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F. R. FINLAY Editor and Publisher
HAROLD M. FINLAY Business Manager

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The steps of a good man are ordered by the Lord—Psalm 37:23.

HOW ADVERTISING AIDS RETURN OF PROSPERITY

Advertising pays. That has been said so frequently that it is becoming a commonplace. But in some way there has come the mistaken idea that only the advertiser benefits. That is far from the truth. Advertising creates and increases the demand for the products that are advertised.

In 1929, \$60,000,000 was expended in advertising to sell 5,358,000 cars, at a cost for advertising of \$11 per car. Without advertising it is reasonable to assume many less cars would have been sold. Thousands who have been employed in the automobile industry would not have had a job. Steelworkers, tire manufacturers, paint producers—all would have been affected.

This line of reasoning can be applied to stores and to industry as a whole.

We save our teeth because we read of the benefits of using a tooth-brush. We play healthful sports because we see sporting equipment advertised and recommended. We furnish our homes attractively because we see attractive furniture advertised. We are educated how to live more fully by reading the advertising. And creating demands means that more men and women have jobs.

It would seem, regarding the matter from an unbiased viewpoint, that, since the average citizen reaps the greatest benefits, he should buy from the concerns which advertise. He should realize that is one way to promote prosperity.

And wise managers, realizing that advertising does pay in more ways than one, should increase their volume of advertising. It means business for them. It means more work for employes. It means they are contributing their help to promote prosperity.

IMPROVING LA GRANDE

Almost every day visitors to La Grande comment on the attractive appearance of the business and residential districts of our city, and state that in all parts of the Pacific Northwest La Grande has the reputation of being a progressive city.

A trip around La Grande offers convincing proof that our citizens are very much interested in the beautification of their homes and grounds. The flower and rock gardens are now beautiful with a variety of blooms, and the owners are taking great pride in planning further improvements.

Great praise is being given the members of the Park board for the manner in which they are having Fourth street park beautified. When completed it will be one of the city's attractive places which all may enjoy.

It has been suggested that a civic committee be formed for the purpose of giving assistance to anyone desiring suggestions for the improvement and beautification of their own and surrounding property. This is worthy of consideration, as it would no doubt create a still wider interest in "La Grande Beautiful."

In the For Sale column of one of the newspapers there recently appeared the following astonishing information: "For Sale—a folding bed by a lady that shuts up and looks like a piano."

In Washington

By Herbert Plummer

WASHINGTON—The revolution in Spain which removed Alfonso XIII from his throne also took from Washington one of the capital's best known diplomats, Senor Don Alejandro Padilla Bell.

The Spanish ambassador was a favorite in Washington. The Spanish embassy during his stay was known as a hospitable place.

Tall and slender, with a mustache, much like Alfonso's, Senor Padilla has that personal charm and Latin manner which attract. That he had many friends here was shown by the stream of persons who called at the embassy after Alfonso quit his throne to express their regrets at the departure of the 60-year-old ambassador.

Monarchist or republican—both knew that they were welcome at the Spanish embassy under the Padilla regime. The ambassador had the reputation of never discriminating politically.

IN STRATEGIC POSITION
Padilla was the third ranking diplomat in Washington. But what was more important was the strategic position he held in relation to the Latin-American countries.

He was regarded as the dean of Latin-American diplomacy in the capital. As representative of the mother country he had prestige among the Latin-American diplomatic missions. He was proud of

his position and strove constantly to strengthen it.

Padilla's career in Spanish diplomacy has been notable. His posts include the most important capitals of the world.

Among his most diplomatic achievements was negotiation of the liquor smuggling convention with the United States laying down regulations covering the transportation of liquor in Spanish vessels in North American waters.

He also was a special representative of his country in the international conference on radio telegraphy in 1929.

A third achievement was negotiation of a commercial treaty between Spain and Italy in 1919 while he was chief of the commercial division of Spain's foreign office.

PIPES HIS HOBBY

Padilla first came to Washington in 1904 as a diplomatic attaché. In October of 1928 he returned as Spain's ambassador.

Four of his six children lived with him in Washington. One of his sons, Ramon, served under his father as second secretary of the embassy. Ramon, however, did not tender his resignation when Alfonso abdicated. He plans to continue in the diplomatic service of his country.

Padilla's great hobby is collecting pipes. He had gathered at the Spanish embassy an imposing array picked up in all parts of the world.

The Oregonian lauds the wisdom of the apple tree. It knows enough at all events, to leave at the right time.

Church Favors Birth Control



Birth control is approved in the report just made public by a special commission of the Presbyterian Church of the U. S. A. investigating marriage, divorce and remarriage. Rev. Ralph Marshall Davis, above, of Erie, Pa., is chairman of the commission, and Mrs. Chas. R. Roys, below, dean of Wells College at Aurora, N. Y., is one of the leading women members. The report will be submitted to the general assembly of the church in Pittsburgh, May 23 to June 3.

PULITZER DRAMA PRIZE HONORS 2 WOMAN AUTHORS

(Continued from Page One)

curiosity. The younger members of the family have a different view and feel that the life and works of Alison Stanhope belong more to the world than to the family.

Aunt Agatha, sister of the dead Alison, withholds the poems, saying "She doesn't belong to the world... she belongs to me and I'll keep her from the world... I'll keep the world from getting her."

And when the family tries to make Aunt Agatha move from the old house she says: "Me leave this house while it's still this house? I shall be the last to step from the door. Leave things for everyone else to pry into..."

And, like Miss Ella, last of New York's famous Wendell family, she never leaves the old house until she is carried from it after her death.

PULITZER AWARDS ANNOUNCED

NEW YORK, May 5 (AP)—Two women have been awarded the Pulitzer prizes for the best play and novel of 1931.

The Atlanta Constitution was awarded the prize for the most distinguished and meritorious public service rendered by an American newspaper during the year.

Awards to persons were:

Best American play—"Alison's Home" by Susan Glaspell.

Best American novel—"Years of Grace" by Margaret Ayer Barnes.

Best verse—"Collected Poems of Robert Frost" by Robert Frost.

Best American biography—"Charles W. Eliot" by Henry James.

Best history—"The Coming of the War, 1914" by Berndt E. Schmitt.

Best reporter's work—"A. B. MacDonald, Kansas City, Mo. Star for solving a murder in Amarillo, Tex." by R. Knickerbocker.

Best editorial—"The Gentleman from Nebraska" dealing with Senator George W. Norris' policies.

Best cartoon—"Bumund Duffy of Baltimore" for his drawing entitled "An Old Struggle Still Going On," depicting the Russian problem with the church.

Music study award—Elliott Griffin of New York.

Art study award—Samuel Klein of New York.

European travel scholarships (awarded to graduates of the Columbia school of journalism)—Frederick L. Sink, Zanesville, O.; David A. Davidson, New York, and Winston Phelps, New York.

Most of the individual awards under the terms of Joseph Pulitzer's will entitle each winner to 1,000.

The history award is for \$2,000.

The traveling scholarships for music, art and journalism are for \$1,800 while the winners of the best editorial and cartoon prize each receive \$500. The newspaper prize is a gold medal valued at \$800.

The traveling scholarship of the play awarded is a native of Davenport, Iowa and a former newspaper woman. She is married to Norman Mason, novelist and playwright, and makes her home at Truro, Mass.

Margaret Ayer Barnes, winning novelist, is from Chicago and is the wife of Cecil Barnes, a lawyer. She is a graduate of Bryn Mawr and took up writing while recovering from injuries received in an automobile accident.

Kidney Acids Break Sleep
If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try... Must quickly work fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive relief. Don't give up. Try Cystex (pronounced Siss-tex) today, under the Frontad trademark. Must quickly slay these conditions, improve restful sleep and energy, or money back. Only 60c at Red Cross Drug Store.—Adv.

Over Night News

(By The Associated Press)
New York—Margaret Ayer Barnes, novelist, and Susan Glaspell, dramatist, win Pulitzer prizes; Atlanta Constitution awarded journalism prize for public service.

Washington—Senate committee postpones inquiry into Bishop Cannon's anti-Smith campaign expenditures.

Dallas, Tex.—Police apologize for arresting Count Felix Von Luckner, German naval raider, when he refuses to tell why he was out late.

Washington—Tax collections on tobacco and miscellaneous stamp taxes have decreased.

Bucharest—Engagement of Princess Ileana to Archduke Anton de Bourbon is announced.

Nemuro, Japan—Yoshihara, Japanese flier, lands en route to the United States from Tokyo.

Rome—Cardinal Basilio Pompili dies.

London—Lloyd George, in radio address, warns Britons against tariff; calls the United States largest free-trade area in the world.

Health

THE NARCOTIC DRUGS
Opium and its derivatives, morphine and cocaine, as well as cocaine, have been called by Sir William Osler, "God's own medicine."

In many conditions the narcotic drugs are the only agents which the physician can employ to make life tolerable, and to relieve a patient from excruciating pain.

In certain conditions, such as in those suffering with gall stones, or when a kidney stone is passing down through a ureter or when the pancreas is inflamed, the suffering is so great that the afflicted individual prefers death. Under such circumstances the narcotic drugs are a God-send.

Again, there are times when ad-

versity is too much for man. Grief, sorrow or disappointment rob him of all ability to relax. Sleep cannot be won, and the fevered brain reels on in a mad dance.

Here too "surge of sorrow" as the poet puts it, can be secured through the use of one of the milder narcotics.

Then there are the hopeless sick, those suffering from inoperable cancers, whose few remaining days on earth can be made tolerable by one or another of the narcotic drugs.

In all these circumstances and in many others, the narcotic drugs are indispensable.

And yet the unique nature of "God's own medicine" makes possible the great tragedy of drug addiction, which afflicts, it has been estimated, more than a million persons in the United States.

It is common belief that many drug addicts result from prolonged medical treatment with narcotics. Even by taking the often unreliable word of the addicts not more than 25 per cent charge their plight to medical experience.

More often addiction results when one with little will power takes narcotics to achieve an artificial state of happiness.

Clark Wood Says

A "frail ex-Pollies girl" has divorced Zbyzko, the wrestler, because "he was too rough." One wonders if she thought she was marrying a gigolo.

Occasionally the federal government exercises commendable wisdom. As brought out by Fred Steiwer at the Pendleton banquet, it is putting five dollars into Oregon for every dollar it gets back.

President Hoover isn't coming this summer to the Pacific coast. It remains to be determined whether or not the Pacific coast will go next year to President Hoover.

It must be no mean feat for Berlin's new mayor, seven feet and one inch in height, to keep an ear to the ground.

The next congress will be pretty

evenly divided, which is much better than if it were multiplied.

Rusela has decided to send out beautiful girls as apostles of communism. Still, it won't be communism that impressionable males will be eager to embrace.

Mayor Walker is equally adept at routing his critics and his vacationers.

Mr. Schwab predicts wonderful progress on the part of the automobile industry in the next decade, which presages even marvelous progress on the part of surviving pedestrians.

Chats With Parents

AFRAID OF DOCTOR
By Alice Judson Reale
Some children scream with fear at sight of a doctor.

This is usually because they associate him with some painful or terrifying experience in the past. If the doctor is a reasonably friendly and understanding person it should not be too difficult to correct the child's attitude.

It may not be possible to relieve the child of all apprehensions or make the experience an entirely fearless one, but if the right tactics are used it is possible to make him submit to examination and necessary treatment.

The child should be taken to the doctor by the person who most reinforces his feeling of security, which usually is his mother. He should be made to feel through her attitude that the doctor's treatment is necessary and inevitable, quite like brushing one's teeth or going to bed.

Without talking much about it, she can through her own matter-of-fact manner help the child to accept it in somewhat the same light. If he is going to be hurt, she should not try to deceive him into thinking that he won't be.

Instead she should tell him that it is necessary to endure pain sometimes and that there is no disgrace in crying about it so long as one stops crying as soon as the hurting stops.

at **FALK'S**

Arrived Today!
Figured SHANTUNG DRESSES also Plain Gloria Silk Dresses

These are the dresses that can be worn for so many occasions from morning 'til night... refreshing in their unaffected simplicity... yes, they're washable.

\$5.95

The mother should contrive to have some pleasant experience, a treat of ice cream, a ride on the merry-go-round, follow immediately on the visit to the doctor's office whether he was hurt or not so that the unpleasant impression created by the visit itself may be somewhat counteracted by the immediately following pleasant one.

THE ANSWER TO SUBSTITUTION IS ALWAYS "NO"

"MORE FOR YOUR MONEY"...but MORE WHAT?

How can any shopper know what she is getting when she accepts untried, unadvertised products?
She can't!

In appearance, these substitutes may imitate products of recognized quality.

But quality goes deeper than a pretty label!

You may be told the imitation package "holds a little more" for the money.

Often, it holds little more than disappointment!

Such substitutes are urged upon unsuspecting shoppers for just one reason.

There is more profit in selling them.

The merchant who tells you these imitations are "just as good" as brands you know, and commands his clerks to do likewise, is looking only at today's sales slips. Not at tomorrow's loyal patronage.

When a product is sold cheaper than one of recognized quality, you may be sure it is made cheaper.

Then how can it be "just as good?"
Honest value is a product's only inlet to the advertising columns of this newspaper.

The packaged merchandise which you read of here has a reputation at stake.

It must make good to hold your confidence, and ours. It cannot afford even one false claim.

Whenever you shop, ask for these standard, advertised brands. And get them. Always be warned by the words "just as good" that there is something better.

Let the names you know guide you to constant quality. To definite purity. To honest weight. To good products that give full value in return for the money you spend!

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