The Real Neon People

To Defend Their Patents Against Infringements

Read the letter to the right.

No longer need Electrical Products Corporation sit back and watch so-called "bootleg" neon signs hung up through what we have believed illegal channels. Electrical Products Corporation—corporate member of the Claude Neon Lights Company and owner of the Claude Neon patents for 13 Western States—has the sole right under the decision of the Supreme Court, to manufacture Claude Neon signs in these 13 Western States.

Electrical Products Corporation, the REAL NEON people, will appreciate being advised of anyone trying to sell so-called Neon signs in future. Remember—genuine Neon is sold in the 13 Pacific coast states only by Electrical Products Corporation. Look for the name plate on the sign.

SOME CLAUDE NEON SIGNS IN OREGON TOWNS

Burns Meat Co., Burns
Ideal Theatre, Burns
Welcome Inn, Burns
Burns Garage, Inc., (Ford)
Burns Variety Store
Bend Garage Co., Bend
Van Huffel Motors, Bend
Pilot Butte Drugs, Bend
Dorion Hotel, Pendleton
Quelle Restaurant, Pendleton
Redmond Cafe, Redmond
Motor Service Garage, North Powder
Shank's Cafe, Union
Pacific Power & Light Co., Enterprise, Redmond, Madras, Moro
Geiser Grand Hotel, Baker
Acme Electric Co., Baker
H & S Electric Co., La Grande
Markle's Service Station, Keno
Baker County Record (weekly)
Hotel Rogers, Baker
Jensen Serv. Sta., Grants Pass
Hotel Vendome, Arlington
Heaton Service Sta., Merrill
Malin Serv. Sta., Malin
Martin's Billiards, Chiloquin
Emil's Confty., Marshfield
Hotel Sutherlin, Sutherlin
The Tiffin, La Grande
Siegrist Jewelry, La Grande
Chrysler Garage, La Grande
Dr. Rinehart, Dentist, La Grande
Patris Shine Parlor, La Grande
Sacajawea Inn, La Grande
Columbia Gorge Motor Coaches
Southern Pacific Stages
Oregon Stages
Dr. Dietsche, M. D., Klamath Falls
Pelican Theatre, Klam. Falls
Jackson Coffee Shop, Medford
Pelican Drugs, Klamath Falls
Heck's Repair Shop, Grants Pass
Palace Cafe, Ashland
Hotel Jackson, Medford
Mann's Dept. Store, Medford
Brophy Jewelers, Medford

Washington Transportation Building — Detroit General Motors Building

NATIONAL AUTOMOBILE CHAMBER OF COMMERCE
366 Madison Avenue at 46th Street, New York

November 15, 1928.

NEON LIGHTS PATENTS SUSTAINED

To N. A. C. C. Advertising Managers:

In accord with the request made at the Advertising Managers' Meeting in Cleveland, we have sought the opinion of our Patents Department on the status of the Neon patents, affecting certain illuminated advertising signs.

The opinion is as follows:

> The Claude Neon Lights Company is the owner of the Claude patent which has been broadly sustained by the Court of Appeals, and the Supreme Court has recently refused to change the decision of the Court of Appeals so that as the patent now stands, it is absolutely valid, and it is difficult to see how any of the other companies can make a commercially successful and practical tube without infringing this patent.

Any BUYERS of advertising signs made by a rival unlicensed company using such a method is liable to suit and injunction.

Cordially yours,
NATIONAL AUTOMOBILE CHAMBER OF COMMERCE,
JOHN C. LONG,
Secretary, Advertising Committee.

ADVERTISING COMMITTEE

Edward S. Jordan, Chairman (Jordan) — John M. Howard, (G. M. C.)
A. R. Patterson (Buick) — W. A. James (Hudson)
Frederick Dickinson (Hupmobile) — F. H. McKinney (Packard)
M. F. Rigby (Studebaker)
John C. Long, Secretary

There is only one real Neon sign—that is Genuine Claude Neon, made by Electrical Products Corporation of Oregon

Your biggest advertising opportunity is at your place of business

Blocks Away a Claude Neon Sign Tells What You Sell and Says: "This Is The Place"

Why gamble with a "Just as Good" Neon Sign which won't work and is useless if its maker fails?

Cheaper to Lease Neon Signs

COMPARE THE COST! TO LEASE A NEON SIGN IS LESS COSTLY THAN TO OWN AN ORDINARY ELECTRIC SIGN. FOR EXAMPLE, COMPARE THE LAMP LETTER SIGN "A" WITH CLAUDE NEON SIGN "B"

MEATS
LAMP SIGN A

Specifications:
44-25 watt A19 Clear blue daylight lamps in 12-inch MEATS.
66-10 watt S14 color sprayed lamps in border on flasher high speed.
First Cost of Sign Erected $282.00

OWNING COST PER MONTH

Interest on investment, 7%	$ 1.65
Depreciation, 5 year life	4.71
Electricity, low Portland 4c rate, 8 hours per night	11.60
Cost of new lamps	6.80
A19 life 1000 hours. S14 life 1500 hours.	
Painting sign yearly	1.67
Washing sign bi-monthly	2.50
Renewing lamps, installing and general upkeep (four-bit items that count if kept track of)	1.00
Owning Cost Total	$29.93

To This Should Be Added

Taxes and Insurance, and much grief in event of damage to the sign you own. In addition to whatever it may cost you to reconstruct your damaged property. Few get good results from any type of sign they own because that sign is regarded as a mere fixture and not taken care of. A slovenly sign is as unsightly as a broken window and as useless. Compare the cost—and results!

NEON SIGNS ARE LEASED FOR AS LOW AS $5.00 A MONTH.

MEATS
CLAUDE NEON SIGN B

Specifications:
Red 15mm tubing in 12-inch MEATS.
Blue ditto in BORDER SCROLL.
Your Claude Neon sign is Delivered and Erected Free of Charge. First cost (Deposit on Lease Only) $32.20

LEASING COST PER MONTH

Interest on deposit, 7%	$0.13
Depreciation (no investment)	None
Electricity (We guarantee this)	2.20
Cost of new tubes, repainting background, washing and complete maintenance all included in	
Lease cost per month only	**$16.10**

THE CLAUDE NEON LEASE AGREEMENT calls for complete maintenance of the sign by us. This means that the sign will be painted and washed; when tubes become cracked or broken they will be immediately replaced; if transformers become defective we replace them at once, in fact, we keep your sign up 100% at all times. Electrical Products Corporation carries fire and liability insurance, protecting ourselves and Lessee. All taxes, such as city, county or state, are paid by us. Your only responsibility is the rental each month and cost of electricity consumed.

CLAUDE NEON GIVES PERPETUAL SERVICE—YOU TAKE NO RISK—NO BIG CASH INVESTMENT

YOU KNOW THESE NAMES

Every dollar invested by these big firms is watched—None is Wasted. YET EVERYONE—AND HUNDREDS OF OTHERS—LEASE THEIR NEON SIGNS. ELECTRICAL PRODUCTS CORPORATION HAS MORE THAN 2,200 IN OREGON.

How Better Can We Appeal to Your Good Business Judgment?

Copeland Refrigerators
Chevrolet Motor Company
Coast Tire & Rubber Co.
Don Lee (Cadillac)
Multnomah Hotel
Electro Kold Corporation
Firestone Tires
Federal Outfitting Company
Chrysler Corporation
Goodrich Rubber Company
Gt. N. & Northwestern Ry.
United Cigars
Texaco
The Oregonian
Goodyear Tire & Rubber Co.
Ford Motor Company
Ivory Soap
Kelvinator Elec. Refrigerators
Union Oil Co.
Manning's Coffee
Shell Oil Company
San Francisco Examiner
Calumet Baking Powder Co.
Nash Motors
Nyal Drug Co.
National Biscuit Co.
Portland Electric Power Co.
National Theatre Syndicate
Pacific Electric Railway
Pig'n Whistle
Sherman, Clay & Company
Sears, Roebuck & Co.
Pacific Ice Cream Company
Piggly Wiggly Stores
Packard Motor Company
Pacific Power & Light Co.
Puget Sound Power & Light
Richfield Oil Company
Rund Water Heaters
Standard Oil Company
Southern Pacific Railroad
Western Pacific Railroad
Willys-Overland Corporation
Rudolph Wurlitzer Company
West Coast Theatres
Hertz Drivurself System
Frigidaire Corporation
Missouri Pacific Ry.
Florsheim Shoes
Montgomery Ward
Oregon Journal

H. & S. Electric Co. Inc.

Local Service Representative
For Electrical Products Corporation
Sole Oregon Manufacturers of Claude Neon Signs
940 Sandy Blvd. PORTLAND, OREGON
THE REAL NEON PEOPLE

TO SUE BUYERS OF "BOOTLEG" SIGNS

Wednesday considered would have been unfair in the past. When the "gold brick" signs sold for the sake of getting money would not "take" with Portland and big city merchants, the "bootleg" salesmen sought the smaller cities where pickin's were good because the merchants there had no means nor time for acquainting themselves with real facts.

By B. C. FORBES
Well Known Financial Writer

"If you can hatch a good new idea there is practically no limit to the millions you can make in this country . . . A studious Frenchman worked out in his laboratory what he was sure was an improved kind of electric light display sign. After much pains-taking toil, he obtained patents for his process. . . . A company was formed. It made a very promising start in nearly every state and including Canada, Mexico and Cuba.

"The new idea and the new product caught on. Then troubles galore were encountered. The Frenchman and his American associates found themselves under the necessity of bringing lawsuits against the "bootleggers." These legal battles have been raging ever since until this week the Supreme Court upholds the Frenchman's patents."

Lies! Lies! Lies!

As Forbes says, Neon proved a good thing, and no end of lies and misrepresentations have been offered by "bootleg" Neon salesmen whose only object is to "cash in" with their so-called "Neon." Georges Claude is the French inventor. That's why the genuine is "Claude Neon."

LA GRANDE HOTEL TO HAVE A GENUINE CLAUDE NEON SIGN

By this time almost everyone in the La Grande district is familiar with the biting dissatisfaction experienced by Mr. W. O. Clinger as the result of having ordered for outright purchase what was the largest alleged "bootleg" Neon sign in Eastern Oregon, and which hung on the La Grande Hotel only for a short time where its several "weakest links" were manifest. It broke up so badly while hanging to the building that on December 8, 1928, Chief of Police Clint Haynes ordered the sign taken down because of glass crashing to the sidewalk. The sign now rests—a wreck—in the La Grande Hotel back yard where its construction may be examined.

Mr. Clinger has just given his order to Electrical Products Corporation LEASING what will be one of the most beautiful hotel signs in the state, of genuine Claude Neon.

In Salem the big word "Garage" on a "bootleg" sign hasn't burned for months. The man who sold it is gone—vamoosed!

Any electrician can repair or replace in a lamp sign. Not so with Neon tubes. They must be manufactured and charged and recharged by special machinery and with the rare Neon gases, one of which sells in England for about the same price as radium—about $15,650 a litre. Neon are the most wonderful salesmen in the world, but, as with the human salesman, they need regular care. We give it.

CLIP THIS COUPON FOR NEW PROFITS RIGHT AT YOUR OWN PLACE OF BUSINESS—TODAY!

Dept. JOD:LAG
Electrical Products Corpn.
940 Sandy Blvd.,
Give me without obligation, information as to cost of and why a Claude Neon sign may increase our sales.

NAME .....
BUSINESS .....
CITY .....

SOCIETY NEWS

Twelve Tables Of Bridge Played At Benefit Affair

Twelve tables of bridge were at play last night at the benefit card party given in Eagles' hall by the Degree of Honor lodge. Mrs. Coleman, president, was in charge of the event and was assisted by Mrs. Jack Hiatt and Mrs. R. E. Swan.

Prizes for the evening went to Mrs. E. C. Coughennower, first; Mrs. Everett Keown, second; Mrs. T. C. McDonald, third, and Mrs. John Ward, consolation.

After the cards refreshments were served by the committee.

• • •

The home of Mrs. J. K. Wright at 1202 Pennsylvania avenue was the scene of a 1 o'clock luncheon and afternoon program when Mrs. J. K. Wright and Mrs. Lynn Wright entertained Chapter I of P. E. O.

"Women of the Bible," was the topic of the afternoon's program subject of which Mrs. Stella Ingle was in charge.

• • •

Following the regular session of the Pythian Sisters lodge last night a social evening was enjoyed when the members played bridge and pinochle. The committee in charge was Mrs. Jack Oliver, Mrs. James Oneal and Mrs. Della Harnden.

• • •

Mr. and Mrs. Roy Cameron entertained members of the Hoot Owl club last night at their home on Cedar street. Three tables of bridge were at play with high scores going to Mrs. Howard Halsey and to Orville Wright and consolations to Mrs. Blake Shields and Mr. Halsey.

St. Valentine decorations were used. Mrs. Cameron served a two-course luncheon. The next meeting will be held at the home of Mr. and Mrs. George Johanson on Spruce street.

• • •

Epworth League Party Enjoyable

Twenty-five members of the Epworth League of the Methodist Episcopal church met last night at the home of Worth Epling at 604 Main street for one of the most enjoyable get-togethers of the year.

Decorations about the rooms of the Epling home were hearts and other valentine features. The guests wore caps and on their backs were pinned hearts having on them pictures of funny paper characters. By guessing the identity of the character the guest pinned the heart in front. Partners for the evening were chosen by the hearts.

Mrs. F. A. Epling served delicious refreshments to the guests. She was assisted by Miss Ann Arnoldus.

The committee in charge of the evening was: Bethmyri Miller, chairman; finance, Lee Johnson; refreshments Anna Gathers; entertainment, Berneta Pierson.

• • •

The Lutheran Ladies Aid met at the home of Mrs. Ernest Stojka Thursday afternoon with a large number of members in attendance. A discussion of India was held.

At the business meeting the women planned for the Lenten programs and decided to support the vesper services to be conducted every Sunday evening from 5 to 6 o'clock between now and Easter. The vespers will be held at the church and refreshments afterwards at the parsonage.

Mrs. Frank Hanson, Mrs. Art Weagel, Mrs. Fred Pohrman, are the committee in charge of refreshments.

Following the meeting Mrs. Stojka served refreshments.

• • •

A St. Valentine box social was an event of last night, sponsored by the South Methodist church. The party was well attended and much enjoyed. Games were played and a playlet was given. Characters were Mrs. Webb, minister; Mrs. Hazel Starmer, maid; Mrs. William Burgoyne, mistress of the house.

A large heart was pinned on the wall with the numbers of the box lunches on it and the men shot arrows at the hearts to receive the numbers of their boxes.

• • •

A very interesting St. Valentine party was held last night by the Intermediate Luther League at the home of Mr. and Mrs. Fred Johnson with Edna Jensen and Carl Johnson in charge of entertainment. Mrs. Johnson served refreshments. Natalie Ebert and Helen Hughes had charge of decorations and Barbara Stitzinger was invitations chairman. Twenty members were present.

During the evening a number of prizes were given. Carl Coleman received the prize for finding the most hearts and Lilly Hoffman and Fred Beeman won the prize for "Two Hearts Beat as One." For the animal guessing contest Carl Johnson and Juanita Stitzinger received the prize. The prize for the best valentine stunt went to Woodrow Ostland and Helen Hughes.

• • •

P.-T. Association Will Hold Bazaar

An enjoyable meeting of the Riveria Parent Teacher association was held yesterday. The first number on the program was selections by the harmonica band directed by Miss Smith, children of the fifth, sixth and seventh grades participating.

Miss Mabel Doty, city librarian, talked on "Children's Books," and several of the school children dramatized book characters. The children of Miss Wardell's second grade room sang Washington songs and Miss Catherine Scully entertained with violin numbers.

At the business meeting Mrs. Lewis Wetzel, president, presided. It was decided that a bazaar be given March 23. Mrs. Ella Ruth grade room won the prize picture for the month.

Refreshments were served with Mrs. Spencer, chairman of the committee.

• • •

A large attendance of parents and friends was an outstanding feature of the meeting yesterday afternoon of the Parent-Teacher association of Willow school. The meeting opened with the repeating of the Lord's Prayer by the group.

As part of the program Miss Eileen Morelock's fifth grade room sang three songs. Mrs. Dee Davis gave a book review. Mrs. Young read an interesting article on Founders Day of Parent Teacher.

The lighting of a birthday cake by the president, Mrs. John Bates and Mrs. Young, was another feature.

The prize picture for the month went to Miss Morelock's room.

Following business meeting and program cake and tea were served by Mrs. Ralph Cunningham, Mrs. Earl Hough and Mrs. R. C. Alexander.

• • •

Fifteen members of the Daughters of Utah Pioneers met yesterday afternoon at the home of Mrs. B. F. Gwilliam at 1308 Fourth street. An enjoyable program was given when Mrs. E. S. Gwilliam talked on the "Origin of Music," and Mrs. Chadwick spoke on "Robert's Rules of Order."

The meeting was in charge of Mrs. W. D. Hanks, vice president. Refreshments were served by Mrs. B. F. Gwilliam following the session.

• • •

The Wakelita Camp Fire girls surprised their guardian, Miss Dunn, with a party last night following the business meeting held at Miss Dunn's home. Refreshments were served and a pleasant social time enjoyed.

At the business meeting the girls discussed plans for future meetings and ways to earn money to buy ceremonial gowns.

The next meeting will be held Thursday instead of Friday, it was announced.

• • •

The Lutheran Brotherhood members were hosts at a social last night in the church annex, the first since organization. The Ladies' Aid members were guests. The program consisted of a welcome by Frank Wurl, brotherhood president, a talk on "Lincoln," singing and various group games.

Refreshments were in charge of Walter Pohrman and Jim Schillings.

Incidentally, the youngest member of the brotherhood in attendance was Jean Mathes, just six months old.

MENUS

By Sister Mary

BREAKFAST—Oranges, cereal, cream, fried cornmeal mush, sirup, milk, coffee.

LUNCHEON — Vegetable omelet, brown bread, cabbage and celery salad, cup custards, milk, tea.

DINNER — Roast beef with browned potatoes, brown gravy, collard in cream sauce, grapefruit salad, cheese cake, milk, coffee.

The stalk as well as the head or blossom of collard greens is delicious. Pare and cut in dice. Cook in plenty of boiling water until almost done and add head separated in small bunches. Season with salt and cook until tender, about 20 minutes. Serve buttered or in a sauce.

Vegetable omelet uses up odds and ends of left-over vegetables to excellent advantage.

Vegetable Omelet

Two sweet potatoes, 1 cooked beet, 1 cup grated carrot, 1 cup cooked spinach, ½ cup grated parsnip, ½ minced sweet green pepper, 3 tablespoons bacon fat, 4 tablespoons minced cooked bacon, 2 eggs, 1 teaspoon salt, ¼ teaspoon celery seed.

Chop vegetables together and season with salt and celery seed. Melt bacon fat in a hot frying pan and add prepared vegetables. Cover and cook over a low fire for ten minutes. Add bacon and mix thoroughly. Cook five minutes longer and stir in eggs well beaten. Cook slowly until brown on the bottom, fold and turn out onto a hot platter and serve at once.

New
"WHOOPEE" SWEATERS
Dominate - the - Mode

Bright new "Whoopee" Sweaters in a wide range of colors—

$2.50 to $4.75

PUTMAN'S
La Grande Exclusive Ready-to-Wear and Millinery

S. V. E. Co.
1405 Adams,
La Grande, Ore., Grace Bldg.

NEW PRINTED CREPE DRESSES
All New Shades—
$4.98
Others $9.90

5
Free Lessons

On any Saxophone, Clarinet, Tenor Banjo or Violin purchaser from the Adler's Music Co.

This Offer For a Limited Time Only

We have secured the services of three competent teachers that will give these lessons.

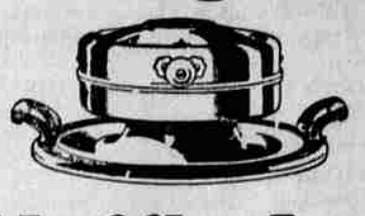
Easy payments on any instrument that you may select.

Adler's Music Co.
"Quality and Service"

Special Offer

THIS MONTH ONLY

Westinghouse



Waffle Iron

REGULAR $12.50

Now $9.85

85c DOWN $1.00 PER MONTH

FREE — With each Waffle Iron Purchased a 36-oz. can Snowshoe Brand Maple Syrup.

LA GRANDE GROC. CO., Dist.

Eastern Oregon Light & Power Company