

# LaGrande Evening Observer

(Incorporated)  
An Independent Newspaper

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POWER PROMISED—Ye shall receive power, after that the Holy Spirit is come upon you; and ye shall be witnesses unto me both in Jerusalem, and in all Judea, and in Samaria, and unto the uttermost part of the earth.—Acts 1:8.



Lots of good things can be said about Chicago in spite of the gang wars. Consider the tremendous number of arrests made by police the last few days. And then consider that they were made by policemen who haven't had pay for several weeks—and none in immediate prospect.

The wreck of the liner Admiral Benson off the north jetty of the Columbia river again brings public attention to the competency and methods of steamers plying the coast. So far no lives are reported lost and running aground in a heavy fog is a mishap not easily avoided. Some criticism will be directed at the ship's officers on two points, first in giving passengers the impression that there was no danger when the vessel hit the sands and second when the passengers were removed by lifeboats without being equipped with life preservers. Telling the passengers there was nothing to worry about can probably be justified as the only means to prevent possible panic. No particular advantage could have been gained by telling of the seriousness of the situation unless it would have brought about the wearing of life preservers. No particular harm was done by it. But failure to have life boat passengers equipped with preservers when they were to pass through a heavy surf cannot be so easily excused. Fatalities might easily have happened.

### A HOSPITAL EXPERIMENT

In New York City there is soon to be completed a hospital that will be unique and yet fill a great national requirement that has been felt for generations. The only reason it is so tardy in coming is the pride and unselfishness of that class of people it will serve.

This new wrinkle in hospitals will be an institution for the great middle class. It will offer something never offered before—the best of hospital, medical and surgical care at a cost within the reach of the millions who pay their way and prefer to forego urgent hospital treatment they cannot afford rather than be a charge on charity.

Surgeons' and doctors' fees will be fixed and collected through the hospital. Room rates will be moderate. Group nursing will obviate the expense of a private nurse. The patient will pay his way and get the best a hospital and medical can offer.

An endowment of \$3,000,000 will make this idealistic institution possible, for the patient will pay less than cost. Hospitals such as this within the reach of every American would cut deeply into the death rate and the economic losses suffered through the illness of the great producing middle class. Millions are putting off operations or medical treatment today because they cannot afford it and will not accept charity.

### COMPARATIVE PRICE ADVERTISING

As a means of eliminating exaggerated or misleading advertising, the city of Portland has passed an ordinance sponsored by the Better Business Bureau to regulate use of comparative prices. "Dress Sale—\$55 Values on Sale at \$22.50" is a type of copy that will not be permissible unless the advertiser can prove that his merchandise offered at \$22.50 is selling in other Portland stores at \$55. "Occasional Chairs Regularly \$20—On Sale at \$12.50" is a suitable type of copy only in case the merchandise had been marked and offered at \$20 immediately prior to the sale and is to return to that price at the end of the sale. Various other regulations are made, all designed to avoid the intentional or unintentional misleading of the buying public. The ordinance sets a standard by law that has long been observed by reputable firms in their advertising. In most retail advertising the use of the word "value" has been questionable most often. The fact that a piece of merchandise is offered for sale at \$5 is rather conclusively proof that its value is \$5, not some higher figure. "Ten dollar hats for \$5" usually means that the hats offered were formerly priced at \$10 and that interpretation is usually put on such copy by the reading public. Under Portland rules, however, advertisers must be more specific, must be able to back up their advertising statements with proof. And that is a good regulation. Business is transacted more and more on confidence. A complete understanding between buyer and seller and a mutual advantage is necessary for continued retail success. In La Grande we are fortunate in having a large majority of business firms who hold to that policy in both advertising and store management. The few violations of these truth rules in advertising are not serious, not intentional, and not often misinterpreted by the buying public.

### Abe Martin



"Medicinal rye, Embassy bourbon, or industrial alkyl?" asked Bootlegger Abe Martin last evening, when a charmed hostess phoned him. Lather Moots, founder, and president of the Fit At Fifty Club, died with his skates on today.

### Imbler Teachers, Parents, Pupils Join In Social

By Mrs. C. M. Hale (Observer Correspondent)  
IMBLER (Special)—A very enjoyable day was spent recently when Miss Anson and her fifth and sixth grade pupils invited the teachers of the grades and high school and the parents of the pupils to be their guests. A bounteous dinner was served at noon with the little hostesses passing again and again the appetizing dishes. Most of the mothers spent the remainder of the day visiting the rooms, listening to the regular lessons of the pupils. No special program or work had been assigned as Miss Anson was anxious to have the parents know the nature of the work done daily. She should be highly commended on the atmosphere she has created. Local people declare. The room is neat and cheerful and every child actively busy. Some of the parents expressed the wish that this be only the beginning of the get-together movement between the school and the parents.

Mrs. Dennis McCollough, of Elgin, is spending the week at the home of her son, Oscar Howell, while Mrs. Howell is spending the week in La Grande with relatives.

Mr. and Mrs. C. C. Welch were Sunday guests at the home of Mrs. Welch's parents, Mr. and Mrs. J. H. Standley.

The Alvin Crader family who several years ago made their home in Imbler, Ore., recently moved from La Grande to Summerville where they expect to reside.

Mr. and Mrs. George Craig, of north of Summerville, were callers in town one day this week. They were on their way to La Grande and stated that they had no difficulty in getting from their place with a car as there is very little snow left.

Ivan Baker, of Baker, came down Saturday to attend the funeral of his uncle, J. E. German.

Donald McKinnon and Vera Rolins spent Sunday at the home of Mr. and Mrs. Chick Cleaver.

Imbler defeated La Grande's volleyball team Wednesday evening, winning three games out of four. Imbler's second team was defeated the same evening by Elgin's team.

The last meeting of the Ladies Aid was held at the home of Mrs. Etta Welch with 14 members present. Mrs. Jesse Berry won the prize in a bird contest, consolation prize going to Mrs. Bingham. It was decided that the aid would begin work on a quilt at the next meeting. Mrs. Jessie Westonskow assisted Mrs. Welch in serving.

The Imbler Woman's club met last Wednesday at the home of Mrs. Lucy Westonskow. Mrs. Charles Cleaver had charge of the program. The next meeting of the club will be at the home of Mrs. E. Hazen. The subject will be "Health Talks" with Mrs. Jennie Gaskill as leader.

### NORTH ATLANTIC STATES IN GRIP OF FRIGID WAVE

(Continued from Page One)  
entire state. At Harrisburg the temperature went to five below, while at Pittsburgh it was four above.

SUNSHINE IN MID-WEST  
KANSAS CITY, Feb. 17 (AP)—Sunshine and a hint of spring today prevailed generally in the United States west from the Mississippi river. The U. S. weather bureau reported.

The mild weather was in direct contrast to the zero and near zero temperatures of the Northeastern United States. No radical change in the present weather temperatures is expected soon.

WARM IN GRANDE RONDE  
Yesterday and Saturday were two of the warmest February days in the last two years, with maximum temperatures of 35 and 34 above, respectively. The mercury

was above freezing point both evenings. This morning at 7:30 a'clock the mercury was up to 37 above and rapidly climbing.

### Diamonds Valued At \$5100 Recovered

KANSAS CITY, Feb. 15 (AP)—Herbert Hotschan, escaped convict from Texas, and Charles Picklin, held here for robbery of a diamond shop in Portland, Ore., will be returned to Portland for persecution, police announced today.

Detectives from Portland reported diamonds valued at \$5100, part of the loot totaling \$11,290, were recovered with the arrest of the men.

### L. D. S. CHURCH PLANNING FOR CELEBRATION

SALT LAKE CITY (AP)—Plans for the hundredth anniversary observance of the Church of Jesus Christ of Latter Day Saints which will open here April 6 have been announced by the church.

It was on that date in 1820 that Joseph Smith and five others met in a private home in Seneca county, New York, and organized the church.

Observance of the centennial will include a pageant to be presented in the tabernacle here each night during the conference, "The Message of the Ages."

### INCOME TAX FACTS

No. 13  
Pensions paid by a corporation or person to an individual for services he, himself, has rendered are taxable. Pensions or retired pay paid by the United States government also are taxable, except as provided by the revenue act, which exempts from taxation "amounts received as compensation, family allowances and allowances under the war risk insurance act, the vocational rehabilitation act, or the World War veterans' act, 1934, or as pensions from the United States for service of the beneficiary or another in the military or naval forces in time of war."

Pensions received from a state are exempt from tax, also a bonus paid by a state to its residents who served in the military or naval forces during the war with Germany. Benefits received from a labor union by a member while on strike constitute taxable income. An allowance paid by the governing body of a religious denomination from retirement funds formed by assessments of various churches in which he has been employed is taxable income.

Annuities paid to retired employees of the federal government are subject to the tax in the extent that the aggregate amount of the payments exceed the amounts withheld from compensation of the employee. If an employee leaves the government service before he is eligible for retirement, and receives the amount of salary withheld, together with interest, he should report only the amount of interest received as income for the year in which received.

### THEATERS

#### Ramon Novarro Stars In "Devil-May-Care"

The opening of "Devil-May-Care" at the State theatre last night was a distinct event. It was the picture's premier in the Northwest. Hundreds of Ramon Novarro fans were present, all frankly curious as to their favorite's excursion into the singing end of talking pictures.

They came away last night well entertained and with the star more firmly enshrined in their affections than ever. For the handsome Latin proved that he has an exceedingly easy, smooth and well-trained operatic tenor voice. "Ton Jour, Ton Jour" is a comical creation which Novarro sings with great comic feeling.



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SVE STEVENS-VAN ENGELLEN CO. STORES

DON'T FORGET! FEBRUARY 22ND. Dr. Scholl's foot expert will be here to help correct your foot troubles.

### Two Carloads Hogs Sent Out From Wallowa

By Mrs. William Wiggins (Observer Correspondent)  
LOSTINE, Ore., (Special)—Shipments of stock from Wallowa county for the week consisted of two double deck cars of hogs shipped by the marketing association. Warren Boner accompanied the shipment. W. C. Dorrance sent two cars of his own cattle to Portland and William Dorrance accompanied them. One double deck of hogs shipped by H. C. Hansen, B. C. Nickerson had a mixed car. Chris Tibbett shipped a car of fox feed horses to Portland and a buyer working with Mr. Nickerson shipped two cars of work horses to Portland.

Mr. and Mrs. Harry Maughn, of Enterprise, are on their return home from an extended trip in the east according to word received here. They are now in San Francisco and expect to be in Portland this week. Mr. Maughn went to Chicago and Detroit and Mrs. Maughn and daughter, who had preceded him, east joined in Kansas City on his way home. Mrs. Maughn is the eldest daughter of Ed Glenn, of Lostine.

Enterprise is among the 20 legion posts to go over the top in membership this year. Mr. George commander of the legion, sent his congratulations to C. L. Booth, commander of Enterprise post.

Mrs. George Dodge expects to leave soon for Salem to visit her father, Mr. Hamcock who has been very ill.

Lois Childers, of Joseph, has spent the week at the home of her grand-parents, Mr. and Mrs. George Childers.

Mrs. O. C. Ferguson, of Enterprise, Mrs. Albert Daisly and Mrs. Cecil Childers, of Joseph, attended the shower given in honor of Mrs. Sanford Chapman.

Mrs. Gertrude Shells and her father, Mr. Shells, returned home after spending the winter in Guthrie, Alta. They were glad to get back to Oregon, however.

Mrs. Carrie Van Pelt, mother of Mrs. Charles Bridewell has been very ill this week.

Mr. and Mrs. Claude Childers, of Wallowa, spent Sunday at the home of Mr. and Mrs. Geo. Childers.

Spring has come at last it signs spell anything for the small boys who have been gathering in the corners to play marbles.

The weather changed only slightly in the last few hours as a steady down pour of rain has fallen for the past 24 hours. The Neighborhood club met for an all-day session in the basement of the Presbyterian church. A bountiful potluck lunch was served to 25 or more ladies who were quilting and tacking comforts. Mrs. Wm. Wiggins and Mrs. D. H. Martin each had a quilt quilted while Mrs. Cook, of Wallowa, had a comfort tied. A jolly good time was spent.

Marion Pearce is confined to his home this week, ill of the flu.

Mrs. Orval McCarter is quite sick with tonsillitis.

Earl Allen, postmaster, took quite suddenly ill Wednesday night with acute indigestion. At this time he is better.

Millie Womack cut her finger quite severely Thursday with a knife she was using.

Mark Cook is able to attend to his school work after a severe attack of the flu.

Mr. and Mrs. Lester Emory and Mr. and Mrs. Willard Staley attended the dance at Hurricane Creek Friday evening.

A masquerade dance was given in the Amusement hall Friday evening. The cedar chest that the grange gave away was awarded at the dance.

Mr. and Mrs. Harlan Graham, of Elgin, were in Lostine Sunday visiting with Mr. and Mrs. Earl Allen.

Moss Swan and Geo. Wart returned home from Baker where they have been employed. The mill for which they were cutting logs for closing down until the first of April.

Mack Gastin, of Wallowa, was visiting friends in Lostine Sunday.

Mrs. F. W. Hamcock and daughters very agreeably surprised Mr. Hamcock by inviting his brothers and sisters and their families to help celebrate his birthday which was Monday. Twenty-six persons were present. They were Lindsay Hamcock, Left Hamcock, Mrs.

**FALK'S LA GRANDE STORE**  
Successors to N.K. WEST & CO.

**OUR MEN'S STORE IS SHOWING**



### IN SMART NEW SPRING STYLES

at \$10

The added miles of service and extra comfort found in Florsheim shoes cost you less per mile than other shoes. Why not come in and slip on a new spring style and see for yourself—man what a difference!

OTHER FLORSHEIMS \$10.50, \$11 and \$12.50

Hattie Leonard, Mrs. Emma Gaston, Mrs. Carrie Candler, Mrs. Effie Cook and Marion Hamcock and their families.

Mr. and Mrs. Ed Tuttle, of Bates, arrived here Friday for a few days visit at the home of Chas. Cole.

Monday evening the Civilian Rifle club met in the office of Fred Edwards with a large attendance present and elected officers for the year. Harry Biedler is president, Dean Crow, vice president, Fred Edwards, secretary. M. Crow, treasurer and Sanford Chapman executive officer.

Mr. and Mrs. T. W. Hamcock and family were Sunday visitors at the home of Mr. and Mrs. Floyd Leonard.

Clive Lloyd, who has been working in the tinier near Joseph, returned home and is now ill of the flu.

Dick and Henry Toben, of Enterprise, were Sunday guests of the William Matties home.

Mr. and Mrs. John Lewis and Ruth Winnings were Saturday evening visitors at the home of Mr. and Mrs. Vern Peppingers.

The Wallowa health board met last Friday afternoon in the public school building.

Friends of Mrs. James Fitzpatrick were sorry to hear that she is a patient at the state tuberculosis hospital in Salem. Mrs. Fitzpatrick has been in poor health for some time.

Mrs. N. A. Winning has been seriously ill of pneumonia but is much improved at this writing.

Mr. and Mrs. George Evans and the Rev. Mr. Harriman, of Wallowa, were dinner guests Monday evening of Mr. and Mrs. Frank Bradley. Mr. Harriman has held church services at the Christian church each Monday evening but has changed the date to Thursday evenings.

Mrs. Carl Thomas and Mrs. O. J. Poley spent Friday visiting at the home of Mrs. George Moffitt at Enterprise. They also visited Caroline Olsen who is staying with her daughter, Mrs. Charles Moffitt. Mrs. Olsen has been very ill.

Mr. and Mrs. James Fordice, of Enterprise, visited at the home of Mr. and Mrs. Gene Amey this week.

Fred Kiel who broke his leg while leading logs up South Fork, is out again by the aid of crutches as his limb is still in a cast.

Plans are being made to hold a road benefit dance in the Lostine amusement hall Feb. 19 to raise money to finish the South Fork road. A large attendance is expected.

Jay Johnson has taken over the milk route in Wallowa which C. W. Gillespie has released on account of his recent illness.

### Butler Will Seek Senatorial Toga

BOSTON, Feb. 15 (AP)—William H. Butler, former chairman of the republican national committee and United States senator, is a candidate for the republican senatorial nomination in the primaries next September.

His announcement, published today, said he would seek to build up and protect the business and industrial prosperity of New England from a competing south and west.

It is said that the giant sea turtles live a placid existence and attain an age of 200 years. But wouldn't 200 years be a long time to live without once coming out of your shell?

**Gen's Coloring Lost**  
The Smithsonian Institute says that genuine ametysis do not lose color unless they have been heated. If the color has been lost, there is no way of restoring it.

**An Old One**  
The "Herald" reports on a local absent-minded professor is that he went to the post office to mail a letter he had forgotten to write.—Atchison Globe.

**Baltimore Led World**  
The first dental college in the world was started at Baltimore, Md., in 1829.

### Will Establish Department For "Study Of Evil"

WINTER PARK, Fla. (AP)—Establishment of a department for the "study of evil" with Mrs. Cora Harris, the novelist, as instructor has been announced by Dr. Hamilton Holt, president of Rollins college.

Mrs. Harris will deliver a series of lectures to a group of advanced students.

"The course," Dr. Holt said, "will not take up the practice of evil but rather the history and philosophy of it as compared to virtue and it is likely that the effects of evil upon history and life will be discussed."

"Evil is one of the oldest classes of human nature," Mrs. Harris said in discussing the study, "and it is usually taught by people morally illiterate and mentally corrupt when it should be an important part of the education of youth, taught as a classic, carefully analyzed and defined with reference to preparing adolescent people for dealing intelligently rather than emotionally or weakly with instincts not merely of the body but of the mind."

"The sophisticated youngster," she continued, "proves that he is unsophisticated by his insistence that he is sophisticated. A young man who is really wicked takes an entirely different attitude. He pretends to the best of his ability that he is innocent and to be found out is the last thing he wants to happen."

**Of Italian Origin**  
The use of masks at costume balls originated in Italy, where the domino or half mask, worn by ladies, became very popular.

### HOW TO "REDUCE" REDUCING DIETS

The Appetite Will Demand Less Food If Sugar Is Part of the Diet

Too many reducing diets are lacking in satisfying qualities. According to a nationally known food scientist, every reducing diet ought to contain some sugar for the "well-filled" feeling it produces.

Such a use of sugar in the diet means that one can eat the minimum of essential foods and not go away from the table hungry. As far as sugar being fattening, medical science points out that sugar has no more fattening value than other carbohydrates—and far less than fats. The stout people of the world are, by no means, always big sugar eaters. It is the amount of food in general that produces fat—not sugar alone.

An example of a good "reducing" meal that will satisfy the appetite is a generous green salad and a sweet dessert. A consideration of this menu will be of value in planning other meals. The truth of the statement, "A bit of sweet makes the meal complete," will be apparent very quickly.

Sugar as a flavor for vegetables, stewed and fresh fruits, also increases their satisfying qualities and makes the meal enjoyable. There is no need to be unhappy when reducing. Eat less food and enjoy it more. The Sugar Institute.

Hills Bros. have the right idea in roasting coffee—

A few pounds at a time

NO BULK-ROASTING method can produce the flavor that Hills Bros' exclusive process—Controlled Roasting—can produce. Every berry is roasted evenly and a matchless, uniform flavor is the result.

Fresh from the original vacuum pack. Easily opened with the key.

HILLS BROS. COFFEE

**Sir Francis Drake**

HERE you will find delightful hominess and comfort. 600 outside rooms, each with tub and shower bath, servitor, radio, and many other conveniences that will make your stay enjoyable and long to be remembered.

PRIVATE GARAGE IN HOTEL BUILDING  
L. W. HUCKINS, Managing Director

**Rates:**  
127 Rooms \$3.50  
118 Rooms 4.00  
136 Rooms 4.50  
107 Rooms 5.00  
64 Rooms 5.50  
48 Rooms 6.00  
Twin Bedrooms 6.00

ROOMS EN SUITE  
Living room, bedroom and bath, from \$10.00

SEND FOR FOLDER