
the movement of standard indus-  
trial generally more confident in  
speculative circles, buying orders  
for other shares began to drift in  
the late afternoon. Considerable  
progress was made by several  
leather, cement and office appli-  
ance issues. Midland Steel Pro-  
ducts preferred improved 6 points.  
Extensive selling of Pure Oil,  
which lost two points, was one of  
the late features. Total sales ap-  
proximated 2,100,000 shares.

**Stock Movement  
Turns Up; Call  
Money Lower**

NEW YORK, Jan. 31 (AP)—  
Heavy buying of the public utili-  
ties, several of which attained re-  
cord high prices, featured the re-  
sumption of the upward movement  
of the stock market.  
The recovery was stimulated by the  
reduction in the call money rate  
from 3 to 4 1/2 per cent and predic-  
tions of a further decrease before  
the end of the week.  
Earnings and merger reports ap-  
parently furnished the background  
for the rise in the public utilities.  
Montana Power, Brooklyn Union  
Gas and People's Gas all moved up  
5 points or more. While Radio,  
Philadelphia Co., Columbia Gas,  
International Telephone, Adams  
Express and a number of others

**The New  
American  
Edition  
STUDEBAKER'S  
ERSKINE SIX**

Hold 24-hour endurance and speed record for stock cars under \$1000

CLUB SEDAN \$795 F.o.b. Factory

This new Erskine recently  
maintained better than  
54 miles per hour speed for  
24 consecutive hours under  
American Automobile As-  
sociation supervision—a  
record never equaled by  
any stock car under \$1000.  
Agile in traffic, fearless on  
hills, capable of sustained high  
speed—no other car priced  
below \$1000 can match the  
Erskine Six in performance.  
Low gas and oil consumption  
and low upkeep make the  
Erskine a thrifty car.  
Doors are nearly a yard wide  
—rear seat four feet wide—  
arm rests—shock absorbers—  
safe! Amplified-action  
4-wheel brakes multiply your  
pedal pressure 3 1/2 times!  
Precision manufacture is  
reflected in the fact that even  
when new the Erskine may  
be driven 40 miles an hour.  
The new American Edition  
of the Erskine Six embodies the  
most advanced engineering of  
1928 and also expresses tradi-  
tional Studebaker integrity of  
materials and workmanship.

**M. J. GOSS**  
Adams and Fir

**ART IN FOOTWEAR**

**PEACOCK  
MONTHLY STYLE  
PROGRAM SHOE**

**FEBRUARY**

Charming adroitness of line—enhancing  
the beauty of the finest materials—  
acclaims the MAXINE as one of the  
season's most unique and beautiful shoes.

Rose blush suede vamp, rose blush kid  
quarter and heel, gold kid piping, Span-  
ish heel—  
**\$12.50**  
N. K. West & Co., Inc.  
LEADING STORE OF LA GRANDE  
For Over 30 Years

**POULTRY**  
SAN FRANCISCO, Jan. 31 (AP)—  
1. S. Bureau Agricultural Eco-  
nomics—Broilers: Leghorns, 1 to  
1 1/4 lbs., 41 @ 42c; 1 to 1 1/2 lbs., 39  
@ 40c.  
Fryers: Leghorn, 2 lbs., 36 @ 38c;  
2 1/4 to 2 1/2 lbs., 36 @ 38c; colored,  
2 1/4 to 2 1/2 lbs., 36 @ 38c; 3 lbs., 26  
@ 38c.  
Young roosters and pullets: Col-  
ored, 2 1/4 to 4 lbs., 36 @ 38c; over 4  
lbs., 33 @ 35c; stags, showing spurs  
20 @ 25c.  
Capon: 5 1/2 @ 4c; dressed, 42 @  
44c.  
Leghorn hens, 2 1/4 to 3 lbs., 21 @  
22c; 2 1/2 lbs. and over, 23 @ 24c;  
large colored hens, Ranges and  
eastern, 20 @ 31c; poorer, 28c.

**Lucky  
Kids!**

**SQUEEZE  
the BOTTLE**  
for MORE Cod Liver Oil!

Gone is its nauseous flavor and  
lumpy odor!  
This new Kind, Coco Cod,  
tastes so good that children ask  
for more! Yet it's full strength,  
pure cod liver oil—with every  
vital, life-giving vitamin left  
in to build rugging athletic  
strength in growing bodies.  
Let the youngsters have all they  
want! Doctors prescribe this as the only  
demand Coco Cod for this is the only  
cod liver oil with all four necessary  
vitamins—"A," "B," "C" and "D."  
The Cod Liver Oil that Tastes Like Chocolate

Get the  
Cod  
Liver  
Oil  
that  
Tastes  
Like  
Choco-  
late!

**COCO  
COD**

RED CROSS DRUG STORE

**GOODYEARS**

The World's Greatest Tire  
ON THE PAYMENT PLAN  
A little down—Balance as you ride.

**W. H. BOHNENKAMP CO.**

**REDUCED  
PRICES  
COATS**

Age 7 to 16  
**\$5 to \$15**

Off on Each  
Coat

**NORTON'S KIDDY SHOP**

**COLONIAL**  
The Family Entertainment

**TOM  
TYLER**  
and his  
PALS  
**Tom's Gang**

Kinogram News  
Aesop's Fables