

# LaGrande Evening Observer

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The fruit of the Spirit is love, joy, peace, long suffering, gentleness, goodness, faith, meekness, temperance; against such there is no law.—Gal. 5: 22, 23.

### MILLIONS FROM ADVERTISING

Some men owe their success to an idea, or to organizing ability, or to a fortunate break, or to daring, or to untiring effort. William Wrigley, multi-millionaire gum manufacturer, who recently passed away at the age of 70, owed his success to advertising. He sold more gum than his predecessors and competitors, not so much because it was a better gum but because his was a better advertising campaign.

Although Mr. Wrigley was a manufacturer, it would be more accurate to say that his was a career of advertising. He advertised and the sales took care of themselves. Through advertising he created tremendous new markets for gum.

All that he did was first weighed for its advertising value. His aquatic events, his Chicago baseball club, his personal actions were all part of an advertising program. And all proved that advertising pays.

Knowing that he had a good product, whenever sales fell off, he first looked to his advertising. Some years ago a high official of his company, laboring under the fallacy that a going concern can run on forever under its own momentum without the assistance of advertising, curtailed their advertising as an economy measure. Business fell off sharply, and on ascertaining conditions, Mr. Wrigley doubled his publicity budgets and again the sales jumped.

### CAN STEAM STAGE COMEBACK?

Long before the invention of the internal combustion engine, steam revolutionized the world by giving birth to the industrial system. Steam may again revolutionize things, especially transportation, through the development of turbines lighter and more efficient than the gasoline motor. If experiments about to be made in Cleveland prove successful, steam may soon be propelling airplanes.

Steam power gave way to gasoline because portable steam engines could not be built sufficiently light in weight with the old designs to compete successfully with the internal combustion motor.

Aviation requires a steam engine that is light in weight, of great power, highly efficient and with condensers of sufficient efficiency to make virtually unnecessary the replenishing of the water supply. The Cleveland engineers believe they are now on the right track.

Government leaders are beginning to realize that a great reduction in governmental overhead, both national and local, is essential to American business and to the preservation of government solvency. Without governmental efficiency and balanced budgets there will be no bright sky ahead for either industry or individuals.

Women look better than men, but a man does not have to stay at home after he washes his head.

About the only difference between a hobby and a job is that you get paid for the job.

**LIVERPOOL WHEAT**  
LIVERPOOL, Feb. 5 (AP)—Wheat closed: March 53½; May 55½; July 57½. Exchange \$3.46.

**SILVER STEADY**  
NEW YORK, Feb. 5 (AP)—Bar silver steady and ¼¢ higher at 29½¢.



### Theft Insurance

THOUSANDS of cars are stolen daily throughout the country. Millions of dollars in losses are suffered. But, you as an automobile owner, can save most of that loss by having your car insured against theft.

**Trotter's**  
QUALITY CLOTHES SHOP  
The Street, Van Over, Fla.

**United States INVESTMENT CO.**  
O. W. WARNOCK MGR

## In Washington

By Herbert Plummer  
WASHINGTON—Apparently President Hoover and one of his chief political lieutenants think a bit differently about this question of the patriotic impulses of those gentlemen working to bring relief to the country. Consider, for example, the night that the president received the bill authorizing the creation of the two-billion dollar reconstruction finance corporation.

It was a big moment for him when he affixed his signature making it a law. The short statement he issued to the press, announcing the fact that he had signed the bill, contained a rather remarkable sentence: "I wish to pay tribute," said the president, "to the patriotism of the men in both houses of congress who have given proof of their devotion to the welfare of the country, irrespective of political affiliation."

Pat's Picture  
Two hours or so later a tall, handsome and smiling young man arose in Chicago to make a speech. It was Patrick Hurley, secretary of war and one of the president's close political advisers.

It was a different story Secretary Pat had to tell about motives and patriotism than that made earlier by the "Chief."

He pictured President Hoover as a maligned executive, a victim of propaganda intended to defame his character and ability.

"A lot of this," continued the secretary of war, "has been conducted anonymously by men who would sacrifice the welfare of the nation to gain a political advantage. But even the critics have been driven by the people to adopt the president's program."

Is it Hurley's idea that this is patriotism under duress?  
Hurley Enthusiastic  
This marks the second time the secretary has engaged in making pointed jibes at those who have criticized the president. At the meeting of the Republican national committee in Washington last December he started things popping with pretty much the same kind of speech.

One thing seems to be fairly clear about Hurley at the present. He intends to contribute as his part in the re-election of President Hoover a zeal and enthusiasm comparable to any.

**CORPORATION TO USE ALL PRESENT CREDIT FACILITIES**  
(Continued From Page One)

preliminary set up will be the federal reserve system.

District federal reserve banks and their branches will be used as much as possible as they already have credit organizations and know intimately the various local situations.

In addition, the old war finance corporation still has a skeleton organization which will be used wherever possible.

The board of directors conferred today with M. J. Fleming, deputy governor of the federal reserve district having headquarters at Cleveland, giving particular attention to the Ohio banking situation.

The board has no railroad loan applications before it. Announcement by W. W. Astorbury, president of the Pennsylvania railroad, that he would apply for a construction loan was received with interest but without comment by members of the board.

The board has decided to consider railroad loans only after they have been approved by the railway credit corporation created by the roads recently after the interstate commerce commission granted rate increases.

In addition, the law creating the finance corporation requires that all railroad applications be approved by the interstate commerce commission itself before being considered by the board.

Officers of the corporation worked with great difficulty today amid the clutter of workmen.

The corridors of the old department of commerce building were crowded with job seekers.

With only about 200 to 300 jobs available, the corporation has received more than 30,000 applications.

**VOORHIS DIES AT AGE OF 102 YEARS**  
(Continued From Page One)

ing public office in New York City and perhaps in the country. He had been grand sachem of the Tammany society since he was 83 years old.

In holding that office so long, Mr. Voorhis established a record since the by-laws of the society provide that the grand sachem may not succeed himself after two consecutive years. The Tammany sachem, however, as a tribute to their veteran presiding officer, got around the rule annually by each voting for himself.

Thus there was no choice and the incumbent held over from year to year.

Mr. Voorhis began his long public service in 1873, when he was appointed excise commissioner by Mayor Havemeyer of New York. Other positions to which he was appointed later included commissioner of police, commissioner of docks and police justice.

In 1901 he was named a commissioner of elections for New York City and was chosen president of the board. He remained on the board until 1908, when he was appointed superintendent of buildings.

He was in the state service from 1911 to 1915 as state superintendent of elections, having been appointed by Governor John A. Dix. Returning as a member of the New York City board of elections in 1918, he was again chosen chairman of the board and continued in that position thereafter.

Born at Pompton Plains, N. J., July 27, 1829, Mr. Voorhis had lived in New York City since childhood. Financial pressure cut short his school days when he was 13 and he went to work in the law office of John Jay at 21. Later he was apprenticed to a carpenter, became a journeyman at 21, and afterwards a contractor, continuing in that business some time after he entered politics.

In August, 1850, Mr. Voorhis married Miss Lucinda Lefferts of New York. They had three sons and two daughters. Mrs. Voorhis died in 1907.

Associates of Mr. Voorhis attested to his keen mentality and the briskness with which he executed his work even when he was nearing the century mark. "He's a wonder," a co-worker said. "He can put his finger on anything in his desk, day or night, on a minute's notice."

Asked in his 99th year when he expected to retire, Mr. Voorhis announced that he had "no expectation of retiring." He seldom took time off from his duties, being a firm believer in work for keeping a man fit. He attributed his long life to his unceasing activity and the fact that he "always had a good time" as he went along.

In his later years he formed the habit of standing erect by his desk

for minutes at a time so that he would not "get bent over like an old man."

Mr. Voorhis was a lean man of medium height and was a firm believer in exercising moderation in everything except work. After passing his 98th birthday anniversary he continued to do the daily marketing for his family.

"Life," he often said, "should be a constant climb toward heaven. But you don't want to try to climb too fast. Do it in moderation."

**RUPERT HOWARD GIVES LECTURE**  
(Continued From Page One)

de ages, a girl was burned to death because she was thought to be in league with the devil. The girl conjured a hole in a handkerchief, and then by sleight of hand returned the handkerchief to the owner unharmed. Only 150 years ago in Poland a man was hanged for a simple card trick, after being tortured until he admitted communion with the evil spirit.

"Fast or Loose," a trick used by the gypsies in Scotland in the 16th century, and later prohibited by law there, was shown by Mr. Howard. Six handkerchiefs were used, with three of different colors on one table and three more of corresponding colors on a table on the other side of the stage. And the name, "Fast or Loose," is probably derived from the fact that if the handkerchiefs are laid on the table tied together, they will be picked up by the magician untied, and always in the same order. This is a trick with which the gypsies entertained the people at county fairs.

Cards Once Hand Painted  
Playing cards were introduced into Europe about the fourteen century, expensive since they were all hand painted, and by the middle of the 15th century card tricks were beginning to come into existence. Juggling, at which Mr. Howard is very skillful, has been popular since the glorious ages of Greece and Rome, 2000 years ago. Mr. Howard juggled rubber balls and tin plates with unusual dexterity.

The psychology of magic is one of the interesting topics which Mr. Howard touched upon. "The quickness of the hand deceives the eye" is a fallacious remark since the eye can move much faster than the hand can make a gesture, he said. It is the art of the magician to make his movements so natural that they won't be suspected. Mr. Howard described the lives and works of several famous magicians, revealing some of the tricks which are no longer used by magicians who perform their magical tricks for entertainment.

**C. E. RALLY WILL OPEN SATURDAY**  
(Continued From Page One)

meeting, followed by an executive luncheon at 12 o'clock at the Christian church. At 2:30 the afternoon services will open with singing, and words of welcome from the presidents of the local societies, Robert Eakin, Presbyterian, and Carol Price, Christian.

At 3:00 the discussion of the rally theme, "Christ In and Through Us Daily," will be held, with Miss Frances Kelly presiding. Reports of various phases of the work will be heard during the remainder of the afternoon.

Birthday Banquet  
The big birthday banquet will be held at 6 o'clock, with Miss Kelly in charge, and a program of songs, con-

ferences and a friendship circle will follow the last event of the day, the circle, beginning at 9:30 under the direction of Rev. Ross Guiley, of Eugene, field secretary.

Quiet hour at 8:15 will open the Sunday program, and for the regular morning services and Sunday school, each is given the opportunity of attending his own church. A song service and musical numbers will open the afternoon program at 2:15, after which Mr. Guiley will address the meeting at 3:30. At 8:15 there will be a union Christian Endeavor meeting with the topic, "C. E. Service, Inc.," with Miss Dorothy Higgins and Robert Weeks as leaders. Evening worship will open at 7:30 at the chosen church.

**\$1000 Offered For His Arrest**



Organizing one of the greatest manhunt in the state's history, Acting Governor Robert Burns of Oklahoma has offered a reward of \$1000 for the capture of Charles "Pretty Boy" Floyd, shown above, "dead or alive." Floyd is charged with leading a gang blamed for 10 Oklahoma bank robberies, in which six persons were killed.

The island of Formosa is estimated to have more than 4,000,000 camphor trees, some being more than 1,000 years old.

Mocking Bird No Traveler  
The biological survey says that the mocking bird is practically non-migratory. Neither the males nor the females go south, but they are usually solitary in the winter.

The island of Formosa is estimated to have more than 4,000,000 camphor trees, some being more than 1,000 years old.

## THE OPEN COURT

CORRESPONDENTS MUST SUBMIT THEIR NAMES TO THE EDITOR IF THEY DESIRE LETTERS PRINTED.

To the Editor:  
Chivalry, gallantry in La Grande? Yes, heaps of it.

A lady, returning from Union to La Grande in her car Wednesday night about 7 o'clock during a terrible wind and blinding hurricane of snow was blown with terrific force completely off the highway into the ditch about a mile from La Grande.

To her complete surprise, she found that her car was submerged under deep in snow, and decided there was nothing to do but try to walk to La Grande.

Two mighty, gallant men, members of the state highway force, driving to North Powder, picked up the lady not far from her car with the words "indeed you will not walk on a night like this while we are in sight," and brought her safely home, accepting nothing but the lady's thanks.

Hours later the lady and her husband returned to the scene ready for action. Many cars stopped and offered help, but a mighty truck, with another gallant driver, pulled the car onto the highway and under its own power the stalled car sped merrily home spilling chunks of snow along the way.

The lady and her husband hope the gallant men will read this and know again how much their kindness is appreciated.

Chivalry, gallantry? Yes, heaps in La Grande!  
A READER.

## FALK'S



NEW PRINTS HAVE JUST ARRIVED

See these new colorful prints—We've just unpacked them and there's a beautiful array to choose from—of course! —they're all of the highest quality.

19c YARD

## SHEA WINS AGAIN; FOREIGN SKATING STARS CALL MEET

(Continued From Page One)

all foreign opposition in the preliminary heats to qualify with three members of the United States team.

Two Canadians followed Hurd across the line, Bill Logan and Frank Stock, Dominion speed champion, in that order. Ray Murray, of New York, fifth, and Herb Taylor, also of New York, sixth.

Shea's second title in two days, the greatest showing ever made by an American winter Olympic athlete, never really was in danger.

The United States team swamped Poland 4 to 1 today in its second appearance in the Olympic hockey series. The Americans lost to Canada yesterday.

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<b>Snowdrift</b> Shortening—Buy at a Saving. 6-lb. Pail . \$1.09	<b>Jasper's Health Nuggets</b> Made in Union County SPECIAL OFFER Buy One at Regular Price 25c Each And Get Another One FREE!	<b>Wesson Oil</b> For Salads and Frying. Full qt. tin . 49c
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