

Local News In Brief

Visit From Cove—Mr. and Mrs. Glenn Lincoln, of Cove, were visitors in La Grande yesterday.

Visits Miss Hunter—Mrs. F. T. Jones, of Baker, visited in La Grande Tuesday with her sister, Miss Carrie Hunter.

Lay Reading—Services at the Episcopal church tomorrow include lay reading at 11 a. m. following church school at 9:45 o'clock.

Visiting Brother—Mrs. W. A. Miller and two sons, Wilfred and Jimmy, of Fargo, Idaho, are in La Grande visiting with her brother, C. P. Holtbrook.

Visit at Pendleton—Mr. and Mrs. George Cheney and daughter, Alice, made a trip to Pendleton Wednesday returning the same day. The Cheneys are residents of Enterprise.

Arrested—Ernest West is in the city jail today on charge of passing a bad check. Police Chief Clint Haynes states that the case will be turned over to the district attorney's office for prosecution.

Went to Yakima—The Misses Katherine and Beanie Moran and Frances Kelley left this morning for Yakima, Wash., where they will spend the week-end visiting relatives and friends. They made the trip by car.

Leave for Washington—Mr. and Mrs. Harvey Mackey, of Devils Lake, N. D., who have been visiting in La Grande with Mr. and Mrs. C. L. Mackey, left this morning for Okla. Wash., where they will visit Mr. Mackey's brother before returning to their home.

Moves to Baker—Mr. and Mrs. J. Harry Snodgrass, formerly of La Grande, have purchased the Collins Coffee shop in the Geiser Grand hotel building at Baker and will open the shop for business about the middle of next week. They formerly operated the Tiffin in La Grande and were also engaged in the restaurant business on the coast.

To Visit Aunt Maud—Two little boys on the branch line train this morning said they were "going to Enterprise to visit Aunt Maud," who is Mrs. M. E. Jordan. The boys are Victor and Elmer Farris, of Duncan, Ore., and they will spend the week-end at the Jordan home, at Enterprise. They always have a good time when they go to Enterprise, they said.

Meet Monday—Pacific Woodmen will meet Monday night, Mar. 25, at 7:30 p. m. in regular session. All officers and members of the drill team are urged to attend as there will be a large class to receive the protection degree. Following this refreshments will be served by the entertainment committee. Deputy D. M. Moffett, of Portland, will be present and will assist in the work. All members of the W. O. W. are invited to attend as guests.

Sunday Service—Services will be held tomorrow morning at 11 o'clock at First Church of Christ, Scientist, corner of First and Washington. The subject will be "matter." Golden text: Roman 8, 6: "To be carnally minded is death, but to be spiritually minded is life and peace." Sunday school is held every Sunday morning at 9:45 o'clock. Meetings are held every Wednesday night at 8 o'clock which include testimony of healing. The reading room in the West-Jacobson building is open every day except Sundays and legal holidays from 12 to 4:30 o'clock.

Returns From Iowa—Mrs. R. E. Tyler returned on the early train this morning from Villisca, Red Oak and Des Moines, Iowa, where she has been visiting among relatives for the last four weeks. She was accompanied home by Everett, Jean, Paul and Robert Hyde who will make their home with the Tylers, as will as be their own children. It will be remembered that the parents of the children, Mr. and Mrs. Cecil Hyde of near Villisca, Iowa, died about a month ago, and within two days of each other from pneumonia following the flu.

Moves to La Grande—Fred A. Wagner, of Enterprise, has moved to La Grande and has associated himself with the La Grande Investment company, and, following the line of his greatest experience, will specialize in farm sales and trades, developing the department particularly but handling city properties when occasion demands. Mr. Wagner, who has been in the real estate business in Walla Walla county for more than 25 years—associated with O. M. Corkins and others—is familiar with farming conditions in Baker, Umatilla, Union and Walla Walla counties. Mr. Wagner is at present making his home at 124 1/2 S. avenue, Sherwood Williams, president of the La Grande Investment company, has expressed himself as highly pleased to add Mr. Wagner to his sales force, especially at this time because of the reorganization taking place in his business. Following the liquidation of the banking department, the Equitable Savings bank, more attention is to be given to enlarging the scope of the real estate and insurance activities, it is said. In September, 1928, H. F. Baxter entered into the insurance work and a short time before George B. Richardson took a place in the office, handling city properties. With Mr. Wagner giving his attention to farm sales and trades, Mr. Williams believes that very efficient service can be rendered along these lines.

5 CANDIDATES GIVEN DEGREE IN BAKER, ORE.

Five candidates from La Grande took the degree of most excellent master in the Royal Arch Masons last night when a delegation of 30 members of La Grande chapter No. 2 Royal Arch Masons went from this city to Baker where they were guests of the Key Stone chapter No. 15.

Dr. A. L. Richardson, Dr. F. L. Talbot, Dr. K. G. Kirby, E. D. Towler and Mr. Diehl, were the candidates who were given the degree by the Baker lodge. The work was splendidly exemplified, states H. E. Dixon, excellent high priest of the La Grande chapter.

During the evening Mr. Dixon, F. M. Humphreys, treasurer, and the five candidates were called upon to speak.

A banquet was held preceding the initiation ceremonies.

SARAH E. McCALL, PIONEER OF '65, CALLED BEYOND

(Continued from Page 1)

have some little gift, some piece of her handiwork, done in the last months, when she was physically limited, and when her mind was filled with loving thoughts for them. This is illustrated in the fact that recently she had been busy on love gifts which she had planned for her friends at Easter-time. Easter-time will come very soon and her love and kindness and devotion will be remembered, while she, herself, will be enjoying the full meaning of the glories of the real Resurrection Day.

Came West in 1865

Mrs. McCall was one of the early pioneers of Eastern Oregon. When a bit of a girl, in 1865, she crossed the plains in a wagon train with her parents, who were coming from Missouri. The family settled in this valley. In the same train from the middle west came James M. McCall, who was first the girl's school teacher and who, within a few years, became her husband. The home was always in this valley, first near Island City and later on the foothill road, save for 15 years, when Mr. and Mrs. McCall went back to the middle west and lived near Quincy, Ill. There all of their children were born excepting the three youngest daughters. The name of this family is very closely and permanently identified with the early and pioneer history of the Grande Ronde valley.

Mr. and Mrs. McCall were the parents of 19 children, nine of whom still live, one son having died in Illinois. The father passed on 22 years ago. The children, all of whom will be here for the funeral service, are Mrs. Mary Couch, of Island City, Mrs. Lanna McCallister, of Wendell, Idaho, Mrs. Frances Smith, of Portland, Mrs. Lillian Kinney, of Oakland, Cal., Arthur McCall, who lives on the old home place, Hugh McCall, of Haines, Mrs. Edna Seltz, Mrs. Florence Bacon, and Mrs. Marjorie Francis, all of La Grande. Mrs. McCall, aged mother, who is now 89 years of age, is still living at Dayton, Wash. Mrs. McCall would have been 74 years of age this July. The death last evening breaks a line of five generations, in which were included Mrs. Tabitha Ann Johnson, (Mrs. McCall's mother), Mrs. McCall, Mrs. Couch, Mrs. Edna Couch Smith, of Oakland, Cal., and her daughter, Eleanor Krarup Smith. There are also surviving three sisters, one in Walla Walla, one in Portland and one in Dayton.

Mrs. McCall was a devoted member of the Presbyterian church of La Grande, was a member of the Ladies Aid of the Eastern Star and the Hebrew Ladies. Every good cause had her sympathy and support and her interest in affairs about her was as broad as her knowledge of them.

Funeral services are announced for Monday afternoon at 2 o'clock at the Presbyterian church. The Rev. W. C. Ross, a former pastor and a close friend of Mrs. McCall and her family will have charge of the service. Interment will be by the side of her late husband in the I. O. O. F. cemetery.

CASE NEARS JURY

MARSHFIELD, Ore., Mar. 22.—The jury was expected to receive the case of Robert Green, on trial for the murder of Caleb Green, his Catching Inlet neighbor, this afternoon.

look like spruce gum, Mr. Roberts says, or like a piece of red glass. The man said he had a trunk full. Mr. Roberts had the stones cut and they have proved to be real rubies valued at many times their purchasing price, he says.

Miss Price Returns—Miss Helene Price, of La Grande, is leaving tomorrow evening for Salem where she is a student at Willamette university. Miss Price has been spending the spring vacation with her parents, Mr. and Mrs. Walter S. Price, La Grande. She is a junior majoring in music at the college.

To Visit Searle Family—Mr. and Mrs. L. E. Woods and children, Eleanor and Searle, of Spokane, Wash., passed through La Grande this morning on the way to Walla Walla where they will spend the weekend visiting Mr. and Mrs. E. A. Searle. Mr. Searle and Mrs. Woods are brother and sister.

Appeared at Hot Lake—When the Oregon State college glee club goes to Hot Lake tomorrow afternoon, for an appearance at 2 p. m., Tom Bruce, of La Grande, will sing. Ted Roy, who has been heard here before, will also be on the program. An invitation is extended to all who wish to hear these young people.

If You're Looking for Beauties, Young Man, Try the Sunny South!



If you're looking for beauties, try the sunny south! Here is a quartet of Dixie co-eds who have been honored by southern colleges. The large picture is that of Betty Reid of Rochelle, Ga., a real "Georgia peach" who has been chosen by the student body as the most beautiful girl at Agnes Scott College, Decatur, Ga. Upper left is Mary Winter, of Leland, Miss., named as the most modern girl at Sweet Briar College, Lynchburg, Va.; lower left, Lyla Brown, of Burlington, N. C., who has been elected May Queen by the student body at Randolph-Macon College, Lynchburg.

SUCCESSFUL INSTITUTE IS CLOSED HERE

(Continued from Page One)

business should not be destroyed by poor collection methods, he said. Remember that the slow creditor of today may become one of your best customers in the future," he admonished.

He strongly urged the necessity of hearty support of what ever form of local credit bureau there was and the great value of regular monthly meetings of the credit men of the various stores. "If the credit men of the largest, most profitable retail businesses," he said, "find it absolutely essential to meet weekly and talk over their problems, surely the same policy would be advantageous to the smaller merchants."

Touches on Advertising—Prof. Vance next spoke on some phases in advertising. "Advertising is the arch which connects merchandise and the customer," he said, "and today's merchandising demands that this link be created in some form it success is to result. 'The customer wants and needs,'" he continued, "should be paramount in the mind of the merchant in considering his advertising, not his own desires or his own glorification."

The first step in planning any advertisement is to visualize the purpose of the advertisement, he said. "Too many merchants do not commence to think until they set pen to paper, and the result is an ill considered and ineffective ad," he pointed out. The man or woman who brought the goods for sale is the one to write the advertisement. Prof. Vance insisted, not some cub or office clerk who knows nothing of the goods. The first section of the ad should be directed toward the needs and desires of the customer, the latter portion to information as to how they can be satisfied. "Advertising is only justified," maintained Prof. Vance, "when it sells happiness, beauty and contentment."

Some 50 or 60 lantern slides were then shown, illustrating newspaper advertisements and the proper and improper use of borders, type and white space.

COAST GUARD SHIPS SINK RUM RUNNER

(Continued from Page 1)

search. Thereupon the Dexter issued final warning of "Elli" to sink you then. Get your men into the boats before we fire."

The schooner still resisted and the raiding government boat fired. The suspected rum crew quickly took to boats and all were picked up by the Dexter and Walcott, the latter of which had sped to the scene.

One Dead, One Hurt—The body of a negro seaman who drowned in the flight to the boats, was recovered and placed upon the Walcott.

A runner on the Walcott suffered a broken arm in the result of his gun when the Walcott encountered the Imalone the day before and fired a shot into the rigging of the craft when resistance was offered.

The hunted ship escaped beyond shallow shoal water and headed outwards in the course toward Puerto, Mexico.

Pending arrival of the coast guard cutters in New Orleans today, government officers declined to forecast what action might be taken as a result of the coast guardmen firing on a British ship. Neither was a statement forthcoming as to what would be done with the captured crew.

SUPPORT ACTION—WASHINGTON, Mar. 22 (AP)—Coast guard headquarters today in-

dictated an intention to support fully the action of the cutters Dexter and Walcott in sinking the British schooner Imalone in the Gulf of Mexico last night, while they awaited complete reports from the officers responsible.

Admiral F. C. Billard, commandant of the coast guard, said the boat was "a notorious smuggler," and that it made no difference how far off shore she was when sunk if the coast guard vessel had pursued her from a point within American jurisdiction where her conduct had become suspicious.

Although the Imalone had only recently made her appearance in the Gulf of Mexico, Admiral Billard added, the guard was familiar with her previous record off the Atlantic coast and felt that the summary action taken had been entirely justified.

The admiral said he had not determined whether a case of inquiry would be necessary but would have the matter under advisement until fuller information was available.

STORM KILLS THREE—JACKSON, Miss., March 22 (A. P.)—The telephone operator at Gloster, Miss., informed The Associated Press today that three negroes were killed in a storm at Harrison, Miss., early today and five houses blown down.

The storm also was reported to have struck Fayette.

DIKES HOLDING—QUINCY, Ill., March 22 (AP)—The eyes of the lowlands east their first waking glances at the Mississippi today and the sight they saw brought gratitude: the dikes still held.

Some of those eyes had not closed in sleep, for worried patrolmen still paced the river front, ready with sand bags to close any breach that threatened to flood the 50,000 acres in the South Quincy and Lima Lake district. The river had risen half a foot during the day—reaching 26 feet on the Quincy gauge—and was still rising.

MOUNTING TOLL—ATLANTA, Ga., March 22 (AP)—Already sorely burdened with the aftermath of last week's floods the south today saw a mounting toll of damage left in the wake of yesterday's series of tornadoes, hail storms, high winds and heavy rains which descended on scattered communities extending from Louisiana to North Carolina.

Seven persons lost their lives in tornadoes and storms in three states, scores of others were injured and property damage has not been estimated.

Trapped in a church used as a school at Merrelltown, Ala., five negro children were killed and eight others injured; a boy was killed at Small Creek, N. C., and a farmer was killed by lightning at Alpharetta, Ga.

At Alexandria, La., alone property damage was estimated at \$100,000.

Much damage was done within a ten mile radius of Charlotte, N. C., and Pelt City, Ala., was drenched by a cloudburst.

FIND IT HERE

Copy for this column must be in by 9 a. m.

CABBAGE PLANTS now ready at the Greenhouse, West Adams Ave., Clark's Florists. 2-22-11

KASTER IS COMING With the coming of Easter we are reminded that we should send an Easter Card to our friends and loved ones. You will find a most beautiful and distinctive line of Easter Greetings at Richardson's Art & Gift Shop. 2-23-11

American Legion Auxiliary will hold a Cake Sale at Gilbert (9th) Store, Sat. Mar. 29. 2-21-11

THE VERY LATEST The newest things in ladies costume purses, in all of the new Spring colors, will be found at Richardson's Art & Gift Shop. They will make ideal Easter Gifts. See them. 2-23-11

Remitting, printing, buttonholes, etc. Norton's Knit Shop.

FITS—FITS—FITS Now is the time to have the best on Windowsill or side glass fitted at a saving at Richardson's Art & Gift Shop. 2-23-11

SPRING SPECIAL! See our window for garbage cans 2 sizes, \$1.15 and \$1.55. Melville's. 2-22-11

Red Carnations Saturday only. \$1.00 per dozen, Clark's Florists. 2-22-11

Banana and Wisdom "Fruit of the wise," Llanones called the banana, says the Nature Magazine, because tradition has it that when Alexander the Great crossed India he found the puny little dwarf under the shade of its giant foliage.

SYNOPSIS OF THE ANNUAL STATEMENT OF THE NORTHERN LIFE INSURANCE COMPANY

of Seattle, in the State of Washington, on the 31st day of December, 1928, made to the Insurance Commissioner of the State of Oregon, pursuant to law:

CAPITAL	
Amount of capital stock paid up	\$ 254,000.00
INCOME	
Total premium income for the year	\$ 2,654,251.76
Interest, dividends and rents received during the year	622,572.81
Income from other sources received during the year	74,454.32
Total Income	\$ 3,351,278.89
DISBURSEMENTS	
Paid for losses, endorsements, abatements and surrender values	\$ 446,294.12
Dividends paid to policyholders during the year	223,422.25
Dividends paid on capital stock during the year	25,000.00
Commissions and salaries paid during the year	298,714.57
Taxes, licenses and fees paid during the year	62,114.42
Amount of all other expenditures	312,802.72
Total Expenditures	\$ 1,328,348.08
ASSETS	
Value of real estate owned (market value)	\$ 803,040.73
Value of stocks and bonds owned (market or amortized value)	2,114,284.00
Loans on mortgages and collateral, etc.	2,325,421.21
Premium notes and policy loans	1,512,236.66
Cash in banks and on hand	295,179.42
Not uncollected and deferred premiums	52,229.82
Interest and rents due and accrued	103,016.32
Other assets (net)	0
Total admitted assets	\$ 8,851,352.14
LIABILITIES	
Net reserves	\$ 7,102,129.10
Gratuities for losses unpaid	31,243.31
All other liabilities	763,979.10
Total liabilities, exclusive of capital stock of \$254,000	\$ 8,139,351.51
BUSINESS IN OREGON FOR THE YEAR	
Gross premiums received during the year	\$ 218,249.32
Premiums and dividends returned during the year	12,907.81
Losses paid during the year	42,926.62

D. H. Morgan, President
Statutory resident attorney for services Insurance Commissioner of Oregon

Nettleton Shoes

While they last—
\$7.65

Also Complete Lines in Other Makes

\$3.85 to \$9.85

TROTTER'S

free!

THIS DAINTY BOTTLE OF EXQUISITE PERFUME

BOYS SWEEP INTO FLOOD; SIX RESCUED

(Continued From Page 7)

sons floundered in the creek.

Seen By Taxi Driver.

A taxi driver, Floyd Miller, who happened to drive along the creek road saw the rise of the water and brought word of the impending disaster to Rockwood. He said three other youngsters and two small churches in a summer camp colony there were swept away.

Another report, which was received at Knoxville, was that the town of Cox Creek, Tenn., was "wiped out" by the cloudburst.

WITH A PACKAGE OF THREE FLOWERS FACE POWDER

Three Flowers Perfume breathes the fresh fragrance of living flowers—the perfume of youth and springtime

JIM JAM JANITOR

Red Cross Drug Store

ARCADE

Tomorrow Only

THE ONE AND ONLY Glenn Tryon at his laughiest best. See him in the speediest thing on wheels—a comedy with a smile-a-minute speed and a power plant of laughs.

GLENN TRYON in "The Kids' Clever"

Also Comedy

JIM JAM JANITOR

And Bruce Scenic & Kinogram News.

Now Playing!!

RAMON NOVARRO in "The Flying Fleet"

STAR

The BUTTER & EGG MAN with JACK MULHALL

and GRETA NISSEN

From Main Street to the Main Stem. A small town "fall-guy" who falls for every New York sucker game until he falls in love! Then he stages a fighting comeback that makes these Broadway wisecracks look like rank amateurs!

A First National Picture

Also Comedy - - "Off To Buffalo" and Pathe News

Today—JACK HOLT—in "COURT MARTIAL"