

LaGrande Evening Observer

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Table with 2 columns: Subscription Rates, Advertising Rates. Includes rates for daily, weekly, and monthly subscriptions, and per column inch advertising rates.

As for me, I will behold thy face in righteousness: I shall be satisfied, when I awake, with thy likeness.—Psa. 17:15.

BEAUTY OR INDUSTRY

Early as the season still is, the matter of summer automobile touring is already beginning to occupy people's minds. Those who are going touring are beginning to day-dream about the places that they will visit, and to wonder if they will be able, by good luck, to afford new cars in which to do the visiting; and towns that are on the tourist route are likewise beginning to figure out new ways for attracting more visitors than they had the summer before.

In this latter connection, there is a remark in Charles J. Finger's recent book, "Adventure Under Sapphire Skies," that is very much to the point. Every town in America that hopes to attract tourists ought to heed it, and it is worth reprinting here.

Mr. Finger remarks that every town has its "booster club" that tries to attract the visitor; and he continues:

"But how do they set about attracting him? By making beautiful pictures of the beautiful places near their town? By seeing to it that natural beauties are undisfigured? In nine cases out of ten they will tell you about the factories and the banks and the churches and the good water and the schools in their community. Now to do that is every bit as silly as if a business house should advertise that it had safes and cash registers and typewriters and ledgers. Such things are necessities and rightly taken for granted. So are schools and good water and banks necessities, and it should be taken for granted that every community has them.

"But what the towns might do is to see that no local high board advertisements disfigure the landscape. They should search out their beauty spots and clear ways to them. They should look to the beautification of their town, so that travelers might wish to stay there, as the city of Leamington in England has beautified its streets and made them gay with flowers and potted plants.

"To put matters in a nutshell, the active-minded people who would do the right thing by their town should give some consideration to the tourist's point of view.

"Neither we, nor you who read, were ever, or are ever, likely to visit a town because it has an overall factory in full blast, or because there is a coal dealer and a paint and wall paper merchant in it, no matter how much of a citizen of credit and renown the advertiser might be."

The La Grande Chamber of Commerce has recently issued a folder in which the viewpoint of the above author seems to be the same as that of those who were responsible for its compilation. Now it behooves all good citizens to do all possible to make our city as attractive as possible to all who shall pass this way.

AVIATION HISTORY

On April 1 a new 21-hour coast to coast passenger and mail air service was to have been put into effect. Transcontinental flights eastward from the Pacific Coast to New York will be made in 28 hours, so it is announced.

Tri-motored planes, manned by crews of two transport pilots, will be used in the new service. The planes will make thirteen stops spread over nine states.

Three years ago, before Lindbergh's flight to Paris, such an announcement would have created nationwide amazement and skeptical speculation. The story of this new service was printed on the inside pages of the New York papers. Thus is modern aviation history made.

In Washington

By Herbert Plummer
WASHINGTON—Looking through yellowing records of the United States senate recently, there came to view a highly interesting and significant document.

It is a statement filed years ago by one Constantino Brumidi—an Italian artist and architect—saying that the ceiling of the old agricultural committee room of the senate, with its elaborate portraits and allegorical presentations of agricultural themes, forms the "first specimen of the fresco to be introduced into America."

This led to an investigation on our part of the man Brumidi and his work. One has only to visit the capitol to be impressed by the work of Brumidi, who spent the last 25 years of his life lavishing his talent upon the gigantic task of decorating the walls of that building. In the corridors of the senate wing perhaps the genius of the man is seen at its best.

There are painted panels crowded with American flora and fauna. Each bird and flower is produced by the painter in exquisite detail. No two panels are the same; no two flowers and no two birds alike, yet there are hundreds of both.

LIFE TOO SHORT
In another corridor one will see blank panels, painted in solemn tones with only the decorative frame work.

with scenes of Valley Forge and other historical army scenes, which Brumidi intended for the military committee room, is also a part of the appropriations bill.

Radio Programs

THURSDAY PROGRAMS
National Broadcasting Co.: 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Columbia Broadcasting system: 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Spokane
KHQ (560): 7 a. m. Town Crier, Alice Blue, Gown, Van and Don; 8:30, Happytime, 9:15, music, talk; 10:30, Woman's Magazine; 11:30, organ, talks, music; 1:15, seed service, music; 2, studio parade; 3, Gems of Remembrance; 3:30, dance music; 4, service hour; 5, Rody Valle; 6, NBC programs; 9:30, transcription; 10:30, Inland Empire Forum; KHQ Ensemble; 11 to 12, dance music.

Seattle
KJR (970): 5:40 to 3 a. m. NBS programs. Tacoma
KVII (760): 9, CBS; 9:30, dance orchestra; 10, studio program; 10, orchestra.

Tacoma
KEX (1180): 6, orchestra, Melodies and Memories, Hughespaper; 7, silent; 8, French Miniatures; 8:30, band; 9, NBS; 9:30, Tone Paintings; 10, NBS; 10:30, Melodies and Memories; 11, 12 to 3 a. m., NBS.

Oakland
KLOK (860): 6, concert duo; 7, news; 7:30, piano, studio program; 8, musical; 8:30, organ; 9, organ; 9:30, Novelty Trio; 10, band; 11, classic records; 11:30 to 12, dance program.

San Francisco
KPO (860): 6, organ, Cecil and Sally; 6:30, orchestra; Henry Starr; 7, orchestra; 8, comedy; 8:30, piano; 8:45, Meeting in the Tavern; 9, Cy Trobb's Scrapbook; 10, dance orchestra; 11 to 12, organ and singer.

Los Angeles
KHJ (560): 6, Lee Morse, numerologist; 6:30, Lindsay and Harline; 7, studio program; 7:30, CBS; 8, news; 8:30, CBS programs; 10, news, orchestra; 12 to 1 a. m., organ.

KFI (640): 6, Nick Harris; 6:45, Spring Trio; 7, NBC program; 8:30, Hawaiian music; 8:45, "D-I-Y" Emperor; 9, NBC; 9:30, piano; 10, NBC; 10:30, Schonberger Trio; 11 to 12, NBC.

KHX (1050): 6, organ; 6:30, 6:30, organ; Melody Maida; 7, Watanabe and Archie; KHX Ensemble, music; 8, symphony; 8:30, violin; 9, Charlie Hamp; 9:30, dance ensemble; 10, Wranglers; 11 to 12, organ.

KOA (830): 6, duo; 6:30, NBC programs; 8:15, Listeners Hour; 8:45, sports interview; 9:30, NBC; 10:30 to 11, organ.

Salt Lake City
KSL (1130): 6, NBC programs; 8, Pep Program; 8:30, NBC; 8:45, Magic Paintbrush; 9, NBC; 9:30, Informal studio program; 10:15, orchestra; 11 to 12, dance music.

MAXVILLE PERSONALS

By Mrs. M. F. Raymond
(Observer Correspondent)
MAXVILLE, Ore. (Special)—A community dinner was held at the school house Sunday afternoon. Through there are but five families here, when the dinner was spread it was most delicious. Just as dinner was finished the children went into the play room. Mary Ann Huffman, who was running with a small child on her back, fell with such force as to skin the side of her face from eye to chin and also cut her lip quite badly.

Monday the lip was badly swollen and her whole face quite painful, but having had a perfect attendance record at school so far, she attended her classes in spite of the swollen face. The heavy rains of last week raised the creek that parallels the road to Wallowa, to the extent that several bridges were washed out and in places the road was entirely washed away. It was necessary for the mail to be taken over the Valentine hill road until repairs were made.

Herbald Jones who moved to Wallowa this winter, came in Monday and returned to his home Tuesday. The preliminary spelling contest was held at the school house Friday. A written test was given in the morning and an oral test in the afternoon. All the parents and the school clerk were present to witness the contests. Some very good grades were made. The perfect grades and three 99 grades were made out of the eight tests. The pupils who will go to Enterprise for the contest next Saturday are Hazel and Lloyd Trump, Fredrick Jensen and Doris Raymond. After the contest the children were given a treasure hunt, followed by an Easter egg hunt. The end of the treasure hunt proved to be candy bar for each child, a treat from their teacher, Mrs. Ida B. Gordon.

DIES OF INJURIES
PORTLAND, April 8 (AP)—Mrs. Helen O. Craver, 37, who in a spell of depression jumped from the Willamette river a month ago, died Sunday in a hospital, police learned today. Internal injuries and shock caused her death.

The girl drove her car to the center of the spin and in full view of a half dozen bystanders, leaped over the rail and 130 feet to the river below. She was rescued at once.

SET DATE FOR HEARING
SALEM, Apr. 8 (AP)—The case of the Regur river ballot title, which was appealed from the ballot title board by Attorney General Van Winkle, was set for hearing in the supreme court April 14 at 10 a. m. The change in the title was asked to clarify it. The title is for a referendum on senate bill 1, which provides for the closing of the stream to commercial fishing. The appeal was filed by Wilfred Allen, of Clatsop.

Three cases were advanced today on the supreme court calendar.

Union Minister Representative Of Pacific Body

By Mrs. L. Z. Terrall
(Observer Correspondent)
UNION (Special)—The many friends of Rev. R. C. Lee congratulate him on his recent appointment as a representative of the Pacific Proletarian society of Portland at the general conference which will be held in Los Angeles April 25 to 27. This organization has supervision of the Louise Home in Portland, the Albermarle baby home, Prisoners' Aid society, and other kindred organizations.

Mr. Lee will represent all of Oregon in this conference and will leave for Los Angeles Monday. He will be present at the opening sessions. One of the most successful Easter services ever held in Union was the one that had its inception in the early morning when a band of Epworth League members prepared a service for a sunrise service. They began the day in the true Easter spirit and this sentiment was expressed throughout the day. The Sunday school, all grades, prepared a fitting close to a perfect Easter day. Mrs. Edith Fry spent many hours training the junior choir and the results were most gratifying as shown by the appropriate songs with which the evening program was received.

Funeral services were held at ten o'clock this morning for Mrs. Diana Roe who died at Payette while visiting a daughter. She was a resident of La Grande and leaves sons and daughters. Rev. R. C. Lee conducted services from Cook Bros. undertaking parlors.

The monthly meeting of the library board was held Monday afternoon and the following reports were made by the assistant librarian, Mrs. Will Campbell:

Number of adult fiction books loaned, 364; number of non-fiction books loaned, 285; number of juvenile non-fiction books loaned, 19. Magazines received, 48. Number of new books received, 41. Number of books repaired, 80. Books repaired, 62. Cash received from rentals and fines \$4.16. Number of new borrowers, 23.

New books placed on the shelves recently are: "Skyward" by Richard Byrd; "The Grudge of the Deep" by Joan Lowell; "The Son of Man" by Emil Ludwig; "Rachel Moon" by Lorna Ross; "The Sophisticates" by Gertrude Atherton; "Hazel" by I. Married Him" by Agnes Owen; "The Ring of the Lowen-skoide" by Selma Lagerlof.

A few new books are being added to the library shelves each week and the reading public is taking advantage of the opportunity to read the best new books. The selection is confined as far as possible to books that are proving popular in other libraries. The books are repaired, repaired glasses in the high school have made a lot of attractive new posters that call attention to the new books. A new table and bulletin board are soon to be completed by the manual training department and these will be used to place new books in a more conspicuous place. Among the new donors of books are Mrs. Sarah B. Ryan, Mrs. Edith Fry and Mrs. Cecil Griggs. The list of donated books is far too long to publish but it includes some very fine books and a list of the best ones will be given soon.

Mrs. Clara Hamilton, who has been visiting friends in Boise, Bliss and other Idaho points for the past two months, returned to Union Tuesday. When in Union she makes her home with her daughter, Mrs. Sidney Vaden. Announcement of the wedding of Marie Spain and Theodore Smith has been made. Judge L. Denham performed the ceremony Saturday afternoon with Fredrick Spain, sister of the bride, and Mr. Edwards as witnesses. The bride is a daughter of Mr. and Mrs. Fred Spain and is a graduate of the Union high school. The young couple will make their home in La Grande.

Ted Hutchinson came home last Thursday for his Easter vacation and will remain in about the 15th. The students were dismissed early because of the lack of drinking water caused by the floods. Ted said the water was still at flood height when he left last Thursday and in places came up to the running board of his car.

Mrs. Opal Darr, of Elgin, is visiting here.

SAVE WITH SAFETY

Remove the Scratch from Shaving!
A new Klenzo Lather Brush instead of that scratch stub. Lavender Mentholated Shaving Cream that soothes and cools your face while it softens your beard thoroughly. Lavender Lotion that banishes all irritation and redness will bring to you a new kind of shaving comfort.



Lavender Shaving Cream 35c
Lavender Lotion \$1.00
Klenzo Lather Brushes 98c and up
Glass Drugs Inc.

COOKING DEMONSTRATION

Ladies! Don't forget to attend Mrs. Sanders Cooking Demonstrations every afternoon this week from 2 'til 4 o'clock. She will use the famous Spark Lid-Top Gas Range in all of her demonstrations.

Mrs. Sanders has some very delightful recipes and some very helpful suggestions for the ladies who attend.

Held at the SHELLWORTH-GOECK Plumbing & Heating Co. "A Service That's Different" 212 Elm St. Liberal allowance will be made for your old stove and liberal terms allowed on the purchase price of a New Spark Gas Range

CERMAK NEW MAYOR; BIG BILL OUSTED

(Continued from Page One)
hold the world that we are prepared to begin our business level and restore our good standing. The mayor-elect, who expects to take office soon—possibly within the next week—has his attention to the mayorship of America's second city quickly, declaring the "whole world" not be disappointed in the new administration. He took a nap after the close of the poll, awakening to find himself winning.

His statements, "Cermak," he said, "will find no hiding place here. Our streets will be safe. Industry and commerce will be the highest encouragement. We shall at once set ourselves to the task of preparing our home for those who shall visit us at the century of progress exhibition. This unity begins a new day for Chicago."

Bedlam broke loose in the streets of downtown Chicago as shouts of frenzied Cermak supporters hailed his victory over the master showman. There was no disorders last night or during the day's balloting.

But for "Big Bill" who entered the campaign after a bitter partisan campaign fight announcing he would never seek public office again, there was no cause for rejoicing. He smiled, congratulated his victorious opponent and then served notice that the vote that returned him to the rank of a private citizen would not deter him in efforts to aid Chicago.

It was the second big victory for a Democrat within the past year, the other having been that of James Hamilton Lewis elected to the United States senate last November over Ruth Hanna McCormack, Republican nominee. There were those, however, who did not view Cermak's triumph as a partisan victory. Among them was Municipal Judge John H. Lyle, one of Thompson's opponents in the primary, who ran as an "anti-party" candidate.

Victory For Party. "It is Cermak's victory," said Judge Lyle, "is a victory for the Democratic party and it is also a victory for the Republican party." Both candidates held that Chicago's future was the most important. Taxation and unemployment were talked about, but the cry of Thompson's opponents was chiefly "clean out the city hall and free the city of gangsters." While his opponents shouted their challenge in the form of a question: "Shall we establish a Chicago Tammany?"

There was a little solace in the returns for the Republicans, however. They succeeded in electing two out of three candidates for offices below mayor, naming James A. Kearns, county treasurer, and Edward Casey, associate judge of the municipal court. Peter J. Brady, a Democrat, was elected city clerk over his Republican opponent, Patrick Sheridan Smith, a Thompson lieutenant.

CAPTAIN, CREW QUIT LUMBER SHIP CLEONE

EUREKA, Cal., April 8 (AP)—Captain S. E. Mattson and his crew of 17 were aboard the freighter San Lucas today while his little wooden steam tugboat, Cleone, was abandoned in the sea, 12 miles north of Blunt's reef lightship, a menace to navigation.

A radio from Captain R. Johnson of the San Lucas last night characterized the Cleone as a "menace to navigation." It gave the position of the 228 ton boat as latitude 40.37 north, longitude 124.23 west. The Cleone left Eureka yesterday morning for San Francisco with a load of lumber. When the San Lucas hove in sight she displayed distress signals, unable to call for help because she lacked a radio. The San Lucas distress signals for help and a tug, the Humbolt, was dispatched from here to her aid.

The tug, however, did not arrive in time and the San Lucas, standing by, picked up the men when they abandoned the Cleone as she gradually filled with water. The vessel, owned by the Beale Steamship company, was 123 feet long with a beam of 30 feet.

The San Lucas was standing by the drifting tug today awaiting the arrival of the tug Humbolt. The crew will be transferred to the Humbolt and returned here tonight. Messages from the San Lucas said the Cleone's seams had sprung allowing water to leak into the hold. The vessel rapidly became waterlogged.

It is possible the Humbolt will tow the Cleone back to Eureka although it appeared the vessel may sink before she could be brought into port.

LOS ANGELES

SWEDISH POET DIES

STOCKHOLM, Sweden, April 8 (AP)—Dr. Erik Axel Karlfelt, permanent secretary of the Swedish academy which annually awards the Nobel prize in literature, died last night from bronchitis and heart weakness. He was 68 years old. He was regarded as one of Sweden's most gifted poets. He was elected one of the eighteen members of the academy in 1904 and since 1907 had been a member of the Nobel committee.

PILETS YIELD TO CHINESE HERB

Don't suffer another minute from blind, itching, burning, or bleeding piles without testing the newest and fastest acting treatment out. Dr. Nixon's Chinoid, for sale with rare, imported Chinese Herb, with amazing power to reduce swollen piles, soothe the itching, and in a few minutes, enabling you to work and enjoy life while it continues its soothing action. Don't delay. Act in time to avoid a dangerous and costly operation. Try Dr. Nixon's Chinoid, and our guarantee to satisfy completely and be worth 100 times the small cost or your money back. Red Cross Drug Store.—Adv.

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(Continued from Page One)
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PNEUMONIA HITS HOUSE SPEAKER

(Continued from Page One)
mained with Longworth throughout the night. He and Dr. Wilis yesterday called in Dr. V. P. Sienkiewicz, specialist, of Augusta, for consultation.

CONVENIENCE COMFORT HOSPITALITY

You will appreciate the excellent service and moderate rates. The city's most centrally located hotel. One block from Pershing Square—convenient to all leading shops and electric depots for all resorts. Garage adjoining.

All Outside Rooms—Twin With Bath Price in One Room—\$10.00, \$11.00, \$12.00, \$13.00, \$14.00, \$15.00. Unexcelled Food—Friendly Prices. FRANK SHIMMON, Jr., Director

HOTEL SAVOY

SIXTH & GRAND

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

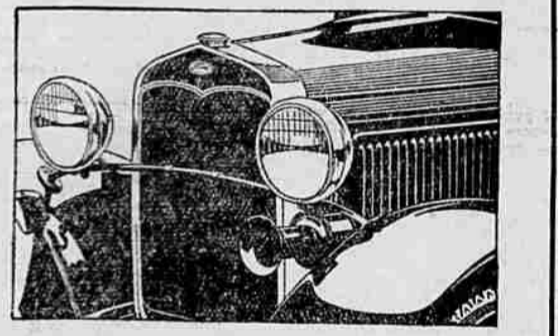
The Same \$10, \$11 and \$12 quality in Florsheim Shoes For Men NOW \$9 and \$10

LOWER prices now in effect on all Florsheim Shoes, including the smart new styles for spring and summer, giving you more per dollar than ever before. No change in Florsheim quality—the same high standard as always.

See Window Display

Many Bargains Listed on Want Ad Page

ANOTHER EXAMPLE OF FORD VALUE



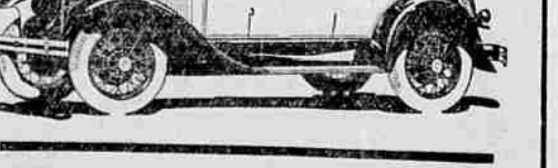
Bright, enduring RUSTLESS STEEL is used for many exposed bright metal parts of the Ford

WHEN YOU BUY a Ford you buy enduring beauty. The body finish is made to last for the life of the car and practically all exposed bright metal parts except the bumpers are made of enduring Rustless Steel.

This Rustless Steel has great tensile strength. It is the same bright metal all the way through. A salt test equivalent to forty years' service under the severest weather conditions failed to have any effect on its brilliance. It never requires polishing. All you do is wipe it with a damp cloth, as you do your windshield.

This is just one of many features that show the substantial worth of the Ford. In speed, comfort, safety, economy and long life—in the richness of its finish and upholstery—it brings you everything you want or need in a motor car at an unusually low price.

Call or phone for demonstration.



LOW FORD PRICES \$430 to \$630

(F. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. You may purchase a Ford car or truck for a small down payment, on convenient, economical terms through your Ford dealer.

Many Bargains Listed on Want Ad Page