

55 BUSINESS MEN ATTEND ROUND TABLE

Frank Jenkins, Editor of Eugene, Speaks at Meeting.

ADVERTISING IS HELD PROFITABLE

Various Methods Discussed by Speaker—Newspaper Advertising Held Most Economical.

Characterizing advertising as the simple application of multiplied salesmanship and emphasizing that every business man who gives the problem study and attention can use advertising profitably, Frank Jenkins, editor of the Eugene Register, talked on advertising to 55 La Grande men at the Sacramento Inn last night.

The event was a round-table meeting dealing with this subject and sponsored by the extension division of the University of Oregon, and was made possible through co-operation of the State Editorial Association and Arne Rae, field manager, and the local chamber of commerce.

Discusses Various Methods Mr. Jenkins described billboard advertising as "name establishment" advertising and commended its effectiveness when properly used. He argued against billboard advertising on the highways that attracts scarce values. He also gave brief attention to radio, magazine and direct mail methods of advertising but spent the majority of his time dealing with newspaper advertising methods because he said newspaper advertising is the backbone of all retail merchandising successes and is by far the most economical method available for the average business man.

Pointing out that what the advertiser puts into the space, he purchases is the all important thing in newspaper advertising, Mr. Jenkins emphasized the numerous requirements of successful advertising. He said that the same selling talk that will sell goods across the counter to one customer will sell goods or services to a great number of people through newspaper advertising.

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INTERESTING POINT

One of the interesting points discussed by Mr. Jenkins was the week-end business peak that results in approximately half of the week's volume of business in many stores being done on Saturday. He said that this is unfortunate for the buying public which cannot get the best service under crowded shopping conditions, and unfortunate for the business house because it cannot render the service.

POLICE CHIEF PREPARING FOR ANNUAL FIGHT

Three nights before Halloween and the pranks already under way, that is the report of Police Chief Clint Haynes today and he's making ready for the annual tussle with those who delight in destroying property the last of October. Police Chief Haynes has no sympathy for the vandals but he sees no reason why children shouldn't enjoy themselves on Halloween up until 9 o'clock, providing they confine their enjoyment to pranks, etc., that does not include actual destruction of property.

WEATHER TODAY

72 to a. m.—41 above. Minimum: 29 above. Condition: clear. WEATHER YESTERDAY Maximum 51, minimum 28 above. Condition: cloudy, rain .92 of inch. WEATHER OCT. 29, 1929 Maximum 62, minimum 22 above. Condition: cloudy.

Baker Enraged Over Decision By State Board

Bitter Feeling Follows the Action by State Athletic Association.

Bitter feeling in Baker over the decision of the Oregon State High School Athletic Association board of control, following the protest by La Grande and Corvallis, was evidenced today in news dispatches from the neighboring city and from conversation between La Grande people and residents of Baker.

Regarding the question of guardianship, Bernard Malinwaring, editor of the Baker Democrat-Herald, in a telephone conversation this morning to The Observer, requested amplification of the facts for the benefit of La Grande readers. He made the statement that while letters of guardianship were issued on Oct. 23 for the protested players that the applications and actual appointments of guardians were made on Sept. 27 and Oct. 4 and 5, which completed the guardianship procedure legally, in his opinion. This was done after the school year had started at Baker, said Mr. Malinwaring, in order to comply with the legal requirement of the eligibility rule regarding residence and to make it possible for the boys in question to play football. He said further that he did not question La Grande's right to get a decision on whether or not this was a proper procedure under the rules of the association, but that Baker was enraged over charges that a slush fund had been raised or that some of their football men were playing for gain.

BAKER, Ore., Oct. 29 (AP)—A decision to postpone a meeting of protest against the action of the state high school athletic board for barring Baker from participation in the rest of the football schedule, was reached yesterday. Those sponsoring the meeting decided not to hold the mass meeting while the people are mad. This meeting will be held tonight but the indication was that the community will try to avoid what they termed "extreme measures."

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Chamber to Give Dinner For 4-H Members, Parents

Plans to entertain members of the Four-H club in Union county, with their parents also guests, were discussed at the Chamber of Commerce forum luncheon today and a committee was appointed to make arrangements for a banquet.

This action followed announcement that F. A. Epling would provide for the banquet tomorrow at the Pacific International hotel in Portland the best ever put on sale by a Union county boy or girl. Mr. Epling will purchase the steer and then make arrangements to have it served at the coming banquet. Albert Hunter, chamber of commerce secretary, will represent Mr. Epling in Portland.

During the meeting George H. Gray urged that the good roads committee meet with the county budget committee November 8 in an attempt to secure an increase in the appropriation for road building in Ladd Canyon to connect with the North Powder road. He said that more North Powder people are coming here and that completion of this shorter route would be a great benefit to both communities. The committee was authorized to appear at the budget meeting.

Talks were made by Jacob Doerbin, who pointed out the value of a building and loan association to the community; by W. C. Beckel, now owner of the La Grande hotel, and by Capt. Walter Jackson, in charge of the Salvation Army here.

Senior Class Play Dates Are Nov. 7-8

The senior class play will be presented November 7 and 8 and on November 9 and 5 as formerly announced. This will give the cast another week of rehearsals, and also give more time for the sale of tickets.

Rockne Lost To Team For Season

SOUTH BEND, Ind., Oct. 29 (AP)—Kurt Rockne, famous Notre Dame football coach, probably will be lost to his team for the rest of the 1929 season because of a dangerous infection in his left leg.

TRIO KILLED WHEN OREGON PLANE DIVES

Two Men and Woman Die in Crash Near Walker Late Monday.

EXPRESS PLANE MISSING TODAY

Storms in Arizona and New Mexico Obscure Fate of Ship Carrying Five Passengers.

DENVER, Oct. 29 (AP)—The mid-Atlantic Air Express radio station late today resolved word from Albuquerque that the missing Western Air Express plane 113 had landed in Albuquerque under its own power.

EUGENE, Ore., Oct. 29 (AP)—Killed when their single-engine monoplane crashed near Walker, eight miles from here late yesterday, the bodies of three persons, one a young woman, were to be taken to Portland today. Full military funerals were planned for Lieutenant W. B. "Ray" Clark, pilot of the plane, and Captain E. O. Mercer, both of whom were officers of the United States army air corps reserve, while a private funeral had been arranged for Edith Rose, co-pilot of the plane.

Conflicting reports were heard today as to the cause of the fatal crash. A. P. Wolford, farmer on whose property the huge monoplane crashed, said he thought he heard the motor fall. Employees of the Walker Lumber company, who witnesses of the accident, differed in their versions of the mishap. Some told stories similar to that of Wolford while others said the plane, flying unusually low, side-slipped as it was banking above a ridge and struck a tall fir tree while the motor was still running.

All agreed, however, that the

PRESBYTERIANS WILL MEET HERE

All-day Convention to Be Held in La Grande on Friday, Nov. 8.

Considerable interest and enthusiasm is being shown by the men of the Presbyterian church in the all-day convention that is to be held here Friday, Nov. 8. La Grande is the first city of its size to have a convention of this type. Usually they are held in larger cities such as Portland and Seattle. The church sends speakers to various cities to hold conventions. La Grande is in the minority of these speakers and it is largely through the work of the Rev. J. George Walk they are coming here, it is said.

The Rev. William F. Weir, D. D.; the Rev. William C. Covert, D. D.; the Rev. James Thomson, D. D.; the Rev. Weston T. Johnson, D. D.; and the Rev. D. A. McLean, members of a board of the Presbyterian church, are the speakers who will come to La Grande. A committee for the affair has been appointed with the Rev. J. George Walk as chairman, and other members are W. B. Helms, W. C. Perkins, C. M. Humphreys, Robert Eakin, Jack Perels, and Adolph Siegest.

This meeting includes Presbyterian churches in Eastern Oregon, Southern Washington, and part of Idaho. The convention will be held in one of the hotels and an entire day will be devoted to the affair. Preparations are being made for the entertaining of out-of-town guests. The gathering will begin in the morning and last until after dinner in the evening, including luncheon and dinner in the sessions.

La Grande Young Women Appear On Union Pacific Magazine Style Page

Four young women of La Grande are pictured in the November issue of the Union Pacific magazine, acting as models for the magazine's monthly style sheet. They appear in excellent photographs of full length under the caption "The New Things to Watch Displayed by La Grande Girls." Mrs. Winifred Hobland, stenographer in the superintendent's office here, is shown in a charming dress, with flowers daintily embroidered upon rich chamois lace to combine with lustrous black transparent velvet. Her turtleneck is a Hermal Paridian model, is also of sheer black velvet with a picturesque, draped flow. A clever frock of both, green and white, with a blouse of beige, was worn by Miss Phyllis Ansell, of the superintendent's office. The

STORM KING AGAIN RIDES OVER LAKES

Recent Gales Followed by New Blow—Snow and Rain Forecast.

STEAMER SINKS; SIX OF CREW DIE

Most of 60 Persons on Craft Rescued, However—No Women on Ship, Reports Say.

CHICAGO, Oct. 29 (AP)—The storm king rode Lake Michigan again today, dashing 30-foot waves against a shore line still scorched by the week's gales.

Temperatures tumbled and waves shook the shore almost before the government's storm warning was issued. Rain or snow was forecast for today and tomorrow. Portions of the damaged shoreline were flooded before emergency crews could be recruited to bolster the defenses, dangerously weakened by last week's and other recent storms.

The waves climbed over the Lincoln Park sea wall in some parts and washed across the driver. The outer drive, adjacent to the shore, has been closed since a part of it was swept away last week, but it was feared that even the inner drive, a considerable distance inland, would also have to be closed if the storm increased in intensity. Such action would deprive Chicago of its principal artery of the entire north side.

STEAMER SINKS

KENOSHA, Wis., Oct. 29 (AP)—With all but half a dozen persons of a crew of 60 rescued, the steamer Wisconsin sank off Kenosha early today in a storm that caused damage all along Lake Michigan shores for the second time in a week.

The officers of the Wisconsin's crew stuck to the craft until it sank and were taken from life rafts.

GRUNDY AGAIN ON STAND IN LOBBY INQUIRY

WASHINGTON, Oct. 29 (AP)—For a second time Joseph R. Grundy, who was interested in tariff legislation long before most of the membership of the house and senate entered congress, appeared today before the senate lobby committee and testified he was in Washington to see enactment into law of republican party campaign pledges on the tariff.

PILOT BURNED TO DEATH

MOUNT VERNON, Ohio, Oct. 29 (AP)—E. M. Kane, pilot of the southbound Cleveland-Louisville mail plane of the Universal Line, was burned to death early today when his plane crashed into a grove of trees on a farm eight miles southwest of Mount Vernon.

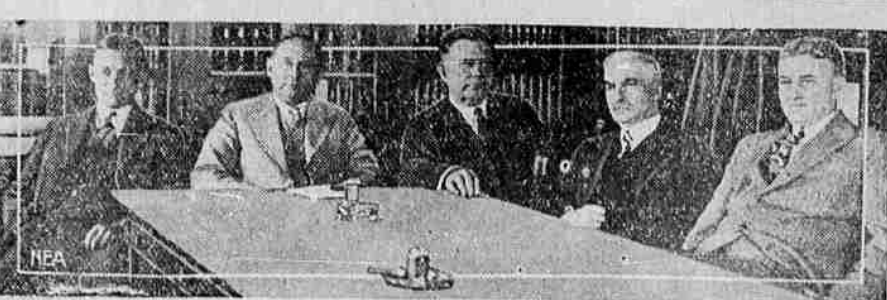
Kane, according to farmers here, where the ship crashed, apparently had lost his way in a dense fog.

FIND \$17,000 IN CHICKEN PEN

WASHINGTON, Oct. 29 (AP)—Navy department officials announced today that they had found \$17,000 buried in a chicken yard in Southeast Washington by Agent Charles Mule, who disappeared from Charleston, S. C., several weeks ago with a \$34,000 payroll.

Lieut. Mule walked aboard the receiving ship Seattle in New York last week and surrendered.

SENATE COMMITTEE INVESTIGATES LOBBYING



Disclosures in the investigation of William B. Shearer's "big navy" lobby activities led to an investigation of all lobbyists in Washington. Here are five senators who are members of the committee investigating lobbying: left to right, Senator Arthur R. Robinson of Indiana, Senator T. H. Caraway of Arkansas (committee chairman), Senator William E. Borah of Idaho, Senator Thomas J. Walsh of Montana and Senator John J. Blaine of Wisconsin.

MISTRIAL IS DECLARED IN CATTS TRIAL

TAMPA, Oct. 29 (AP)—A mistrial was declared today in the case of Sidney J. Catts, former governor of Florida, charged with aiding and abetting counterfeiting. The jury reported in federal court that it had been unable to agree. Catts was accused of financing a counterfeiting ring with a loan of \$5,000.

Hear Railroad Case Arguments In Washington

WASHINGTON, Oct. 29 (AP)—Hance H. Cleland, Olympia, Wash., opened final arguments today before the interstate commerce commission on petitions of various state and civic groups in Idaho, Washington and Oregon to compel extension of railroad lines in those states.

The Clarkston chamber of commerce in one application asked that the Northern Pacific, Oregon Short Line railroad and Camas Prairie be required to extend their facilities from Lewiston, Idaho, to Clarkston. In another petition the Lewiston Chamber of Commerce requested that the Northern Pacific, Oregon-Washington Railroad and Navigation company, Oregon Short Line, Camas Prairie and Union Pacific be required to construct a line from Homestead, Ore.

The line from Homestead would run through Clarkston to Lewiston, and the petition asked that the line from Lewiston to Timpani, operated by Camas Prairie, be added in common by the carrier.

A third petition practically identical to the second was filed by the public utilities commission of Idaho, the public service commission of Oregon, and the department of public works of Washington. Because of the similarity of these applications they were grouped by the commission and arguments regarding the final decision were begun today with ten of the 11 commissioners sitting.

U. S. Destroyers May Go to China

HONGKONG, Oct. 29 (AP)—Rear Admiral McVay Jr., of the United States navy, today requested the movement of a division of destroyers from Manila to Shanghai as the result of disturbed conditions in the Kiangtse valley, scene of the latest Chinese civil war.

WOOL TARIFF SOUGHT

PORTLAND, Ore., Oct. 29 (AP)—Members of the Pacific Co-operative Wool Growers from Oregon, Washington, Nevada, Idaho and California today joined with the national association in asking the United States senate to place 29 cents a secured pound tariff on foreign wool.

Hope to Organize Workers of South

WASHINGTON, Oct. 29 (AP)—Frank Morrison, secretary of the American Federation of Labor, said today the heads of all national and international unions would be called into conference before Nov. 18 to discuss methods of organizing the workers of the South.

OREGON'S DEATH RATE INCREASES

Rate of Fatalities in 1928 Was 1162.9, Compared With 1146.7.

WASHINGTON, D. C., Oct. 29 (Special)—The death rate in Oregon for 1928 shows an increase when compared with the 1927 rate, was announced today by the department of commerce. The rate for 1928 for Oregon was 1,162.9 per 100,000 population as compared with 1,146.7 in 1927.

Increases in the death rate are due to the following gains: cancers, 112.9 to 117.2; diseases of the heart, 218.2 to 221.7; and cerebral hemorrhage and softening, 101.0 to 103.2. Increases were also shown for pneumonia, all forms, 68.1 to 70.5; influenza, 27.9 to 35.3; syphilis, 15.1 to 17.9; diarrhea and enteritis, under two years, 4.7 to 6.1; and measles, 1.7 to 2.1.

The death rate from all accidental causes increased from 93.4 to 94.2, the individual types of accidents showing the greatest increases being for automobile accidents, excluding collisions with railroad trains and street cars, 21.8 to 27.6, and machinery accidents, 4.6 to 4.8.

Decreases in the death rate included the following: tuberculosis, all forms, 58.9 to 57.3; nephritis, 82.2 to 80.3 and whooping cough 2.1 to 0.4.

CO-OPERATIVE IS SPONSORED BY FARM BOARD

WASHINGTON, Oct. 29 (AP)—The First National Commodity Co-operative Union association, to be set up under the guidance of the farm board, came into legal existence today as the Farmers' National Grain corporation filed incorporation papers at Wilmington, Del.

Similar organizations for the wool and rubber and livestock co-operatives are in process of formation and will be completed soon. The farm board announced at the same time expressing the hope that co-operatives handling other commodities would foster a similar move.

Montana Bull Is Winner in Portland

PORTLAND, Ore., Oct. 29 (AP)—Valiant Staway, Hereford bull, owned by Walter J. Hill, Livingston, Mont., was declared grand champion Hereford during today's judging at the Pacific Livestock Exposition.

Jupiter Pluvius In Retreat Again

The weekend rainy weather turned out to be a "normal" instead of a "period," and the Indian summer continues in full force today. The frost was on the pumpkin last night, however, and the official thermometer this morning showed a minimum of 28 above, ten degrees colder than on the previous night. Yesterday's maximum was 51 above but warmer weather is predicted for today.

Senator Burton Of Ohio Dead In Nation's Capital

WASHINGTON, Oct. 29 (AP)—The national capital today mourned the death of one of its most loved and respected legislators, Senator Theodore E. Burton of Ohio.

After a long life, devoted largely to public service and the advancement of world peace, Senator Burton died late last night at the age of 77.

A short while before his death, President Hoover, himself, had called to inquire as to his condition. Messages of condolence and sympathy and hope for his recovery had been received from Prime Minister Ramsay MacDonald of Great Britain and Secretary Mellon of the treasury department as well as from numerous members of the house and senate.

Fulfilling the senator's own wish, burial will be at Cleveland. Members of congress, anxious to honor one whom they not only respected as a statesman but valued as a friend, will gather tomorrow in the senate chamber for public funeral services. The body will lie in state at the capital throughout the day.

Spontaneous and universal expressions of regret were heard as word of his death spread through official Washington.

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DR. STRATON PASSES AWAY IN NEW YORK

CLIFTON SPRINGS, N. Y., Oct. 29 (AP)—The Rev. Dr. John Bruce Stratton, noted militant fundamentalist Baptist preacher, died at a sanitarium here early today. He was 54 years old.

Although seriously ill with a nervous breakdown for the last month, death came unexpectedly after a heart attack. His wife was at his bedside when he died.

He suffered a slight paralytic stroke last April and immediately after went to a sanitarium at Atlantic City for a rest. He returned to his home a month ago, but soon suffered from a nervous breakdown and entered the sanitarium here.

WALL STREET LOSSES NEAR 25 BILLIONS

Worst of Flood of Selling Appears to Have Passed.

SIXTEEN MILLION SHARES ARE SOLD

Brookhart, in Washington, Fears Banks Will Go Bankrupt if Break Continues.

NEW YORK, Oct. 29 (AP)—The worst of the flood of selling which has wiped out at least \$25,000,000,000 in the quoted value of securities in the last week, appeared to have passed in the New York stocks markets early this afternoon when a brisk rally followed another disastrous decline which had carried scores of issues down \$10 to \$70 a share.

An indicated turnover of 76,000,000 shares was seen in the announcement that total sales to 2:10 p. m. were 18,888,000 shares, with the ticker 82 minutes behind the market.

As in all bad declines of the past, Wall street was filled with unpleasant rumors, regarding the financial affairs of private individuals as well as institutions, but bankers insisted that no cases of financial embarrassment had been brought to their attention.

Decline in Dividend Director of the United States Steel corporation today declared an extra dividend of \$1 on the common stock in addition to the regular quarterly dividend of \$1.75.

Per share earnings for the first nine months of 1929 were \$16.82, compared with \$8.17 for the same period of 1928.

BROOKHART PESSIMISTIC WASHINGTON, Oct. 29 (AP)—Senator Brookhart, republican, Iowa, predicted today that if the severe decline of stock prices in Wall street continued, "banks all over the country" would go into bankruptcy.

The Iowa, who has bills pending proposing radical revision of the federal reserve law and prohibition of loans by banks for speculative purposes, said a large percentage of money advanced to brokers came from banks outside New York, who would lose tremendous amounts of money if prices for stocks continued to go down.

He added that what he described as the "panic in Wall street" might lead to a "general business panic" of far-reaching consequences.

The present situation, he said, would accelerate enactment of a bill by Senator Glass, democrat, Va., to tax stock sales and a resolution by Senator King, democrat, Utah, proposing a sweeping investigation of the whole financial situation.

FIRST CASUALTY NEW YORK, Oct. 29 (AP)—The first casualty of the current break in the market was the firm of John J. Bell and company, which was suspended from the New York curb exchange for failure to meet its engagements.

John J. Bell, head of the firm, was admitted to the New York curb exchange on June 24, 1921.

FRISCO HAS TROUBLE SAN FRANCISCO, Oct. 29 (AP)—Trans-America broke 32 1/2 points on the opening sale of 3700 shares, 17500 shares being offered at 9:50 this morning after trading had been suspended 50 minutes to allow bookkeepers to handle the enormous volume of selling orders.

WHILE FINALLY RALLIES CHICAGO, Oct. 29 (AP)—Foreign purchasing of enormous quantities of American flour and