

LaGrande Evening Observer

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MEMBER OF ASSOCIATED PRESS

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O God, give us help against the adversary, for vain is the help of man. — Psalm 60: 10, 11.

CONFIDENCE IN ADVERTISING

In these past years of economic disturbances — times of tremendous business losses as well as thousands of business failures — it is always refreshing to find the enterprise that has continued to prosper and grow in face of such conditions. Also, in these comparatively few cases of success it is interesting and most noteworthy to find the acknowledged part that advertising has played in the accomplishment.

There comes to the editorial desk this morning a report of the operations of the Vick Chemical Company, internationally known manufacturer of cold remedies. Because of advertising, the name of Vicks is known to millions — has become a household byword in countless thousands of homes where its remedies have been so introduced and performed the relief that truthful advertising promised.

During the past four years when thousands of other businesses were discharging millions of employees, slashing salaries and curtailing advertising in what they believed was the only method of meeting the business disturbances upon them, the Vick company adopted exactly the opposite program. During this same period the Vick company, in a carefully laid and far seeing plan to combat the economic turmoil, purposely increased its advertising expenditures 150 per cent, launched three new products when the order of the day was curtailment or outright elimination, increased the number of its employees 72 per cent, maintained salaries

at the 1929 levels and — made money! Sales of Vicks products have increased from 26 million packages in 1929 to more than 52 million packages this year, a 100 per cent increase.

A remarkable achievement. A tremendous proof of confidence in product, confidence in organization, confidence in advertising and confidence in public response to that advertising even in times of economic distress.

TODAY IN BRIEF, IN AND AROUND OREGON

AS CHRONICLED BY THE DAILY LEASED WIRE OF THE ASSOCIATED PRESS

SLAYER IS INDICTED

OREGON CITY, Ore., Oct. 19 (AP)—John J. Huley, 42, Sandy Ridge farmer and livestock dealer, was indicted by the Clackamas county grand jury late yesterday for first degree murder for the slaying last Monday of Marion Botano, 50, his neighbor.

MULTNOMAH SITUATION GOOD

PORTLAND, Oct. 19 (AP)—Although the delinquency on the current Multnomah county tax roll is approximately 98 per cent, county officials announce that sufficient delinquent taxes for previous years have been collected since Jan. 1 to come within 6 per cent of raising the current revenue.

HORSE KILLS RATTLER

CRESSWELL, Ore., Oct. 19 (AP)—Dan, a 14-year-old horse, suddenly jumped into the air, frisked and landed with feet bunched together in the best rodeo fashion. Observers thought perhaps Dan had entered his second childhood. Investigation disclosed, however, the old horse had fought a battle with a rattlesnake and won.

DENIES ANY OFFICE DELAYS

PORTLAND, Oct. 19 (AP)—A denial that there can be any just criticism of the Oregon office of the public works administration because of delay in the forward progress of federal projects under the program, was issued here Wednesday by C. C. Hockley, state engineer for the administration.

PLANS CENTENNIAL

SALEM, Oct. 19 (AP)—A Jason Lee centennial, commemorating Jason Lee's pilgrimage to Oregon, where he established a mission school in 1834, is planned for next spring. Willamette university, which was

the outgrowth of that mission school for the Indians, is co-operating with the board of home missions of the Methodist church in arranging the centennial.

MAY BE FIFTH VACANCY

SALEM, Oct. 19 (AP)—A fifth possible vacancy in the state legislature when it convenes in extraordinary session here November 20 was considered yesterday when the status of Representative Herbert Gordon, of Multnomah county, special deputy in the corporation department, was questioned by some state officials. Four vacancies already exist, those of Representatives Earl Day and Ed Kelly of Jackson county, and Senators Linn E. Jones of Clackamas and Edwin Allen of Washington county.

Loads of Wheat Move Despite the Embargo

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moving into Minnesota from there.

TELLS OF FARM UNREST

LINCOLN, Neb., Oct. 19 (AP)—Agricultural areas today were described as a "seething mass of unrest" by Governor Charles W. Bryan in a general attack on the entire national recovery program. Bryan, brother of the late William Jennings Bryan, said he did not know what the farmers' unrest might lead to but said it was "bringing on a condition we can't shut our eyes to."

Highway Heads See Wallowa Co. Projects Today

Carl G. Washburn, of Eugene, and E. B. Aldrich, of Pendleton, members of the state highway commission; W. C. Williams, resident engineer of La Grande; J. M. Devers, assistant attorney general; R. H. Baldock, state highway engineer; and H. B. Glatyer, secretary of the highway commission, all of Salem, are in Wallowa county today going over proposed construction. The group stopped in La Grande for a short time this morning en route.

Peck By Chicken Fatal to Woman

ALTOONA, Pa., Oct. 19 (AP)—Two weeks ago Mrs. Florence Davis, 60, was pecked on the arm by a chicken she was feeding. Yesterday she died from tetanus.

"Donkey baseball", in which the players are mounted on trained donkeys, has become popular as a stunt sport in the Southwest.

LOCAL BRIEFS

Examiner Coming

C. M. Jemley, examiner of operators and chauffeurs, will be at the city hall Friday and Saturday.

To Attend Convention

Greta and Margaret Freeman are planning to leave Saturday for Portland where they will attend the beauty convention on Oct. 22-25. They operate the Bob shop.

From Irrigon

Mr. and Mrs. Clint Haynes were in La Grande today visiting friends. They formerly made their home here but are now operating a ranch about four miles from Irrigon.

To Portland

Mrs. Oscar Johnson left yesterday for Portland where she will visit for a few days with her parents.

Visiting Merg

Mrs. Audmer Playle, of Tacoma, is visiting in La Grande with her parents, Mr. and Mrs. J. P. Caldwell, and with her father-in-law, Charles Playle.

Miss Marquis Here

Miss Ruth Marquis, of Portland, is in La Grande visiting her parents, Mr. and Mrs. M. M. Marquis. She formerly made her home here for several years.

GERMANY IS SURROUNDED WITH GUNS

(Continued from Page One)

appropriations to complete them even before Germany's explosive withdrawal from the league and the arms conference.

Meantime, France, urged on by veterans of her wars with Germany and a people that never can forget the last one, has forged a powerful chain including a trench and casemate system.

For three years, workers in the Metz and Lauter region have welded this strong chain along a 125-mile front.

While men have been digging and marching and arming along the front of Belgium, Austria and France, an ultimatum has come out from Praha, Czechoslovakia: "Any revision of the war treaties so far as Czechoslovakia's boundaries are concerned can be carried out only with military force."

Poland, meanwhile, long ago had let it be known that vigorous opposition would greet any German efforts to revise Germany's eastern boundaries.

Poland never will surrender the province of Pomerania — the so-called Polish corridor — without a war, a speaker declared to the accompaniment of cheers in parliament at Warsaw.

Added to these movements, Prime Minister Stauning declared at Copenhagen only Tuesday, referring to a discussion of reinforcements for the Southern Danish frontier, that it would be "defended to the limit."

Little Switzerland was heard from in connection with arms and armaments yesterday.

Reports reached international circles at Geneva that the Swiss military leaders were to ask extraordinary credit of 85,000,000 gold francs (\$23,800,000) to increase armaments.

RUSSIA FLEETS WITH LEAGUE

GENEVA, Oct. 19 (AP)—Reports that the United States is studying the question of recognition of Russia awakened new hopes in international circles here today that the U. S. S. R. may be induced to join the league of nations.

There have been clear indications, it was recalled, that the league is flirting with Russia and Russia with the league.

With her eastern neighbor, Japan, resigned from the league and her western neighbor, Germany, potentially abandoning the Geneva conferences, international circles are wondering whether the world will not see an evolution in international politics with Moscow marching definitely toward Geneva.

It is believed that France will urge such a step.

C. A. GILKISON PASSES AWAY NEAR POWDER

BAKER (Special)—Clifford A. Gilkison, farmer of the Wolfe creek section near North Powder, died in St. Elizabeth's hospital in Baker Wednesday of typhoid fever. He was in the hospital for one week.

Mr. Gilkison was born in North Powder Aug. 27, 1886, and spent practically all of his life in that section. He was married to Ruth C. Kester in La Grande October 8, 1917.

The deceased is survived by his widow; his parents, Mr. and Mrs. Gilbert Gilkison of North Powder and a sister, Miss Rose Gilkison, of Portland.

The body will be taken to North Powder for interment.

HOLLYWOOD, Oct. 19 (AP)—Fredric March, screen actor, whose condition had been reported as serious after a relapse while recovering from an attack of influenza, was reported today by his physicians to be "well on the road to recovery."

Night brings movies, campus caroling and whatnot to many students, but with the boys on the University of Florida football team, things are different. They do most of their practicing under flood lights.

SOCIETY NOTES

Mrs. H. G. Dow Hostess at Party

Mrs. H. G. Dow was the hostess at a bridge party Wednesday afternoon when she entertained the L. A. L. club at her home. Three tables were arranged for auction bridge with Mrs. George Ties and Mrs. W. H. Tidcock as guests.

Prizes were awarded to Mrs. B. W. Tillotson, first, and Mrs. George McVey, second. Mrs. M. A. Harrison will entertain in two weeks.

Officers Visit Rebekah Lodge

Crystal Rebekah lodge No. 50 was honored Wednesday evening by a visit of Deputy Grand Master Charles P. Poole and Special District Deputy James W. Rogers, both of whom gave inspirational talks. Mrs. Rogers, wife of the special district deputy, is well known through Rebekah lodges as "Our Maud" and is widely loved.

There is ONLY ONE Super-X



Short Shot String — an exclusive feature of the Western Super-X shotgun load — enables you to pull down ducks that are 15 to 20 yards beyond the range of ordinary loads. Get your Western Super-X, Xpert and Field shells here — and the rest of your hunting supplies.

Bohnenkamp's Star Brand 70c Box of 25

\$100 In Prizes! ACT NOW! We will make a reduction of \$10.00 from the regular rate to each of the first ten persons who enroll for a nine months' term in any department of day school at DRAPERS SCHOOL OF COMMERCE

Over L. & L. Drug Phone 133-W E. O. DRAPER, Prop.

Look at Your HAT Everyone Else Does! Felt hat days are just around the corner. Get yours out and show us for expert cleaning and blocking.

ODORLESS CLEANERS 1107 Washington Main 701

NOTICE Series "A" Time Certificates of Deposit issued by the First National Bank of La Grande, Oregon on March 1, 1933 and due on December 15, 1933, have been called for payment on November 16, 1933. Interest on same ceases after that date.

First National Bank of La Grande David I. Shodard, President A. K. Parker, Cashier

A COMPLETE Printing Service Quality Counts Opposite The Post Office NELSON

Developing & Printing KODAK PICTURES 24 hr. SERVICE Red Cross Drug Store

ALLIS-CHALMERS Track type and air Tired Tractors. Combines, Implements, Road Machinery, CHANDLER TRACTOR & EQUIPMENT CO. 1312 Jefferson Main 532

Developing & Printing KODAK PICTURES 24 hr. SERVICE Red Cross Drug Store

Mrs. Sadie A. Niswonger, of Bend, who is visiting here with her daughter, also was present and presented an interesting review of her 21 years' membership in the Bend lodge. Four young women, Mrs. Lillian Wallace, Misses Jennie Nielsen, Mattie Ebert and Helen Macaulay presented a playlet, "Why We Join the Rebekahs," which came as a surprise and which added materially to the points for the "pink" side in the contest. Mrs. Ida Beery is the captain of the team. Mrs. Lettie McGoldrick, degree captain, will put on the memorial service at the coming county convention, which will be held at Cove on Wednesday, Oct. 25. About 20 expect to go from La Grande, providing ample transportation is found.

D. A. R. Conference Is Cancelled

Since Mrs. John Y. Richardson, of Portland, state regent of the Daughters of the American Revolution, will be unable to attend the Eastern Oregon conference of the organization on Oct. 21 in Baker, the meeting has been cancelled. The conference for this year will be held in the early spring instead, coincident with the visit of Mrs. Edith Scott Magan, president general, to Oregon.

Riveria P. T. A. On Thursday

The Riveria Parent Teacher association will meet tomorrow afternoon at 2:30 o'clock at the school. A short business session will be followed by the following program: Flag salute, seventh grade. Play, eighth grade. Fire prevention talk, sixth grade. Songs, sixth grade. Mrs. George Lyman will talk on "How Can Parents Meet Their Responsibilities and Grasp Their Opportunities?" All are urged to attend.


"Boy! I can breathe now!"



VICKS
Nose & Throat
DROPS

QUICK RELIEF for stuffy heads PREVENTS many colds

BOY'S
A Pocket Knife Free With Every Pair of




BOY'S BOOTS

Purchased at Falk's

Boots that will give active youngsters plenty of wear.

Sizes 5 1/2 to 12 1/2

\$2.95 & \$3.95



at FALK'S

for dress for sport for travel



ROTHMOOR COATS

Must your coat be utilitarian? Well, here it is — one you can wear with any dress. Generally speaking, all Rothmoors are decidedly practical and definitely original. The silken texture and lovely luster of the fur is the result of expert selection — the new fabric designs and colors are equally well chosen — the faultless tailoring provides permanent and perfect shapeliness. Rothmoors are both practical and beautiful.

Untrimmed **\$25.00**
Other Rothmoors **\$49.50 to \$75.00**

at FALK'S

McClay's Stores

Store No. 1 — 1704 Adams Phone Main 515 Member of N. R. A. Store No. 2 — 2916 N. 2nd. Phone Main 109

FRIDAY AND SATURDAY FEATURES

APPLE CIDER Place your party order now. Bring your own container. Gallon 25c	CHEESE Full Cream Pound 16c
STARCH 2 Pkgs. 15c	TOMATO JUICE No. 1 Tall Cans 2 Cans 15c 12 Cans 89c
SYRUP 5-lb. Can 53c	PANCAKE FLOUR You'll Like It. 2 1/2 lb. 2 1/2 Pkg. 19c
MARSHMALLOWS Extra Fresh — Use them to Candy Sweet Potatoes. LB. 19c	STRING BEANS Fountain Brand No. 2 Can. 3 Cans 29c
SUGAR Powdered or Brown 3 Lbs. 21c	Hamburger Fresh Ground 3 lbs. 25c
SWEET POTATOES 5 lbs. - 19c	Beef Roast Choice Steer Beef Pound 10c
No. 1 Dry Onions 25 lbs. 34c	SQUASH All Kinds 1/2 or Whole - 2c lb.

Budget Your Energy



So much to be done and only so much time to do it in. Why pound out all your energy on sidewalks and stairways?

Save some for recreation hours by wearing

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Prices
\$5.00 to \$6.50

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ALLIS-CHALMERS Track type and air Tired Tractors. Combines, Implements, Road Machinery, CHANDLER TRACTOR & EQUIPMENT CO. 1312 Jefferson Main 532

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