La Grande Evening Observer

(Incorporated)
An Independent Newspaper

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

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National Advertising Representative
M. C. MOGENSEN & CO., Inc.
San Francisco, Los Angeles, Seattle, Portland, Chicago, Detroit, New York

SUBSCRIPTION RATES
By Carrier

Daily, per month in advance	75c
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	45c
Display, local, per column inch	40c
Time contract prices on application	

REGENERATION NECESSARY—Jesus answered and said unto him, Verily, Verily, I say unto thee, Except a man be born again, he cannot see the kingdom of God.—John 3:3.

Dogs have better judgment than humans at times. Ever notice a canine romp around a grouch? His instinct knows. He may be dumb, but somehow cynics and pessimists are anathema to him. If a dog makes friends with you, you may be sure your disposition is of the right caliber. Even though he has fleas respect him for his perspicacity.

WHY ADVERTISED GOODS SELL

There are many reasons why advertised goods sell best. In speaking of nationally advertised goods, for example, travellers are able to purchase the same brand of cracker in the East as in the West, in the North as in the South—and all of them are equally good and crisp.

And the same principles apply to all merchandise and goods made or sold locally. The buyer knows that a local advertiser is ready to stand behind his product because his advertising is proof of his confidence.

The advertiser is known and has pledged himself to stand back of his merchandise. He has given his printed word to the general public and must keep it. It is the mark of good faith and is recognized by buyers the world over as such.

Almost without exception, all of the improvements in packages, or other containers have been the direct outcome of advertising.

PRACTICAL PHILANTHROPY

Instead of establishing a foundation to perpetuate his name or bequeathing his fortune for the permanent endowment of some institution, Conrad Hubert, inventor of the flashlight, chose to have his estate distributed by three outstanding Americans for current use by organizations and institutions rendering a large public service. The manner in which former President Coolidge, former Governor Smith, of New York, and Julius Rosenwald carried out his wishes proves the wisdom of his plan of awarding benefactions. His is an excellent example for other philanthropists to follow.

The vast estate has been equitably apportioned on both geographical and religious bases. That the most worthy beneficiaries where selected is evident from the fact that only 33 institutions and organizations were accepted out of a total of 500 considered.

Distribution of large gifts for the benefit of mankind on the practical basis of merit, need and immediate use brings general satisfaction. Generosity is a laudable virtue, and when wisdom is added to it, the benefits are multiplied. The best of intentions are not always the wisest when they belong to philanthropist with millions to give away.

OBSERVE SNOW FLAKE WEEK IN WESTERN AREA

January 13 to 24 is Snow Flake week, annual sales-building event, sponsored by the Pacific Coast Biscuit company, and they again have chosen The Observer as the exclusive medium for advertising this event in the La Grande territory.

Success of Snow Flake week in the four previous years it has been held points to more sales and profits for grocers who take advantage of it this year. Nineteen thirty marks the fifth anniversary of the inauguration of general wax wrapping of packages by the Snow Flake bakers, a move in which this Pacific coast firm leads the entire biscuit and cracker industry in the United States.

Coincident with the announcement of Snow Flake week the Pacific Coast biscuit company is calling attention to increased sales that follow the departmentizing of all crackers and cookies, especially when handling a well known and popular line like the Snow Flake bakers'. This merchandising policy—making more displays — has never failed to increase sales when adopted, in some cases registering gains as much as 100 per cent.

Departmentized more displays attract attention which it is not possible when cookies and crackers are spread out all over the store. Customers come to know where these items are placed and help themselves.

Adding to the interest that will be created during Snow Flake week and through the advertising campaign that follows is the fact that while freshness is the quality of Snow Flakes featured, the advertising will be on one way from where or the Pacific coast superclass Milk Crackers.

Thousands [illegible] year. The sensational [illegible] of [illegible] more. Truth [illegible] from the [illegible] stories of real life, while [illegible] as a [illegible] paper [illegible] in the [illegible] Chicago [illegible] Lucky.

Abe Martin

"I'd give my wife this week's life of Lincoln if I thought they wouldn' be a later one out next week," said Joe Lark, today. "I don't believe my husband ever used profanity but two times in his life—once when a window blind roller went off in his hands, an' once at 3 o'clock in the mornin' when he stepped on a toy train o' cars," remarked Mrs. Leghorn Tharp this afternoon.

plane and badly damaged three other ships at Roosevelt field here today in attempting to take off for New York.

Hawks was not injured but two occupants of the machine were.

MONEY ORDER RECEIPTS IN 1929 INCREASE

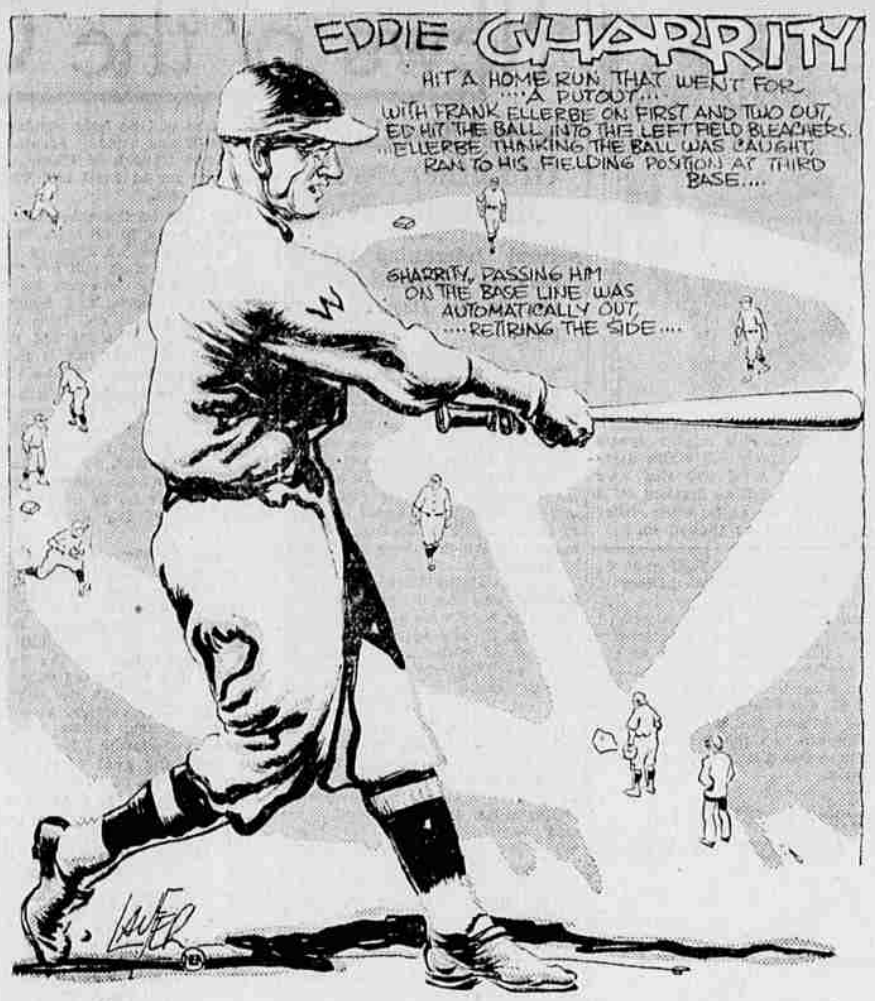
Money order receipts for the calendar year 1929 showed an important gain over receipts for the previous year, it is announced today by Postmaster Ralph Huron. During 1929 the total of domestic money order receipts was $260,-189.94 and in that same period, international money orders amounted to $3,824.44.

Records for the year of 1928 showed domestic money orders at $255,360.29 and international money orders at $3,503.12, an increase for the former in 1929 of $4,828.65 and the latter of $321.32.

M. Aristide Briand, 10 times premier of France, was a placid, card-playing failure, at 35 — half newspaperman, half lawyer—preferring gay life in Montmarte cafes to politics. He is now foreign minister.

M. ARISTIDE BRIAND

BRUSHING UP SPORTS . . . . . By Laufer



LOWER COVE EXPERIENCING COLD WEATHER

Mrs. Neil Kight
(Observer Correspondent)

LOWER COVE (Special)—Winter is here in earnest with the thermometer near 3 below zero the coldest night and hovering around 8 and 10 above zero for the past week.

Neil Kight and T. B. Johnson sold some cows to the butcher this week.

Mrs. L. J. Chadwick attended the school clerks meeting at La Grande last week.

Mrs. T. B. Johnson, who is in La Grande, is reported to be improving slowly.

Dan Fruit, of Montana, visited his nephew, Harlan Koger last week. His home was here several years ago.

James Kisgard, of Emmett, Ida., who is here in the interest of the Farmers Co-operative creamery, was a guest at the T. B. Johnson home Wednesday.

N. P. Kight was a business visitor in La Grande on Wednesday afternoon.

The Baby son of Mr. and Mrs. Sim Van is very ill at the home of his parents.

Epidemic Of Flu Is Continuing In Cove This Week

Mrs. A. G. Conklin
(Observer Correspondent)

COVE (Special)—The epidemic of the flu and colds still continues in Cove. It is not serious but peoplen return to their work. One teacher reported a 50 per cent attendance at school Wednesday. Billy Duncan is recovering from a weeks illness. Q. Land was quite ill Saturday and Sunday but is recovering nicely now.

Several women of the Woman's club met at the home of Mrs. C. Bertsch Tuesday to sew for the Louise home in Portland. The women went in the morning and put in a good day sewing and at the end of the day had a nice box of clothing made. The group was made up of Mrs. C. Bertsch, Mrs. R. S. Comstock, Mrs. A. L. Becker, Mrs. Guy Bakers, Mrs. A. G. Conklin, Mrs. J. F. Dean, Mrs. T. C. Hefty, Mrs. Wm. Harris, Mrs. Louis Peck, and Mrs. Richard Wade. Mrs. Fletcher contributed some material but was unable to attend.

Mrs. J. R. Fletcher has been teaching the Alicel school substituting for Mrs. Carmen D. Miller who had a relapse after an attack of the measles.

Glen Lincoln who was injured at a logging camp above Starkey is at home to recuperate. He is not seriously injured but badly bruised. The log he was skidding down hill struck a snag and fell across his legs below the knees. It did not break them but bruised them very badly. He can walk with the aid of crutches.

Mrs. Spaeth, a sister of Mrs. Lincoln, whose home is in Cleveland, Ohio, is buying a home in Cove and expects to come here to live.

Health Talks

PNEUMONIA PREVENTION

By Dr. Frederick Stricker

Pneumonia is the most important cause of death in Oregon. Deaths for 1928 totaled 690 which was an increase from 606 in 1927. The high incidence of pneumonia in Oregon indicates that measures are needed to prevent this disease. While it is true that there are no specific means for preventing pneumonia there is no other disease which can be as easily prevented by the application of a few common sense measures. The public must be educated regarding general measures likely to limit the spread of respiratory infections.

Pneumonia is a germ infection but it is by no means always the same germ. The existence of organisms giving rise to bronchopneumonia is maintained by transfer from person to person. The respiratory tract is the usual channel for infection. Particles of sputum expelled by coughing, sneezing or talking contaminate the air about an infected individual. This gives rise to the danger of droplet infection. The inhalation of material which through drying has contaminated the air is also a source of danger. Transfer may take place by contact with moist sputum or utensils used by infected individuals. Absolute cleanliness should be secured in the sick room. Fresh air and sunshine limit the danger. To prevent droplet infection, particles of sputum expelled during coughing and sneezing should be caught in a paper handkerchief or piece of cloth placed in front of the mouth and the handkerchief or cloth should be burned. Regulations forbidding expectoration should be enforced at all times and in all places.

Pneumonia usually follows some other condition, most often a cold but not infrequently some other disease such as measles or whooping cough. Pneumonia is given an opportunity to develop most often through a neglected cold or through attempts to resume one's usual habits of life too soon, before complete recovery from some other illness.

Prevent colds and thereby prevent most of our pneumonia. Go prepared for changes of temperature. Protect yourself properly against cold weather. When exercising out of doors be sure that you add additional clothing to put on as soon as you stop. If you get wet and are unable to change clothes keep exercising until you are able to change. Remove your wraps when you enter a warm room.

Pure air free from dust and an equal temperature in the home should be maintained. Do not overwork and refame yourself. Eat the proper foods, wear adequate clothing, and exercise moderately out of doors. Observe strict cleanliness. Most colds develop from carelessness. Don't be careless. If you should get a cold, don't neglect it as pneumonia is all too often the sequence of a neglected cold.

FALK'S LA GRANDE STORE

Successors to N. K. WEST & CO.

PRE-INVENTORY SALE
Coats and Dresses
Half Price

PRE-INVENTORY SALE
SHOES

$10.50-$11.00 Red Cross	Values to $10.00 Short Line Shoes
$6.85	$4.95

MEN'S STORE SALE
OVERCOATS
Now Reduced
One-Third

McClay's Grocery

The Store of Quality — Service — Economy
Fresh Meats, Fruits, Vegetables, Groceries

1704 Adams — Phone M-515

WHITE KING Granulated Soap — LARGE PACKAGE 44c

PANCAKE FLOUR Sperry — 2 Pkgs. 49c

CAMPBELL'S SOUP Tomato — 3 Cans 25c

BEANS Red Mexicans — 5 Lbs. for 39c

QUAKER PRODUCTS Milk, Macaroni, Noodles — 3 For 25c

SALMON Alaska Pink — 2 Tall Cans 35c

CRACKERS SNOWFLAKE 2 lb. Family Caddy 36c each

PINEAPPLE Preferred Stock No. 1¼ Cans — 4 For 55c

OYSTERS Small Size, 5 oz. Cans — 3 For 51c

ROMAN MEAL A delicious cereal — LARGE PACKAGE 32c

CHILI CON CARNE No. 1 Cans — 2 For 29c

Fresh Fruits and Vegetables

BULK BEETS	GRAPEFRUIT	ORANGES	BANANAS
5 lbs. for	Texas Sweet 3 for	Large Size Size 150 Dozen	3 lbs. for
19c	25c	59c	25c

Grande Ronde Meat Co.

Packers and Distributors of Mt. Emily Products

City Grocery and Market	Economy Grocery and Market	Hoover Market
Main 75-50	Main 573-48	Main 755

PHONE US YOUR ORDERS

We offer you quality meats and groceries. Free delivery service to any part of the city with any size order. And our slogan Quality Food for Less Means Just What it Says.

Grocery Department

Richelieu Raggedy Ann Peaches — 3 For 93c

Tropic Nut Oleo—Special — 3 Lbs. 50c

Libbey Apricots Black Label—Libby Fancy Pack — 2½ tins — 3 For 79c

Sugar C. & H. Pure Cane — 25 Lb. Cloth Bags $1.50

Market Day Raisins 4 Lb. Bags 29c

Snow Flake Crackers Large square, family size. Special for Snow Flake Week Each 42c

Coffee Royal Club Brand. Roasted and canned in Oregon. 3 Lb. Tin $1.45 — 3 Large Sticks of Candy Free.

Bakery Products
Graham Hard Rolls, doz. 20c
Cake Donuts, doz. 15c
Chocolate Cup Cakes, doz 15c
Butter Nut Sliced Bread 10c

Meat Dep't

We are featuring Baby Beef in all our markets this week-end. Order your roast or steaks cut from baby beef.

FRESH PORK SHOULDER Per Lb. 16c

PICNIC HAM Mild Sugar Cured 19c

BREAKFAST BACON Mt. Emily Sugar Cured ½ or Whole Lb. 28c

BOSTON ROLLED BUTTS Boneless Per Lb. 25c