

LaGrande Evening Observer

(Incorporated)
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Phone Main 400



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MEMBER OF ASSOCIATED PRESS

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SUBSCRIPTION RATES

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Time contract prices on application

The righteous cry, and the Lord heareth, and delivereth them out of all their troubles.—Psalm 34: 17.

PREPARE FOR NEW BUSINESS

With the passing of the depression let us not be too sure that all lines of business will respond favorably to the first favoring breezes. Let us remember it is the ship with sails well set and prepared to meet the first breeze that takes the full advantage of the slightest movements for advance.

That the retreat of the depression will blow every business away from the rocks of disaster and toward the harbor of prosperity seems a rather general belief. But study of conditions existing at the termination of previous depressions affords scant grounds for such belief.

Business with its sails spread in shape of improved products, alert, aggressive organization and an adequate progressive program of marketing and selling, will be the ones to ride on to success and new prosperity. The others will follow along in the order in which they are able to get themselves into adequate competitive position. Some however, will find they are not moving forward at all. They have taken in so much sail that, even with improved general conditions they continue to drift backward.

Rebuilding an organization, reorganization and new progressive methods of attracting the new trade to your place of business is more than an overnight job. The idea that past reputation in an era gone by will bring back previous trade without new, persistent effort is absolute falsity. There are always runners-up, always looking for an opening and quick to act at the first lifting of the fog.

The little fellow of yesterday, alert and wise to opportunity, can be the big fellow of the morrow. The aggressive business man is starting now to cultivate the improved business that economic recovery will bring. Let us not be too sure that improved business of today will continue to grow with us unless we take full advantage and set ourselves and our organizations to gain full advantage and progress further ahead.

In this connection it is natural that we as a newspaper should point to the value of advertising as one of the sure means for business advancement and recovery. We are not prejudiced in our belief. Depressions do not end themselves. They are ended largely by the developments and intelligent marketing of products so attractive to the buyer he must buy. Therefore, advertising is marketing's ablest lieutenant. It will be one of the instruments of help to those who use it wisely to be among the first to profit.

We hear often "I will advertise more when things improve," implying that there is a belief that advertising is immediate in effect. But a small portion of advertising is ever immediate in its effect. Advertising stimulates interest, in product, organization or store. It helps build public confidence for maker or seller of product. It creates desires that may not be possible of fulfillment upon the part of the prospect until a much later time.

Many of us today are driving three, four or five year old cars, wearing last year's suit or coat, using repatched or repaired articles on the verge of uselessness. We want new things for replacement of these but we are not quite ready to buy. Yet we are now being sold on the make and where we will buy. Preferences are being formed today long before we are ready to make purchase.

Consider our argument of the moment as prejudiced or selfish, but mark if you will, the success and progress of the advertising merchant and enterprise in the time of new prosperity. Our prophecy, regardless of opinion as to what prompts it, you will find to have been well founded.

Correct this sentence: "My boys are anxious for school to begin again."

Most people lost their money attending to other people's business.

Most legislators look back upon a long life of "why didn't I?"

Half of the hopeful spring gardens are now growing weeds.

The nudist is probably a man whose suit fits his purse.

What is so rare as a day in June? You tell us!

SOCIETY NOTES

Miss Rose Duke, Society Editor
Telephone Main 600 Until 9:30 a. m.

Many Interesting Events Arranged On Country Club Schedule for Women Golfers During Next Three Months

The schedule for women golfers at the La Grande Country Club has been arranged until Sept. 23 and comprises a busy season with many interesting events.

- June 26—Team match with Mrs. F. E. Lanzer and Mrs. H. Siegrist.
- July 6—Quality for spring handicap tournament.
- July 12—Team match dinner.
- July 13—Second round handicap tournament. Sweepstakes.
- July 20—Potluck luncheon, approach and putting contest.
- July 27—Semi-finals handicap tournament.
- Aug. 3—Finals of handicap tournament.
- Aug. 10—Potluck luncheon and 2-bull eighteen.
- July 17—Quality for club championship.
- Aug. 24—Sweepstakes.
- Aug. 31—Semi-finals, club championship.
- Sept. 7—Finals in club championship.
- Sept. 14—Potluck luncheon.
- Sept. 14—Sweepstakes and flag tournament.
- Sept. 28—Sweepstakes.

Reports from grand chapter held recently in Portland will be made.

PIERCE SAYS NATION NOW ON UP GRADE

(Continued From Page One)

sentatives of eastern interests that do not seem to understand the difficulties of the west.

The farm mortgage bill, according to Mr. Pierce, "is chiefly valuable to the mortgagee. He labored hard for days to try to change some provisions, he said, and hopes to have it amended during the winter session to make it still more valuable to the farmers.

There has been a definite rise in commodity prices and Mr. Pierce announces that President Roosevelt personally assured him that he is determined to maintain the rise and hopes to push the prices still higher, within reason, by using as he would find necessary what 'P. D.' calls his reserve forces. The forces as described by the representative are the right to issue three thousand millions in new greenbacks; to take up three thousand million government bonds; the right to coin silver 16 to 1 and devalue the gold dollar 60 per cent. He will use his reserve forces if necessary for inflation purposes, he informed Mr. Pierce.

We are entering a period of controlled currency, the latter believes. The banking bill was passed during the last few days of the session, much to the surprise of everybody. All thought it dead for the session, he said, until it came to life suddenly. The banking bill guarantees deposits, a principle that Mr. Pierce advanced in his campaign last fall.

Perhaps the most drastic of all the bills was the one giving the president control over industry. It would never have been passed, Mr. Pierce believes, if it had not had the \$3,300,000,000 public works bill.

"I am very proud of the opportunity to go to Washington and assist the greatest man who has ever been in the White House since the days of Abraham Lincoln in starting a government plan to put men to work and restore prosperity in our land," he added. "Have no fears if the London economic conference falls down, the president will take care of America."

Mrs. Pierce, who is also in good health and glad to be back to Eastern Oregon, had no statement to make for publication.

Remingtons Go East To Attend Wedding

Bishop and Mrs. William F. Remington, of Pendleton, have left for Wilmington, Delaware, to attend the wedding of Mrs. Remington's niece, Miss Dorothy Allen, and Dr. John Hubbard. Bishop Perry, uncle of Miss Allen, will read the ceremony with Bishop Remington assisting. The latter is bishop of the Eastern Oregon diocese of the Episcopal church.

Later Bishop and Mrs. Remington will go to New York to spend July. He will be in charge of St. Thomas church during that month and will preach each Sunday.

Shower Given Miss Cheney and Mr. Cates

Miss Edna Cheney and her fiancé, Leonard Cates, were complimented at a miscellaneous shower at which Miss Dorothy French and Eugene Cates, brother of Mr. Cates, entertained at the home of the former Saturday evening. The date of the wedding has not been announced but will be an event of the near future.

They were presented with a number of gifts. The evening was spent playing games after which lunch was served by the host and hostess.

Guy Twins Give Party for Students

Misses Barbara and Beverly Guye, students at the Eastern Oregon Normal school, are spending the summer at Pendleton where they recently entertained at bridge for a group of Normal school students and other guests. Among the guests were Miss Mary Bond, Miss Althea Peterson, Miss Elizabeth Crommelin, Miss Janet LaFontaine, Miss Jean Cronin, Miss Peggy Heater, Miss Lavelle Penland, Miss Mary Howland and Miss Evelyn Caplinger.

Planning Program For Eastern Star

A program and social hour have been arranged for the meeting of the Order of the Eastern Star, Wednesday evening, at 8 o'clock at the Masonic hall. Since the program chairman, Mrs. Andrew Loney Jr., is out of town, a program is being arranged by a group of the other members.

AUMSVILLE BANK ROBBER CAUGHT

(Continued from Page One)

ward confessed, according to state and local police, that he held up the Aumsville State bank in Aumsville Saturday morning. Thirty dollars was found on Wegener and he told officers the remainder of the money was hidden near Salem.

Wegener, in his signed confession to the police declared he stole an automobile which he drove to the LaGrande county line. After robbing the bank he burned all the clothing he was wearing and donned a natty new golf outfit, which he wore when arrested.

The bank bandit said he bought a round trip railroad ticket at Eugene which he did not use, taking the stage for Los Angeles shortly afterward. A state police detective, dressed in plain clothes, sat next to Wegener when the latter got a cup of coffee at the stage terminal here and arrested the young man, who appeared too nervous to drink the beverage.

AGER GETS HIGH POST

Paul Ager, brother of Cecil Ager of La Grande, and former comptroller of the University of Oregon, has been appointed treasurer and assistant comptroller of Roosevelt's Tennessee valley project, which includes among other developments that at Muscle Shoals.

Mrs. Ager will be remembered in La Grande as the daughter of Mr. Edith Phy of Union.

BAND TO MEET THIS EVENING

The La Grande band, recently reorganized under a new system, will hold a rehearsal at the Christian church at 8:00 o'clock this evening. Rev. Paul Mortimore announced today.

It is important that all members be present in order to consider a request from Pendleton that the La Grande band submit its bid for playing at the 1933 Round-Up.

FIND IT HERE

Copy for this column must be in by 9 a. m.

DID YOU KNOW THAT— Ironing dresses at home often sets spots which otherwise can be easily removed? Do not press a badly soiled garment. Send it to the Standard for a thorough cleaning. Phone Main 66. 6-26-2t

FOR YOUR CAR When you break your windshield or side glass it will save you both time and money to have it refitted at Richardson's Art & Gift Shop. 6-26-1f

Ladies will save money by calling us for cleaning. Zweifels' Cleaning. Main 176. 6-10-1 m

SOMETHING NEW Have you seen the new Baking Ramkins now for sale at Richardson's Art & Gift shop. They are clever, and most reasonable in price, and in

SOCIAL CALENDAR

Monday, June 26

- 8:00 Royal Neighbors of America, Odd Fellows hall.
- 8:00 Pythian Sisters, at the Odd Fellows hall.

Tuesday, June 27

- 8:00 Women's Benefit Association, at the Eagles hall.
- 2:30 Past Guardian Neighbors with Mrs. Mary England.
- 7:30 Women of the Moose, at the I. O. O. F. hall.

Wednesday, June 28

- 2:00 K. D. club, at Cove.
- 2:30 Parkdale club, at Riverside Park.
- 8:00 Eastern Star, at the Masonic hall.

Thursday, June 29

- 2:00 Juveniles of N. O. W., at Cove.

Friday, June 30

- 8:00 Weiner roast and picnic at Cove, summer session students at E.O.N.

Outstanding Features

1. Porcelain tub.
2. Submerged type aluminum agitator.
3. Standard capacity.
4. Silent, permanently-lubricated "arcuate" drive transmission.
5. Swinging wringer that locks in 8 different positions.
6. Steel cut gears throughout.
7. 1/4 H.P. electric motor.
8. Balloon rolls.

\$49.50



Never before has a washing machine with so much dependable workmanship and quality been offered for so little money.

The Speed Queen will wash your clothes clean—do the work quickly—and serve you faithfully over a period of many years. It will cut your laundry bills—prolong the life of your garments and linens—and give you the thing every woman cherishes and that is a clean, clean-smelling wash.

The Speed Queen is a full-size family washer with porcelain tub and submerged type aluminum agitator and is guaranteed to give you satisfactory service.

See our Speed Queen display of different models before you buy a washer and learn how easily and safely you can save yourself some money.



"For Family Washing there is no place like home."

BOHNENKAMP'S

colors to match your kitchen ware. See them now on special sale at 25 cents each at Richardson's Art & Gift Shop. 6-25-1f.

SIR KNIGHTS, ATTENTION! The Grand Commander of Oregon will make an official visit to Eastern Oregon Commander Tuesday evening, June 27th. The Grand Commander of Washington will also be our guest on this date. Dinner will be served at the Masonic hall at 6:30 p. m. All resident and visiting Sir Knights are invited to be present on the above occasion, as work in the Order of the Temple will be conferred immediately following the dinner. By Order of the Eminent Commander. C. M. HUMPHREYS, Recorder. 6-24-2 t.

CARD OF THANKS We express our thanks and appreciation of the floral offerings in our recent bereavement. Mr. and Mrs. John Reiber Mrs. V. B. Greenslade Mr. and Mrs. Wm. Vinzelberg Mr. and Mrs. Wm. Beery Mr. and Mrs. J. H. Will C. O. Griffith and Families. 6-26-1tp

SPECIAL!

Sunproof House Paint	\$2.90
per gallon	
Plasco House Paint	\$2.29
per gallon	
Best Grade Floor Paint	95c
per quart	
Close-Out Floor Paint	64c
per quart	

Pittsburgh Paint Store
111 Elm. St. J. A. Bugg, Mgr.

TREASURY DEPARTMENT OFFICE OF THE COMPTROLLER OF THE CURRENCY. Washington, D. C., May 24, 1933. Notice is hereby given to all persons who may have claims against "The United States National Bank of La Grande, Oregon," that the same must be presented to Hugh Bodmer, Receiver, with the legal proof thereof, within three months from this date, or they may be disallowed. P. G. AWALT, Acting Comptroller of the Currency. 5-24-3 m.

SCHOOL CHILDREN You can get scratch paper at the Observer, 5c pad. 11-2-t-f.

Authorized SERVICE on Studebaker Buick and Pontiac Automobiles
All Types of Repairing By Expert Mechanics
M. J. Goss
Automobiles Main 82

RICHARD B. EVANS presents **Dramatic Echoes** Entertaining Intensely Dramatic **E. O. N. Auditorium** Tuesday, June 27 8:15 p. m. Admission 35c Tickets on Sale at Door

ANNOUNCEMENT

We Are Pleased to Announce the Opening of Our **Cinderella Beauty Salon** Monday - June 26th

And Are Fortunate in Securing the Services of **Edell Martin and Mabel MacNeil** Graduate Operators

Special Prices on All Beauty Work for a Limited Time

CINDERELLA SHOP

UP GO DODGE SALES 50% to 300% in City after City

"Show-Down" Plan Opens America's Eyes to Car of Amazing Extra Value... Only \$595*

The "Show-Down" plan lets you be the judge of Dodge performance... value... economy. You don't have to take anybody's word for what the big new Dodge Six can do. You see with your own eyes! You try it out with your own hands! You are guided by what your own common sense tells you!

You'll see that Dodge has 21 points of quality many of which are not found even in the highest priced cars—such points as Floating Power engine mountings, hydraulic brakes, gears that are quiet in every speed, all steel body, and double drop, X bridge-type frame—10 times stronger than ordinary frame construction.

You'll see the 7 tests of economy that Dodge gives you—they mean direct savings of from \$50 to \$150 on running expense alone.

You'll see 12 distinctive features of Dodge performance—features that give you dashing pick-up and get-away... smooth, easy riding... new comfort and luxury.

You'll see how Floating Power gives the big new Dodge Six the smooth, vibrationless riding qualities rarely found in even high priced cars of more cylinders—yet retain the known economy of six!

You Be the Judge When you ask about the "Show-Down" plan you won't be subjected to high pressure salesmanship. The dealer will let you see the facts for yourself—let this big Dodge Six sell itself strictly on its own merits!

When a car doubles its sales in 8 short weeks... when everybody is raving about it... you want to see it before you buy a new automobile. And that's all



The Big Dodge Six in the Torture Pit

Dodge asks, That's why the "Show-Down" plan was devised—to make it easy for you to compare the Dodge Six with other cars in its price class... even with many of the higher priced cars! Ask your Dodge dealer for a "Show-Down" today... See for yourself the thrilling performance and luxurious beauty of the big new Dodge "Six"... See how much more car you get for so few dollars more than the lowest priced cars!

*DODGE SIX—115-INCH WHEELBASE—\$595 AND UP, F. O. B. FACTORY, DETROIT • DODGE EIGHT \$1115 TO \$1395 F. O. B. FACTORY, DETROIT

9 Depot St.

L. C. SMITH

Phone 175J