

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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

Published evenings, except Sunday, at 1416 Adams Avenue, La Grande, Oregon. The Observer-Star published every Friday. Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter under act of March 3, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

MEMBER ASSOCIATED PRESS

The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited to it published herein. All rights of reproduction of special dispatches in this paper, and also the local news herein also are reserved.

SUBSCRIPTION RATES

By Carrier
Daily, per month in advance \$7.50
Daily, six months in advance \$44.50
Daily, single copy 15c
By Mail
Daily, per month in advance \$6.00
Daily, per six months in advance \$36.00
Daily, per year in advance \$72.00
Weekly Observer-Star, per year \$2.00

ADVERTISING RATES

Display, foreign, per column inch 47c
Display, local, per column inch 40c
Time contract prices on application.

Residence requirements of prospective normal school students will result in much remodeling and home improvement this year in La Grande

The state highway department is experimenting with road oiling contracts. In the past oiling has been done by its own personnel. We know nothing of the reason for a change to contracting the job to the lowest bidder, but it is a practice that big corporations and governing units have found more economical than doing jobs themselves. Counties are often unconsciously wasteful of public funds by trying to do too much construction work with their own crews. Inefficiency of help employed, lack of technical knowledge on the part of executives, and the absence of any need for economical operation such as is found in work secured by competitive bidding—these things sometimes tend to destroy and overbalance the advantages of a city, county or state doing jobs direct.

GREATER PROFITS IN MODERN MERCHANDIZING

In a talk given here this week by "Bill" North, executive secretary of the Baker chamber of commerce, it was pointed out that many industries and lines of business in America had the most profitable year in their history in 1928. And it was accomplished in a year when business executives generally, both large and small, complained that conditions were not favorable during its progress.

Further than that Mr. North emphasized the fact that even in the so-called best years in the past there have been bank failures and bankruptcies in practically all business lines. He said the economists show that the inefficient, behind-the-times business man or manufacturer fails to make a profit even under favorable circumstances in this day of modern merchandizing, that success has come only to the man who went out after business with intelligent, up-to-date energy.

Nothing lends greater emphasis to these observations than the automobile industry in this country. In 1928 it registered a banner year with a gain of 1,400,000 motor cars over 1927 and an increase in trucks of over 220,000. The total registration of passenger cars in the United States last year was 21,630,000, and the average price of cars dropped from \$953 in 1927 to \$876 in 1928.

It was an extremely profitable year for the automobile manufacturer and the ability of the American people to absorb more and more motors is reflected in the announcement of the Standard Oil of Indiana a day or two ago that its 1928 profits were nearly three times that of the year previous. Yet there are fewer motor car manufacturers this year and the elimination of the inefficient in kindred lines has continued steadily. In commenting on the last year's record in the automobile industry the Saturday Evening Post says:

"The automobile industry has unquestionably given us the speediest, the most agreeable and the most convenient transportation to be found anywhere upon the surface of the globe. From this achievement flow not only health and pleasure but a time-saving factor which has the effect of adding years to our lives. It has made possible a new and higher standard of efficiency. Heightened efficiency brings greater earning power. Increased earning power means greater buying power; and the increase of leisure due to constant time saving affords more ample opportunity for the exercise of the spending power. Comfortable and wholesome living raises efficiency another peg and at the same time brings new incentives to labor that will be still more productive.

"The perception of this invisible chain of cause and effect, the recognition of this hitherto unknown cycle, is perhaps the greatest economic discovery which has been made in our time. The automobile industry has been more largely responsible for the building up of this theory and for the practical demonstration of its truth than any other single agency, whether in the field of industry or in that of textbook economics."

Mass production and application of the modern theory of rapid turnover, both in merchandise and money, has been the basis for a prosperity in America that is the envy of the rest of the world. With nearly ten million people engaged in the motor car industry and industries directly effected by it, at least a tenth of our population is busy first in making and next in buying automotive products to produce a never-ending cycle of industrial prosperity.

The motor car industry has produced a product possible of universal demand. It has created and protected that demand with the most efficient merchandising methods in the world. Other industries and other businesses are already profiting by its example.

All Egg Grades Decline A Cent In West Oregon

PORTLAND, Ore., Mar. 9 (AP)—With the supply plentiful, all egg grades underwent a one-cent decline today. Standard extras dropped to 24, standard firsts to 23, medium extras to 22 and medium firsts to 21.

Butter was unchanged. With the exception of grapefruit, which was 25 cents higher, the fruit market was stationary. Cauliflower and lettuce are both firm.

Poultry and country meats showed no change.

Wheat Strong And Higher In Chicago

CHICAGO, Mar. 9 (AP)—Starting unchanged to be up, Chicago wheat afterward showed something of a setback. Corn and oats likewise firmer, with corn opening at a shade to 3/4c advance but subsequently receding. Provisions had a downward slant.

Wheat closed strong, 1 1/2c to 2 1/2c net higher, corn 1/2c to 1 1/2c up, oats unchanged 5/8c advance, and provisions unchanged to a rise of 1/2c.

WALLERSTEIN, Germany (A.P.)—Traces have been discovered here of human beings who lived 110,000 years ago. Scientists recently found skeletons of men with big skulls and mouths like snouts.

MARKET NEWS OF THE DAY

CHICAGO GRAIN				
Wheat	Open	High	Low	Close
Mar.	1.22 1/2	1.23 1/2	1.21 1/2	1.23 1/2
May	1.28 1/2	1.29 1/2	1.26 1/2	1.28 1/2
July	1.29 1/2	1.30 1/2	1.27 1/2	1.29 1/2
Sept.	1.31 1/2	1.32 1/2	1.29 1/2	1.31 1/2

LIVERPOOL WHEAT

LIVERPOOL, March 9 (AP)—Wheat close: March 1.23 1/2 (per 100 pounds) 1.23 1/2; July 1.27 1/2; Sept. 1.27 1/2.

PORTLAND WHEAT

PORTLAND, Ore., Mar. 9 (AP)—Wheat: High Bend bluestem hard white 1.47; soft white 1.20; western white 1.20; hard winter 1.17; northern spring 1.17; western red 1.17.

Oats: No. 3 white 20.50. Today's car receipts: Wheat 20; barley 5; flour 5; corn 4; oats 2; hay 8.

CHICAGO CASH

CHICAGO, Mar. 9 (AP)—Wheat: No. 2 hard 1.25 1/2; sample grade 1.04 1/2. Corn, No. 5 mixed 91 1/2 @ 92; No. 4 yellow 91 1/2 @ 91 1/2. Oats, No. 3 white 52 1/2; No. 4 white 46 1/2 @ 47. No sales rice. Barley 60 @ 73. Timothy seed 5.20 @ 5.50. Clover seed 22.00 @ 21.00. Lard 12.25. Hides 12.50.

NEW YORK FLUIT

NEW YORK, March 9 (AP)—Dried fruit and hops, steady.

Stock Prices Up And Down Today

NEW YORK, Mar. 9 (A.P.)—Stock prices rallied briskly at the opening of today's market, broke sharply in the last hour and then rallied again in the last few minutes when a heavy demand developed for Kennecott Copper, which advanced to a new high record of 99 1/2 a share. Radio Corporation (old stock) scored 19 points to a new high record at 46 1/2, broke and rallied to 46 1/2.

WOOL MARKET

BOSTON, Mar. 9 (AP)—Trading in wool during past week has been principally on original bag lines of fine grades of western wool, including territory and Texas offerings. Prices on these wools were made to raise the price level, but dealers were unable to establish the market at an advanced asking price. Further weakening was noticed on both fleece and territory lines of 55-60s and lower qualities.

PORTLAND LIVESTOCK

PORTLAND, Ore., Mar. 9 (AP)—Receipts: Cattle 20. Totals for week, approximately: Cows 1295, calves 255, hogs 6235, sheep 1311, cars 106.

Cattle compared with week ago: All classes steady. Good steers mostly 10.85 @ 11.00; off grades down to 8.50. Bulk desirable she stock 8.00 @ 9.75. Strictly good kinds absent. Off grades down to 5.50 and under. Bulls mostly 8.00 to 8.50. Odd head of beef type up

PIED PIPER CHILDREN'S FOOTWEAR

World's Greatest Health Shoes

Are Exclusive With

N. K. West & Co., Inc.

La Grande's Leading Store for Over 30 Years

to 2.00. Bulk desirable yearlings, 12.00 @ 14.00. Choice lights absent, but quotable up to 14.50. Calves 12.00 down. Heavy and thin down to 8.00.

Hogs, compared with week ago: Killing classes mostly steady, with slaughter pigs and feeders mostly 25 cents higher. Monday's 25 cents decline in light butchers fully regained after mid-week.

Bulk light butchers Monday 11.10 to 11.25. Bulk for week 11.25 to 11.50. Small lot drive-ins Friday at 11.50. Over and under weights 11.55 down. Extra heavies down to 10.00 mostly 10.25 or better. Packing sows mostly 9.00 to 9.50. Bulk slaughter pigs and feeders, 10.00 @ 10.50. Few lots in both classes Friday at 10.00 @ 10.75.

Sheep and lambs quotable steady with week ago. Bulk of week's lamb offerings, medium to good kinds, 12.00 @ 15.50. Choice drive-ins sold readily up to 16.00 and mixed yearlings and two-year-olds wethers up to 13.00.

ETHEL BARRYMORE ILL. NEW YORK, March 9 (AP)—Ethel Barrymore was ill today at her home with influenza. There was no performance last night of her play, "The Kingdom of God," night.

PORTLAND PRODUCE

PORTLAND, Ore., Mar. 9 (AP)—Wholesale prices: Butter: Steady.

Eggs: All grades cent lower. Fresh standard extras 24c; fresh standard firsts 23c; fresh medium extras 22c; fresh medium firsts 21c. Milk, poultry, onions, potatoes, wool, nuts, hay, cascara bark, hops: All steady and unchanged.

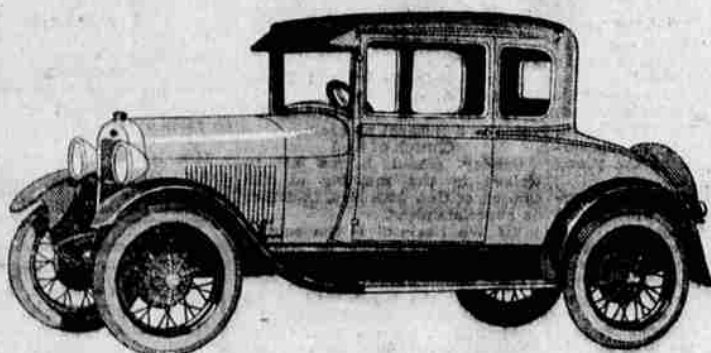
REPORT EXECUTION

MANAGUA, Nicaragua, March 9 (AP)—Native papers today said General Manuel Maria Jiron, former Sandino insurgent leader, who has been in the custody of marines for the last month, had been executed by members of the Nicaraguan volunteer constabulary. Marine headquarters here had no information regarding the execution, although all native papers published accounts.

DIES OF INJURIES

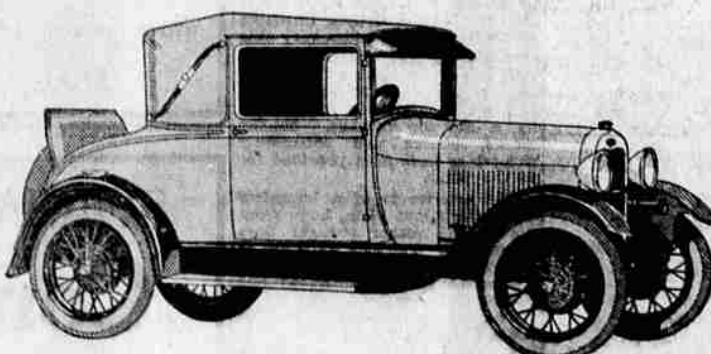
PALO ALTO, Cal., March 9 (AP)—As the result of injuries suffered in an automobile accident here Sunday, Mrs. J. H. Missler, of Stayton, Oregon, died last night.

See These New Fords Before They're Delivered



The Standard Coupe

A perfect car for the business or professional man, or the small family. Broadcloth upholstery, Tri-plex shatterproof windshield, Houdaille hydraulic shock absorbers, five balloon tires, tire cover, gasoline gauge, combination stop and tail light, bumpers—completely equipped in every respect.



The Sport Coupe

A smart car for family, sports, business. Rumble seat carries two extra passengers in comfort. Completely equipped with bumpers, five balloon tires, tire cover, gasoline gauge, Tri-plex shatter-proof windshield, windshield wiper, theft-proof ignition lock, etc.

\$713.00

For the New Ford Standard Coupe Completely Equipped

Delivered in La Grande

Other Delivered Prices in Proportion.

PERKINS MOTOR COMPANY

Firestone Tire & Service

Ford - Lincoln - Fordson

Complete Garage Service.

All Models Now On Our Display Floor Held For Spring Delivery See Them Before They Go!

You have an excellent opportunity to see all the New Ford models on our display floor now. Many cars are held for spring delivery and will be going out soon—see the entire line while you can—compare models, colors, upholstery—you'll be able to decide on your own New Ford with much greater ease and more lasting satisfaction.

They're all here now—a model and color to meet your particular requirement and taste. The strikingly beautiful Fordor Sedan with generous comfort and broadcloth upholstery; the new Sport Coupe with deeply cushioned rumble seat for extra passengers; the roomy Tudor Sedan with richly appointed interior; the smart and speedy Roadster with unusually large rear deck for luggage. These and other models are on display—to see them is to appreciate a new kind of motor-car beauty.

Color -- Luxury -- Performance

Your choice of four smart colors! Luxurious interior fittings and master coachwork! Road and traffic performance that exceeds all your expectations! Bonney grey, Andalusite Blue, Rose Biege, and Vagabound Green are the colors, and deep cushions and silver fittings make the interior as charming as the exterior. A beautiful car to own and a wonder car to drive—eager-to-go, quick on the get-away, easy to handle.

We Want You To Drive The New Ford

No one can appreciate just what unusual qualities the New Ford offers until they drive it. We want you to take the wheel, send it through the town, out over the highway yourself. Whether you're in the market for a car or not. Come in when you have a convenient half hour—drive it!