

LaGrande Evening Observer

(Incorporated)
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M. C. MOGENSEN & CO., Inc.,
San Francisco, Los Angeles, Seattle, Portland, Chicago, Detroit, New York

SUBSCRIPTION RATES
By Carrier
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Daily, six months in advance \$4.50
Daily, single copy 5c

By Mail
Daily, per month in advance 50c
Daily, per six months in advance \$2.50
Daily, per year in advance \$5.00
Weekly Observer-Star, per year \$2.00

ADVERTISING RATES
Display, foreign, per column inch 42c
Display, local, per column inch 40c
Time contract prices on application.



The tariff on wheat can be doubled several times and still not make the farmer mad. With a tremendous surplus and a big crop in prospect, we will not need Canadian or South American wheat to supply food in this country for quite a spell.

Mr. Raskob plans a big investment corporation to permit the "little fellow" to build an estate on the installment plan as he now buys an automobile. If he can guarantee a return equal to the interest charged at present on deferred motor car payments, the scheme will be a big success.

Harry Snelair is enjoying a three-months vacation—guest of the government in a Washington jail. Not for criminal activities in connection with federal oil leases, of which he was acquitted, but for refusing to tell the senate committee all he knew. A light penalty, perhaps, for what would have been a very tiresome experience.

Carl Grey, president of the Union Pacific, stopped briefly in La Grande yesterday morning on his annual inspection tour of the system. We hope he had time to take just one glance at the present station. That's all the inspection needed to convince anyone that it is sadly out of keeping with the rest of the city. Believe it or not, we are going to get a new one some day.

Modern life is much different today from what it was a decade ago. Through newspaper advertising the modern housewife knows what she wants, knows by brand name, and orders in that manner—because advertising has taught her how she should do it and why it is profitable for her to do so. Imagine ordering from an unknown grocer "some breakfast food," "some bacon," "some coffee," "some bread—and so on, as in the olden days before national advertising became the powerful force it is today.

NAMING THE WALLOWA MOUNTAINS

We are indebted to Mr. William Miller for calling our attention to the different name given the Wallowa mountains on different maps and offering an explanation for the practice of the Union Pacific's advertising staff in saying that Wallowa lake is located in the Powder River mountains in some of its literature and in the Wallowa mountains in other pamphlets.

What is the official name of the mountains that form the southern boundary of the Wallowa river valley? State highway maps carry the name "Wallowa Mountains" and some eastern map companies use that name while others show this range as the "Powder River Mountains." Those individuals who write travel literature for the Union Pacific apparently use different maps, and therefore use different names. Or perhaps some of them have visited this section of the country and use the commonly accepted name while the remainder are forced to resort to maps and imaginations.

Throughout the Northwest the Wallowa Lake Basin is recognized as being located in the Wallowa mountains. In Eastern Oregon few people would know what you were talking about if you called them the Powder River mountains, although they are frequently regarded as a range of the Blue mountains and are sometimes designated in that manner.

Regardless of the official name, Wallowa is the name by which they should be known and designated. Most of the waters of the Powder river come from the Blue mountains, and the river has very little to connect it with the Wallowa range. Seen originally from the Old Oregon Trail in Baker county where the Powder river flows, the range probably had its first naming on that account. But it is the Wallowa river, Wallowa lake, and the Wallowa valley that made the range famous for its scenic beauty and popular as an outdoor playground.

Common usage has made "Wallowa" the proper name for these majestic peaks, has likewise made the name "Powder River" obsolete. Bordering the valley of which Chief Joseph made his last stand against the whites, there is historical and sentimental reasons for calling this range after the valley and river over which its shadow is cast. Map uniformity is much to be desired, along with uniformity in advertising literature circulated among prospective tourists in the east. There is much in a name, under circumstances such as these.

**TRY
W. K. GILBERT CO.
FIRST**

Many Bargains Listed on Want Ad Page

YANK TEAM BACK IN OLD POSITION

Champions Shade Browns 6 to 5 and Move up Into First Place.

By William J. Chipman (Associated Press Sports Writer.)
The Yankees are back home again, but only by the skin of their teeth, the champions regained their old starring ground with just half a game to spare late yesterday as they shaded the Browns by 6 to 5 at Sportman's Park while the White Sox were tumbling the Athletics by 4 to 2 in a surprising battle on the Chicago front. This combination of events left the Macka and the Browns in a virtual tie, but for second place rather than first.

The Ruppert rifles fired a dozen volleys at Young Alvin Crowder. The hardest was Babe Ruth's home run with two aboard in the fourth, but the most effective was Bob Meusel's pinch double in the ninth after the Babe had walked and Gehrig had singled. Ruth's homer was his fifth, which placed him only one behind his old Gehrig. Bill Dickey also combed Mr. Crowder for all the bases in the fifth.

The other side of the picture, from a Yankee point of view, was Herbert Pennock's third failure in the box this season. The noted fox farmer cracked up in the sixth with four Brownie blows netted three runs and brought Wiley Moore to the rescue.

No team ever gained anything by losing a left arm like Pennock's, but the Yankees will remain at or near the top so long as they continue the fierce cannonading which has marked their last five games. Boston noised out Cleveland by 5 to 4 and Detroit shaded Washington by 3 to 2 in minor raids along the American league front.

The Cubs had no trouble with the Robins, winning by 9 to 4 and holding on within striking distance of Johnnie Puck's amazing team. Charlie Grimm backed up Art Nehf's fine pitching with two home runs, and Biggs Stephenson hit one.

Frank O'Doul, the reformed pitcher, hit his fifth home run at Philadelphia, enabling the home team to defeat the Reds by 6 to 4.

Young Larry French, the Portland, Ore., southpaw, made his first big league start, and showed no timidity whatever in the face of Giant bats.

The Braves remained at the top by shellacking the Cardinals, 8 to 5, in an eighth-inning rally.

Four Knockouts On Portland Card

PORTLAND, Ore., May 8 (AP).—Four out of the five bouts on last night's boxing program at the city auditorium ended in knockouts. In the main event, Willie Feldman, Brooklyn, N. Y., astonished the spectators by out-fighting Homer Sheridan, Hollywood, to take a well-earned ten-round decision. In the second round a succession of rights to Sheridan's jaw muscles had him on the floor, but the veteran batter weathered the round against his nimble youthful opponent. Sheridan weighed 158½, Feldman 158½.

Eddie Thomas, lightning 120-pounder from Bellingham, Wash., paralyzed Johnny Hawkes, Seattle, with a right hand uppercut in the first round of their scheduled six-round semi-final.

Jack Harber, former University of Washington law student from Seattle, knocked out the veteran Joe Blackwell, Portland, in the fifth round with a stunning left uppercut after having dropped him for a count of six. It was Harber's first professional match.

League Standings

Pacific Coast League		
W. L.	Per.	
Mission	27 11	.711
Los Angeles	23 19	.548
Oakland	22 20	.524
San Francisco	22 20	.524
Hollywood	18 18	.500
Sacramento	20 23	.465
Portland	15 21	.417
Seattle	11 26	.297

National League		
W. L.	Per.	
Boston	9 4	.692
Chicago	19 6	.625
St. Louis	9 7	.563
Pittsburg	7 7	.500
Philadelphia	6 8	.429
New York	5 7	.417
Brocklyn	6 9	.400
Cincinnati	6 10	.375

American League		
W. L.	Per.	
New York	19 4	.714
Philadelphia	16 5	.667
St. Louis	11 6	.647
Detroit	11 9	.550
Chicago	7 10	.412
Cleveland	7 11	.389
Boston	5 10	.333
Washington	4 10	.286

NIGHT FIGHTS
By the Associated Press
CLEVELAND — Emmet Rocco, Edwood City, Pa., outpointed Johnny Risico, Cleveland (12).
WYOMING — BARBE, Pa. — Kid Chocoma, Havana, outpointed Steve Smith, Bridgeport (10).

More Than One Hundred Hits In Tuesday's Games

(By the Associated Press)
Eighty-eight of the eight Pacific coast league clubs yesterday claimed most of the credit for thrilling battles on all fronts.

The league-leading Mission Reds from that bay city forged their twenty-seventh link in their chain of victories by defeating the Sacramento Senators 8 to 7 on the latter's home lot. It was a wild affair, although lagging 8 to 2 after a Mission rally in the first half of the seventh, the Senators whittled down the lead of the Reds, and came within scarcely a step of tying up the game in the ninth. The Reds took 14 hits from the Senators, driving Louis Vinel from the mound late in the game, while the Senators drove out 16 hits, most of them off Herman Pilette.

Senals Trim Indians.
The third place San Francisco Senals defeated the struggling Seattle Indians 11 to 4, but the game was not without its thrills. The Indians slammed Holles Thurston for a total of 12, while the Senals hit Collier for 12. Much of the credit for the Senal victory however, went to Thurston's flashy work, not only in the box, but at bat. He belted one over the right field wall, scoring two mates ahead of him.

Pete Daglia pitched the Oakland Oaks to an easy 7 to 2 victory over the Hollywood Stars on the lot across the bay. Daglia had the Stars in check most of the afternoon, though he let them get away with ten hits. Frank Sheridanback, veteran spitballer, lasted three innings for Hollywood. He allowed six hits and five runs, although lack of support had something to do with it.

Ducks Go On Rampage.
Portland, although out of the Los Angeles in the southern city, smacked Los Angeles, 17 to 9. It was a real slugfest, the northern Ducks batting out 14 hits, and the Angels clotting 17. The Ducks pounded out an eight run lead in the second inning off the pitching of Angie Walsh and "Red" Roberts, a lead the home team was unable to overcome. Five home runs by Hillis, Cooper, and Borrelli for Portland, and Berger and Tolson for Los Angeles, figured in the game.

Yesterday's coast league results follow:
At Los Angeles: R H E
Portland 17 14 1
Los Angeles 9 17
Casarella, Knight and Rego, Walsh, Roberts, Weatherly, Child and Warren.

At San Francisco: R H E
Seattle 4 12 3
San Francisco 11 13 4
Collier, Lemanski and Borrelli, Thurston and Reed.

OUT OUR WAY



MOMENTS WE'D LIKE TO LIVE OVER TWO PICNICS
J.P. WILLIAMS
REG. U. S. PAT. OFF. © 1929 BY NEA SERVICE, INC.

At Sacramento:		
Mission	H. H. E.	
Mission	8 14 3	
Sacramento	7 16 2	
Pilette, McQuaid and Brenzel, Hoffman, Vinel, Bryan and Koochler.		

At Oakland:		
Hollywood	H. H. E.	
Hollywood	2 7 4	
Oakland	7 13 1	
Shellenback, McCabe and Haddler; Daglia and Lombardi.		

W.S.C. TAKES SECOND GAME FROM OREGON

EUGENE, Ore., May 8 (AP).—Washington State repeated here yesterday, taking its second coast conference baseball game from the University of Oregon, 5 to 4. Oregon had the bases loaded three times during the game.
The score:
H. H. E.
Washington State 6 9 2
Oregon 4 6 4

YOUNG ENGLISH PRO TAKES LEAD

Percy Alliss Turns in 69 in First Round at Gullane, Scotland.

GULLANE, Scot., May 8 (AP).—While most of the galleries following the first round of championship play for the British open golf title trailed with the Americans, Percy Alliss, young English pro from the Wannae club, Harrogate, playing with only his partner and their caddies as spectators, scored a 69 to take the lead for the first round away from Lee Dismore who a few minutes before had returned a score of 71.

Jim Barnes, who has held both the British open title and the open championship of the United States, finished with a brilliant 71, equaling Dismore's score.

The weather was fine for scoring at midday but a freshening breeze blew rain clouds in from the sea and there was a light shower as Walter Hagen and Henry Cotton, among the last starters, teed off.

Johnny Farrell, open champion of the United States who found the going rough in the qualifying rounds, struck his stride today and returned a good 72.

Charles Whitcombe, highly favored British pro, took 77 for the round.

Murrill C. Hagen To Coach Teams At Medford, Ore.

MEDFORD, Ore., May 8 (AP).—Murrill C. Hagen of University of Oregon was named Tuesday afternoon by the school board as coach of the Medford High school, to succeed P. G. (Pink) Callison, selected as freshman coach of the University of Oregon.

Hagen's contract is for one year and he was picked from more than twenty candidates. He will take charge of Medford High athletic activities next September.
Hagen played football four years at Oregon in the line and in the backfield. He was highly recommended by Coach John J. McEwan, alumni and business man of Eugene and Portland.

You can bank on the quality of a cigarette that continues to be the biggest success in smoking history

CAMEL CIGARETTES

WHY CAMELS ARE THE BETTER CIGARETTE
Camels contain the choicest tobaccos grown... expertly blended for matchless taste and fragrance. They have a welcome mellowness and mildness that you will find in no other cigarette. Smoke them as often as you like, Camels never tire your taste. The quality of Camels is never permitted to vary. Only a superior cigarette could have won and held world leadership for all these years as Camel has done.

