

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

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

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**PARTNERSHIP**—Then saith he unto his disciples, The harvest truly is plenteous, but the labourers are few; Pray ye therefore the Lord of the harvest, that he will send forth labourers into his harvest.—Matthew 9:37, 38.



If China and Russia are really going to have a war it might be well for historians to start figuring out who can best be blamed for it.

No word from the young Swiss fliers. "There ought to be a law" or something to prevent needless loss of lives in flights of this character. Trying to cross the Atlantic is getting rather old.

Running a cooking school in three different towns on three consecutive days makes one sympathetic with the circus man who must move, set up and show, move again. We are not going into the business permanently, though we are enjoying the sessions in outside communities immensely.

A round-trip flight across the continent seems, to the average layman, more beneficial in the promotion of aviation than previous re-fueling endurance flights where they sail over a home airport day and night. Nick Mamer's non-stop trip from Spokane to San Francisco to New York and back to Spokane was the first thing of the kind ever attempted and is of real importance. He has indicated the possibilities for non-stop liner service between the coasts in a practical way.

Joe Thomison, for many years keen, competent editor of the Hood River Glacier, is severing connections with that paper to return to his native haunts in Tennessee. Both the newspaper fraternity of the state and the people of Hood River will miss Joe. He has been prominent in many activities of the profession and has served his home community with wit, good fellowship and constructive effort in a host of ways. The Observer hates to see Joe leave Oregon but he has our heartiest wishes for continued success and happiness when he gets "back home."

### THE PACE THAT KILLS

A most significant warning concerning our health recently came from Dr. Morris Fishbein, editor of The Journal of the American Medical Association, and thus one of the foremost authorities on health in this country.

He pointed out that while medical science had made many important discoveries which have tended to make the nation healthier, statistics show that people are not living longer.

It is true that real strides have been made in combating infant mortality. Because of improved health standards and wider dissemination of knowledge concerning the care of children, their chances of living through infancy have been greatly increased. Also more lives of middle-aged persons are saved, due to remarkable operations and more skilled physicians.

But the story is different when old age comes, Dr. Fishbein points out. The human body is a wonderful mechanism, but it wears out, and unlike our modern machines, parts of it cannot be renewed.

We try to keep up the pace of youth. We do not guard our health at the very time when our strength must be conserved. We worry too much. We do not give medical science a chance to accomplish its wonders, and we forget that while it can do much it cannot work miracles.

In some of the more isolated sections of the country where the fast pace of modern civilization has not yet spread, people are living to remarkable ages. Although mortality rates among Indian children are high, many Indians are living beyond the age of 80 years. These facts seem to add weight to Dr. Fishbein's conclusion that we are living too fast or worrying too much or working too hard and are not watching our health as we should.

His warning is "Slow Up!" We all know he is right, but too many American people would rather live a bit faster and not quite so long.

TRY  
W. K. GILBERT CO.  
FIRST

### Health Talks

#### PERSONAL SECRETS OF HEALTH REVEALED

By Irving Fisher, Professor of Political Economy, Yale University, New Haven, Conn. About 35 years ago I became rather seriously ill and was obliged to give up my work at Yale and go to Colorado for my health. After a long convalescence I returned to my family and to my work in the East, but was still weak, and my working capacity and endurance were distressingly limited. I then began making a careful study of the subject of health from every source of information at hand. As a result of these studies and of special researches, and of the application to my own living habits of the knowledge thus gained, I began to improve in health, until finally I came to enjoy an endurance and working capacity that I found quite markedly exceeded that of the average well and vigorous young person.

The full story of the means by which I raised myself from invalidism to complete health and unusual endurance is, of course, a long one. Analyzed, however, it revealed certain principles employed, and for the benefit of anyone who, similarly, may be struggling to regain health or who wisely aims to conserve and increase an already abundant working capacity, I have reduced the story to ten simple rules, which I believe will serve as a safe and sufficient guide, and will obviate the necessity of retracing the full experience out of which these rules were formulated.

#### Air and Light

1. Ventilate your living-room, work-room and bed-room; sleep out of doors if you can; wear light, loose, porous clothes.  
2. Get direct sunlight on your skin, or sunlight through a glass or Corax glass, or get artificial sunlight with the advice of your physician as to the right doses.

#### Food

3. Avoid over-eating and over-weight; eat sparingly of meat, fish, fowl, eggs; avoid excess of salt and highly seasoned foods.  
4. Eat some hard, some sticky, some raw food daily; eat slowly and taste your food.  
5. Use abundant water internally and externally.

#### Poisons

6. Secure thorough intestinal elimination more than once daily if possible.  
7. Avoid all poisonous drugs, including alcohol, tobacco, tea and coffee. Keep clean, and avoid catching disease.

#### Activity

8. Work, play, rest, and sleep in moderation. Breathe deeply; take deep-breathing exercises several times a day.  
9. Stand, sit and walk erect.  
10. Be cheerful and learn not to worry.

Also go to your doctor for a health examination once a year.

### Freighter Burns East of Norfolk

NEW YORK, Aug. 21 (AP)—The Radio Marine corporation today received a wireless message from the freighter Yalta stating she had seen the steamer Quinistan on fire and deserted about 1100 miles east of Norfolk, Va.

The Quinistan was well down in the water, the message said, and was a menace to navigation. The ship was formerly a Honduran vessel but recently was sold to German interests to be scrapped. It was bound for Genoa, Italy, from Norfolk.

The Yalta is an American freighter from Baltimore.



Ride the trails at the Bungalow Camps...

Sleep out in the open or under a tent with a bed of spruce boughs and a couple of blankets for cover... or have a roof overhead and a bed with soft mattresses for your nights comfort. You may ride for one day or two weeks, with expert guides to direct you and pleasant companions to make the trip always enjoyable. Call or write today for your copy of "Trail Riding in the Canadian Rockies."

Canadian Pacific  
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175 E. Broadway, Portland, Oregon

### File Appeal In Case Involving Legislators' Pay

SALLEM, Ore., Aug. 21 (AP)—Appeal to the supreme court in the case of W. A. Jones against Secretary of State Ross, in which there is at issue question of the right of members of the legislature to draw \$5 a day expense money in addition to the constitutional \$3 a day, was filed yesterday.

The suit seeks to restrain the secretary of state from allowing the additional money, and in the circuit court for Marion county the decree of Judge McMahon was in favor of Jones.

The additional pay, termed "expense money" is sought under a joint legislative resolution of the 1929 session. While the constitution limits the compensation of the members to \$3 a day the appellants contend they are not inhibited from legislating themselves expense money.

### Dr. Belknap Winner In Salem Contest

SALLEM, Ore., Aug. 21 (AP)—Dr. Wilford H. Belknap of Portland was adjudged winner of the Kiwanis speaking contest which was a feature of the May of the north west district Kiwanis convention, held here last night. Six other speakers participated in the oratorical competition, each speaking on a Kiwanis topic. The speakers were allowed five minutes each.

The contest was held in the forenoon, and at a banquet in the armory last night Dr. Belknap was called to the speakers table by District Governor T. Harry Gowman of Seattle and informed of his victory.

The trophy will be awarded Dr. Belknap at a later meeting of the Portland club. He received an ovation when the award was announced.

### Captain Turner On Long Flight

ALBUQUERQUE, N. M., Aug. 21 (AP)—Captain Roscoe Turner, with three passengers, landed here at 6:39 a. m. on his transcontinental trip to New York from Los Angeles. He refueled and departed for the east at 7:15. He reported his plane performing as expected. He averaged about 140 miles an hour on his trip here.

### QUESTIONS AND ANSWERS ABOUT THE

# OLD GOLD CONCEALED NAME CIGARETTE TEST

Ask us another if we haven't answered here every question ever asked about it

**QUESTION:** Does OLD GOLD publish the score of every public test taken?  
**ANSWER:** Yes... win, lose or draw!

**QUESTION:** Is OLD GOLD always the same number?  
**ANSWER:** No. In the actual tests there are no numbers on the cigarette masks. The smoker, himself, tears off the paper masks and finds out for himself which cigarette he has chosen as best.

**QUESTION:** Is the Concealed Name Test a "guessing contest" ... does the smoker attempt to guess brand names?  
**ANSWER:** Decidedly not! The smoker states only which cigarette tastes best to him, and does not try to guess the name.

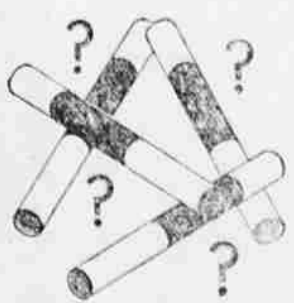
**QUESTION:** Who conducts these tests?  
**ANSWER:** Never the makers of OLD GOLD, or their agents. The tests are conducted by

certified public accountants, or officials of the organization or institution under whose auspices the tests are given.

**QUESTION:** Are all competing brands equally fresh and in precisely the same condition?  
**ANSWER:** All four brands are purchased before each test at the same time in the same store out of retail stock, just as the public buys them... and the clerk who sells them certifies the purchase.

**QUESTION:** Does the official conducting the test know which cigarette is which while the smoker is making the test?  
**ANSWER:** No! The cigarettes are arranged in sets of four... one each of the four leading brands. Then they are masked... their names completely concealed. When the official hands out these masked cigarettes it is impossible for him, or anyone, to know one from another.

**NOTE:** Why not make this test yourself in your own home? We'll be happy to send you a set of the brand name masks and complete instructions... Write to P. Lillard Co., 119 West 10th Street, New York City.



NOT A COUGH IN A CARLOAD

# FALK'S LA GRANDE STORE

Successors to N.K. WEST & CO.

## Fall Silks In Dozens of Patterns

In New Tweep and Small Floral Effects  
All Are 40 Inches Wide

\$2.65 yd.

YOU'LL adore the beauty and, incidentally the fine quality of these, newest of Fall arrivals. The rich tweed and herringbone effects are more than a coincidence, they are the product of famous makers such as "Corticelli".

### New Rich Colorings

POPULAR wood browns and tans are the favorites, with dark greens, reds and blues intermingled, offering you a wide assortment of new—authentic fall silks, at the nominal price of \$2.65 a yard.

Other Silks From \$1.00 to \$2.95

### 39-Inch Moire, A Fall Favorite

THIS lustrous material is gaining in popularity by leaps and bounds. For street or afternoon wear it is ultra smart. We have selected 12 of the most popular colors and offer them for your approval, yard for yard. \$2.75

IN 12 NEW AND AUTHENTIC FALL SHADES



Corticelli Sewing Silk

A complete new stock of sewing silks and button hole twist in every conceivable shade is now here for your convenience.

15c Spool

## \$58 Coat Sale!

Now In Progress



FASHION wise women of La Grande have shown great interest in this \$58 coat sale. Real values are here, the styles are right, the fabrics are excellent, the colors are authentic.

\$69.50 to \$97.50 Values

COATS you ordinarily would not hesitate to pay from \$69.50 to \$97.50 are included in this offering. See the many numbers in our windows, then step inside and view the additional showing more closely.

Now \$58 Coats

ERECT NEW PULP MILL  
PORTLAND, Ore., Aug. 21 (AP)—W. L. Netherboed, of the Gardner mill and lumber company and the Umpqua pulp and paper company, announced here today that construction of the lumber activity at the town of Gardiner in the Umpqua river would be started by erection of a new pulp mill, acquisition of the Gardner mill and

500,000,000 feet of standing timber representing an investment of \$2,000,000.



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