# La Grande Evening Observer

(Incorporated)
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Trust in the Lord, and do good; so shalt thou be fed. De light thyself also in the Lord; and he shall give thee the desires of thine heart.—Psalm 37: 3, 4.

## SUPERVISED SUMMER PLAY

Various La Grande organizations are joining in consideration of the promotion of supervised playground activities for school children of the city this summer. A fine and splendid movement and a course that has found favor and worked most satisfactorily in many communities the country over. It is to be hoped that local efforts meet with support that will result in the program's establishment this year.

In final development of the plan however, let it not be overlooked that selection of able leadership is the necessary factor to make the program successful and satisfactory. Properly handled by the right individuals this summer play work for youngsters can be most beneficial for further improvement of both young mind and muscle.

Type of play as well as what should prove a balanced program can easily be determined. But unless there are individuals at the head of that program who carry in addition a full knowledge of child habits and desires and who further have within them an ability to hold, attract and otherwise draw the interest of the children into the program laid out for them, the real purpose and good of the plan will not be accomplished.

## *SHELL OIL CO. LAUNCHES NEW AD CAMPAIGN*

Using more than double the number of newspapers in which its winter advertising campaign appeared, Shell Oil company launches its spring sales drive today, featuring black and white cartoons of the "believe it or not" variety. Under the title "In This Changing World" this advertising will appear in main news sections or on automobile pages of 225 newspapers in nine western states, British Columbia and Hawaii. These newspapers, in 160 cities and towns, have a combined circulation of more than four million. The Observer is one of the papers carrying the new advertising schedule.

Each group of drawings will illustrate, in interesting fashion, new developments and astonishing facts in connection with gasoline-propelled vehicles and explain the modern methods by which Super Shell gasoline is made. They will include predictions of changes which may be expected in future transportation and comparisons of modern equipment with outmoded means of travel. Tests have demonstrated the effectiveness of this type of newspaper feature.

## *BABY ARRIVES AT PRICE HOME*

A baby son, weighing seven pounds, was born to Mr. and Mrs. Sheldon Price, at their home at 1415 Y avenue, on March 2. Both mother and baby are doing well.

## *The Weather*

WEATHER FORECAST

Oregon: Fair tonight and Thursday; frost in the west and freezing temperatures in the east portion tonight; gentle changeable wind offshore.

LOCAL WEATHER

Tuesday: Maximum 48, minimum 40 above. Rain and hail .05 of inch. Cloudy.

Today: Minimum 36, 7 a. m.—37 above. Clear.

## EGG PLAN IS MEETING WITH SUCCESS HERE

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have been. Butter makers finally abandoned the trade-in plan and now sell their butter fat. The same conditions make it necessary to change egg trading. It is a plan that is being adopted everywhere — many such plans are now working satisfactorily to all concerned in Pacific Northwest states."

Almost all the procers report they are willing to undertake the new plan but do not want their old-time customers to blame them for the fact that beginning next Monday they can no longer exchange produce for eggs. The egg business will be entirely on a cash basis after Monday mornin." The new plan was asked for by the producers, and so far as I am concerned I like it and will support it but I want my old customers to understand it is not my fault that I can no longer trade out eggs for groceries," said one prminent merchant this morning.

Don Ruckman and Alex Robertson, who represented the producers in the tri-angular committee which has been working out the problems, issued the following joint statement today covering the producers side of the question:

"This whole set-up and the changes involved were advocated and asked for by the producers and not the merchants. Our situation has been hopeless and we who produce eggs either had to create a change in our favor or go out of the business entirely at once.

"We do not feel that anything but good has come of this plan to the retailer. It is the small producer and the consuming public that we wish to address ourselves.

"As to the small producer: Everyone knows that the horse and buggy stage is gone and that all industry is changing its way of doing business. From now on American agriculture is being operated for the greatest good to the greatest number and some individuals in all industry are going to get hurt thereby. The egg producer who cannot supply clean, uniform eggs, produced from carefully planned feeding and breeding is necessarily going to adjust himself to the new conditions and to his own benefit. This seemingly hard and arbitrary rules were not created in Union county — they are becoming universal and are so accepted.

"A few of us have built a high standard for eggs for local and outside consumption. If the whole industry comes up to a higher level everyone will in the end be benefited. We recognize adjustments will be necessary but if we didn't believe the final results will be great improvement for the industry, we would not have brought on the issue.

"To the consumer we can only say that you will get what you are entitled to get when you buy eggs. If you want the best, they will be on the market — so labeled and guaranteed. If you want grades under the top, they will be available. Every egg you buy will be classified, and marked, as to what it really is.

"The increase in price is extremely small but that small margin represents the difference between our industry going to smash, and getting our costs out at least. The increase in price does not guarantee profits to us, but it should give us our costs of production. Some day when everyone has a few more dollars to spend we may get a margin of profit out of our eggs."

## TOURNEY AT UNION WILL BE EXCITING

(Continued From Page One)

tiring tilts.

Yes, it looks like an interesting tournament.

**Pilusa to Referee**

Also, Eastern Oregon fans will get their first glimpse of Emil Pilusa, noted northwest conference referee of Portland, in action at Union. Pilusa, a dynamic official, calls 'em high, wide and handsome, and the spectators are likely to get quite a show in the activities of this dashing foul-caller. He's handling the games alone, which is quite a job, but feels himself equal to the task.

Besides the Richland-Haines game Thursday, Union meets Cove at 4 p. m., La Grande plays Nyssa at 8 p. m. and Imbler meets Baker at 9 p. m. A large crowd from La Grande is expected to attend the Thursday night games, with two top-notch games on the schedule.

**One Strong Team to "Die" Quickly**

Friday's games, second and third round play, begin at 9:30, 10:30 a. m. and 2:30, 3:30, 7:30, 8:30 and 9:30 p. m. Only six teams will remain for the third round Friday night, as two will be eliminated in the second round—one from each bracket. This means that one of the four in the lower bracket—La Grande, Nyssa, Imbler and Baker—will be eliminated in two straight losses. In the upper bracket either Union or Cove will survive the first two rounds and go into Friday night's play. Most fans expect the loser of the Union-Cove game Thursday to be eliminated in its next game Friday.

But tournaments are often scenes of major upsets and the 1934 one may be no respecter of dope.

# TODAY IN BRIEF, IN AND AROUND OREGON

AS CHRONICLED BY THE DAILY LEASED WIRE OF THE ASSOCIATED PRESS

**HENRY KOEPKE DIES**

PENDLETON, Ore., March 7 (AP) — Henry Koepke Sr., 90, one of Umatilla county's best known wheat ranchers, died at his home near Athena last night.

He was born in Germany in 1844 and came to the United States in 181. Nine years later Koepke came to Umatilla county where he acquired vast holdings in some of the most productive parts of the wheat belt.

**C.W.A. WORKERS STRIKE**

PORTLAND, March 7 (AP) — Indignant CWA workers late yesterday stormed the city council chambers, filled it to overflowing and created such an uproar the council had to adjourn, as they aired their protest against a wage cut, effective March 2, which reduced CWA pay from 50 to 40 cents an hour, or from $12 a week to $9.60.

**FEAR LABOR TROUBLES**

KLAMATH FALLS, March 7 (AP) — A possible recurrence of labor troubles in the lumber industry of Klamath county was heard here last night at a gathering of 500 employes. The workers adopted a resolution calling for higher wages.

**PERMIT WOMEN TO WORK**

PORTLAND, March 7 (AP) — Acting on the conclusion that many women would be thrown out of employment if its 6 p. m. working regulations were continued, the state welfare commission Tuesday suspended its order which had prohibited the working of women in mercantile establishments after 6 o'clock at night.

**NOT GUILTY VERDICT**

MARSHFIELD, March 7 (AP) — A circuit court jury which was out but 16 minutes, returned a verdict of not guilty and reversed the city court which had sentenced County Judge D. F. Thompson to 30 days in jail and a fine of $100 on a drunk driving charge.

Judge Thompson appealed from city court and the circuit court jury declared he was not guilty of the charge.

**SUGAR AND FLOUR**

PORTLAND, Mar. 7 (AP) — Sugar—Cane, granulated, $4.55; fruit or berry, $4.75; beet sugar, $4.45.

Domestic flour — Selling price, mill delivery, 25-bbl lots: patent, 49s, $6.50@$7.20; blended flour, $6.15@$6.70; bluestem, $6.30@$6.40; soft white pastry flour, $5.80; rye, $5.60@$6.10; whole wheat, $5.60; graham, $5.40.

## Pendleton Opens Crop Production Credit Offices

Walter E. Moore, secretary-treasurer of the Pendleton Production Credit association, yesterday opened offices in the Stangler building in Pendleton and today was ready to receive applications for loans, according to word received here.

Territory served is: Wallowa county; Morrow county; all of Umatilla except the intensified section of Milton-Freewater; the northern parts of Union and Grant counties.

The association will make loans up to $7,500 on livestock, while the loans on other agricultural commodities can go beyond this limit and will be based upon the security provided.

The association is incorporated for $200,000, of which 75 per cent is paid by the Production Credit corporation, and 25 per cent by the borrowers at the rate of $5 for every $100 or part of $100 borrowed.

Officers of the association are James K. Hill Sr., Pendleton, president; Mr. Moore, secretary-treasurer; R. A. Thompson, Heppner, vice president. Directors are Mr. Hill, Mr. Thompson, Sim Cully, Weston; E. T. Jaco, Enterprise; W. W. Wade, Lostine; R. B. Rice, Lexington; W. T. Wallsinger, La Grande; and H. H. Weatherspoon, Elgin.

## *MOORE FLYING EAST; TO TAKE BOISE PLANE*

W. E. Moore, Union county lumberman, left this morning on a hurried business trip to New York and Philadelphia.

Mr. Moore will take an airplane east at Boise, planning to ride on one of the large transport ships of the United Air Lines. He will arrive in New York at 7:30 a. m. Thursday.

**BERRY PIE JUICE SAVED BY PAPER CORNUCOPIA**

Here's a way of keeping the flavor and quality of the juice in a berry fruit pie. Make a small cornucopia of paper and cut off the smaller end to make a neat little hole. Then insert this end in the middle of the pie while it is baking. The juice oozes into the cornucopia and when the pie has baked sufficiently it can be slowly dripped back into the pie.


## CHEST COLDS

Don't let them get a strangle hold. Fight germs quickly. Creomulsion combines 7 major helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. —adv


## Alice Wynekoop Held Guilty Of Murder

(Continued From Page One)

be ready to administer strong heart stimulants, lest the shock of the verdict strike her dead.

She did not need his ministrations. She heard her verdict as she sat in her wheel chair without sign of a quiver. She turned to two of her children, Walker and Dr. Catherine Wynekoop, and said:

"Go home, now children, and sleep. Your mother is not guilty. No, no. Not guilty."

In a moment it was over and Dr. Wynekoop was being wheeled from the courtroom, back to the infirmary cot at the county jail. There she will await the result of her attorney's efforts to win a new trial.

Arguments for a new trial have been set for March 24. If they are denied, an appeal to the state supreme court is planned.

## FIND IT HERE

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

**KINDERGARTEN**

Mrs. Hodgin announces the beginning of spring term Mon., Mar. 12. 3-7-4 t.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

**SCHOOL CHILDREN**

You can get scratch paper for school at the Observer. Now 2 pads 5c. 9-14-t f.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

**HELP WANTED**

Have us help you to enlarge, hand tint and frame your picture just the way that you would like it. Enlargements made from prints if you do not have the original negative with the result that the enlargement will be better than the original print. We specialize in all kinds of picture work, developing and printing, copys, miniatures, enlarging, tinting and framing. Richardson's Art and Gift Shop. 3-1-t f.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

**GLADIOLI BULBS ARE HERE**

Fine blooming size, 25c and 35c doz. Cherry's Florists, Inc. 3-5-3 t.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

Accounts of Campbell & Howell have been turned over to W. R. Winters, c-o Elks club, for collection. 3-6-3 t.

McKesson's Vitamin Concentrate tablets of Cod Liver Oil $1.00 at Moon Drug Co. 1-25-1 m.

Lady Esther Toiletries at Moon Drug Co. 1-25-1 m

**NOTICE**

There will be a stated communication of La Grande lodge No. 41 A. F. & A. M. Wednesday evening, March 7. This will be PAST MASTERS night with work in the Master Mason degree by the Past Masters drill team. All lodges of the county invited. Visiting brothers welcome. Supper at 6:15 in the lodge hall. All brothers are urged to attend. By order of the Worshipful Master. Vernon R. Hale, secretary. 3-5-3 t.

March 10th last day to pay water rent without a penalty. 3-7-3 t.

**REMEMBER**

CLEA-NALL makes your Spring House Cleaning a pleasure, saves you hours of work, and rough hands. Ask about it at Richardson's Art and Gift Shop. 3-1-t f.

Pansy plants 35c doz. Cherry's Florists, Inc. 2-26-t f.

When you need fuel
Call Main 528
GAITHER ICE & FUEL CO
1-2-1 m.


# IN THIS CHANGING WORLD

ALREADY, IN THIS GASOLINE AGE, MAIL IS BEING FLOWN ACROSS THE OCEAN ON REGULAR SCHEDULE. GERMAN PLANES NOW MAKE FORTNIGHTLY TRIPS EACH WAY BETWEEN STUTTGART AND NATAL, BRAZIL.

THIS IS A GASOLINE MOLECULE

IT'S A "GOOD" MOLECULE, CALLED 2-3-DIMETHYLBUTANE. GASOLINE IS MADE OF THOUSANDS OF MOLECULAR COMBINATIONS OF HYDROGEN (H) AND CARBON (C). SHELL KEEPS THE "GOOD" AND ELIMINATES "BAD" OR "LAZY" MOLECULES. RESULT: SUPER SHELL IS ALL POWER.

5 GALS = 6 GALS.

IN 5 GALLONS OF SUPER SHELL, YOU GET THE "HEART FRACTIONS" OF 6 GALLONS OF GASOLINE MADE BY OLDER METHODS. BY REMOVING THE "LAZY GALLON" OF WASTEFUL "GASSY" AND SLUGGISH "ENDS," (STILL CONSIDERED SUITABLE FOR SOME GASOLINES) SHELL PRODUCES CONCENTRATED SUPER SHELL GASOLINE — WITH GREATER POWER, BETTER MILEAGE.

OWNER OF 1926 CADILLAC CUTS HIS GASOLINE BILLS 25%

"USING SUPER SHELL, I GET FROM 2 TO 2½ MORE MILES PER GALLON THAN I CAN GET FROM AVERAGE GASOLINE. I DRIVE A CADILLAC, SO YOU CAN SEE THAT SUPER SHELL CUTS MY GASOLINE COSTS BY A FOURTH!"
W. R. KIENZLE, BEVERLY HILLS

Super-SHELL

STEPPED UP THIS SPRING FOR EVEN BETTER MILEAGE!



# FALK'S PARADE OF FASHIONS

PRE-EASTER showing of smart apparel. The new racy - thrilling models you've waited a long time for.

## Spring Coats

*Wonderful — Large Assortment of Dress Coats*

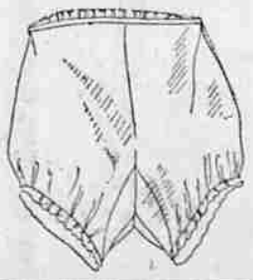
And the smartest color on the street this spring will be Navy Blue.
Redfern and Rothmoor in Swagger and fitted styles.
$25.00

**SPORT COATS**

New novelty tweeds and polo coats. A coat that has a great many days of wear for sport and Easter.
$17.75

**SPRING DRESSES**

New - exhilerating - dashing lines - of moss crepe - Triple Sheer and pebble crepe. Unusual trimmings and new features such as mouselline - novelty pequet and chiffon organdy.
$17.75



**SPUN-LO**
*Lorraine Lingerie*
Tailored and lace trimmed.
Briefs - Shorts - Regular Bloomers and Band Bottom Bloomers. 59c
Extra Size Bloomers - 75c
Tailored Gowns - - $1.00

Beautiful Fitting 2-Piece Rayon **Pajamas** The Spirit of Youth Itself $1.95

# FALK'S

La Grande's Better Store



**Opportunity** *for Small Feet*

We Have Secured

**SAMPLE LINE**

of

New Spring

# Shoes

Regular $7.50 and $10.00 Values

Sizes 4 & 4½

**3 Days Only**

$4.44

*3 Days Only*

Through the co-operation of Munsing we have secured a very fine.

**Munsing Service Chiffon Hose**

Every pair perfect, full fashioned — all silk — Spring colors. All sizes 8½ to 10½. Combines beauty and service. Get several pair at this price.

Regular $1.35 Hose

**98c**

*2 Pair $1.95*

**Extra Special**

Full fashioned — all silk lisle. Reinforced top and foot.

**Hose**

Spring colors. Sizes 8½ to 10½. No seconds or irregulars, semi-service weight, ideal for every day, school and women who like a heavier dress hose.

**59c**

*3 Pair $1.65*

Falk's