

THE OBSERVER

CLARKE LEITER, Editor and Publisher; J. D. MEYERS and H. B. LEITER, Owners.

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SUBSCRIPTION RATES.

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Advertising rates on application. All copy for display advertising must reach the office the day before the ad appears.

Address all communications to THE OBSERVER, 1710 Sixth Street.

MONDAY, OCTOBER 2, 1916.

THE DEATH OF E. E. COOVERT.

In the death of E. E. Coovert in Portland Saturday, the state loses one of its leading lawyers and most influential citizens. Mr. Coovert was an able attorney. His advice assisted Simon Benson in amassing his millions. His advice assisted Mr. Benson in spending thousands for the public good. Mr. Benson seldom acted when Mr. Coovert said, "no". Those who knew him intimately knew that while at times cold, as a man is when besieged on all sides with requests for money, Mr. Coovert was sincere in endeavoring to promote the cause of good roads, to safeguard the state's credit, and to support wise legislation. Mr. Coovert was in favor of developing the interior of the State, of fostering irrigation. If he had lived he would have been state senator from Multnomah County. His death is a serious loss. If he had been in the legislature, waste and extravagance would have been checked. No one can fill his place as ably as he would have filled it.

CLEAN UP AND PREVENT FIRES.

Fire prevention Day is October 9. Let's start in at once and have everything cleaned up before that day. Fire starts from rubbish, old papers, oil rags, sooty chimneys and the like. Clean up.

A FEW WORDS ON FLAX.

"There should be a flax mill on every stream in Western Oregon," says J. Sidney Starling, a New York flax expert in the Salem Capital Journal.

We suppose that the state of Oregon will be asked to build them.

Let the Willamette Valley run its own flax experiments.

We do not approve of the state spending \$50,000 and going into the flax business.

If the flax business is to be made successful in Oregon, it will have to be done by private capital invested

and managed by hard-headed business men.

There is about as much reason for the state to go into the flax business as there was for the city of Portland to go into the wood business.

It's about time that these appropriations for purely local projects were stopped.

TINKERING WITH PERFECTION.

It is proposed to shorten the Lord's Prayer by omitting the words: "For Thine is the Kingdom and the Power and the Glory, Forever, Amen."

Other church men also propose to shorten and revise the Ten Commandments.

We believe that these are matters which should be left alone.

The Lord's Prayer and Ten Commandments are in pretty good shape now.

Let's get people to learn them and practice them. Tinkering with them will not help the cause of religion or morality.

MORE ACTION, FEWER WORDS.

Portland has a new club to discuss its civic problems. What Portland needs is fewer clubs, less discussion, more unity, and more action. The metropolis is full of words, words, words.

JUGGLING, MORE JUGGLING.

Repeated modifications and jockeying and juggling with the Jason C. Moore leases of Summer and Albert lakes do not look well. Mr. Moore should be required to live up to his contract or it should be canceled. Mr. Moore is evidently speculating with the State of Oregon's property.

GOODWIN DESERVES SUPPORT.

District Attorney Goodwin of Baker County deserves the support of all good citizens in his clean-up crusade directed against gamblers, bootleggers, and black legs.

We sympathize with the bakers—and their patrons, too.

Who ever thought we would come to a ten-cent loaf?

Have you registered?

Away with B. V. D.'s.

A CIGAR MAKER'S EDITORIAL.

We don't believe in writing all the editorials ourselves.

Here is one written by a cigar manufacturer in answer to a mild editorial we wrote him suggesting that he advertise.

His editorial interested us. We hope it will interest you:

Baker, Ore., Sept. 29.—To The La Grande Evening Observer, La Grande, Ore.

Dear Mr. Leiter:—We greet you as the new editor of the Observer and wish you unbounded success. Our dealings with Mr. Dennis and the Observer in the past, have been very pleasant, and we certainly wish that circumstances would permit

our continuing our advertising relations with you.—However we found that no matter how much we advertised, the Merchants in La Grande preferred to keep their cases filled with Eastern made goods, and by so doing sending the wages in manufacturing, factory expenses and Mfg's profits back there instead of keeping them in Oregon, so if advertising in your good paper enticed a La Grande man to try an Oregon made cigar, he would of course find that the Dealer didn't have it in stock, and would probably be asked to try a much better cigar upon which the Dealer made a great deal more profit, and as a rule a man wanting a cigar will not chase all over town to find a particular brand. Moral: If the Dealers of a town will not carry our goods in stock, then it doesn't pay to advertise in that town. We sincerely trust that your Merchants in La Grande are much more loyal when it comes to Job printing, as well as advertising, however we know just how far that loyalty goes. Moral, "Be Loyal yourselves and shame them into it." You have a couple of local Manufacturers, Mr. Wm. Mc Carty and Mr. Hackman. They should advertise with you, and we sincerely hope that your Merchants will carry their products in stock so that a smoker can get them if they want them.

You can take it from us, that if this spirit is always to prevail with Oregon Merchants, then Oregon Consumers will always be slaves to the East on many lines of manufactured goods, especially on all lines that Oregon Jobbers and Oregon Dealers prefer to Handicap.

We would appreciate the lending of the services of your good paper to the building up of Oregon Manufacturing industries, for a few minutes thought on the subject, will easily convince you that Millions of Dollars are yearly being thoughtlessly sent out of Oregon in wages and factory overhead expense that ought to be working right here in Oregon. The Consumer isn't to blame because the Dealer doesn't care whether the consumer is a booster for Oregon made goods or not. It is simply a case of indifference all around. You can see one result in the city of Portland, eleven thousand empty houses, sixty thousand people leaving the town since last fall. Portland can't see what the trouble is, but it resolves itself into the fact that the Consumers and Dealers are so indifferent, or have placed so many handicaps on the Oregon Manufacturer, that new Industries are afraid to start and old ones cannot grow, and the millions of Dollars that should keep Portland homes full are thoughtlessly sent back east. However there is something back of both the Dealer and Consumer that holds Oregon in this grip, and that particular something has a death grip on the consumer as well as most of the Dealers. It isn't the mail order houses, for that offers the only chance for the consumer to escape this grip; however, the mail order houses are a part of the handicaps to Oregon Mfgs., for they will not sell Oregon consumers Oregon made goods.

No doubt you will look at this subject from as narrow a standpoint as ninty Nine and ninty nine one hundredths of Oregon newspapers do, and that is that Oregon Manufacturers do not advertise with me, and I have got to live, so the only thing that I can do is to get all of the Eastern cigar advertising or other advertising that I can get and convince consumers of Oregon to send their money directly or indirectly to the east, or in other words help rob Oregon of Oregon made money that has come from our forest, mines, fields and streams, and no doubt if your liver isn't in good order, you will say "To H.L. with Oregon Manufacturers, they never advertise with me. Why should I help them? They are not good business men, they don't have sense enough to advertise." Forget it brother Leiter, this is one firm that firmly believes in newspaper advertising, but not at a loss, when that advertising costs more than the results, and combined with other handicaps that we have to contend with, would put us into bankruptcy, if we didn't figure them to the tenth cent. Brother Leiter, if we could keep three of our brands in the cases of six of the best Dealers in La Grande for one year, ten Dollars a month would amount to nothing to us, but our books actually show that we lost money on our La Grande advertising, during the time that we advertised with the Observer, and as a matter of fact instead of our trade getting better in La Grande, it kept getting worse. We know the fault isn't in our goods, as Brother Dennis will tell you, for we know he was loyal to us, but the simple fact that we couldn't get the Dealers to keep our cigars in stock, and if they did they kept them in an almost invisible place for fear that a smoker might see them and want one. However we also admit, that outside of indifference, your Dealers are not altogether to blame for this state of affairs. It is the visible something, that is invisible to the editors of Oregon that holds the Dealers in its grip, and by doing so holds the Consumer in its grip and you and ourselves. The Invisible Something exists right here in Oregon, right under your nose, and it isn't indifference, or Trusts or Mail Order Houses. It robs Oregon of Money that ought to stay in Oregon. It keeps Oregon Manufacturers noses on the Grind stone, and it is the direct and indirect cause for the depopulation of Portland. We know what it is, because we buck up against it every day. If you and the other Editors of Oregon do know, you would never say anything, and yet that invisible something to you could keep all of Oregon's manufacturing money at home or a big share of it, if it would, and Oregon would blossom like a rose, but temporarily it would hurt the Invisible Something's profits.

However until the papers and the people of Oregon take a tumble to the real reason why Oregon Manufacturers do not prosper and new industries are not started, then until that time, you need not expect much advertising from Oregon Manufacturers.

We do not blame you for advertising eastern made cigars, for you

Get the Real Facts at First Hand About the Latest Styles in New

DRESS GOODS and SILKS

An Inspection of Our Many New Arrivals, Just Received, Will Post You up at Once

A big assortment of new Novelty Silks in New Colorings, plaids, checks, plain colors and beautiful two-tone effects. Priced per yard \$1.25, \$1.35, \$1.50, \$2.00 and \$2.50

Rich new weaves in wool goods—plaids, stripes and checks—suitable for dresses, separate skirts, Suits and Coats. Per Yard \$1.00, \$1.25, \$1.50, \$2.00 and \$2.50

"La France" Pure Silk Hosiery at \$1.00 New Assortments of colors Just Unpacked Including a Full Range of Sizes in Blacks and Whites

Ours is the only store in town selling Silk Hosiery of the "La France" quality at \$1.00 in a large range of fashionable shades. "La France" Silk Hosiery is 95 per cent pure thread silk and 5 per cent pure dye. Nothing is used in the finishing process to make La France Silk Hose appear heavy weight—no tin nor weighing matter at all; nothing to injure their service to you. Extra reinforced heel, toe and foot; 3 thread knee; strong garter top, only pure Japanese silk used. That's why we believe "La France" to be the best value yet produced in Silk Hose—We want you to try a pair of them, the best silk stockings in America for \$1.00



Visit Our Exclusive Ladies' Ready-to-Wear Department and see the Showing of

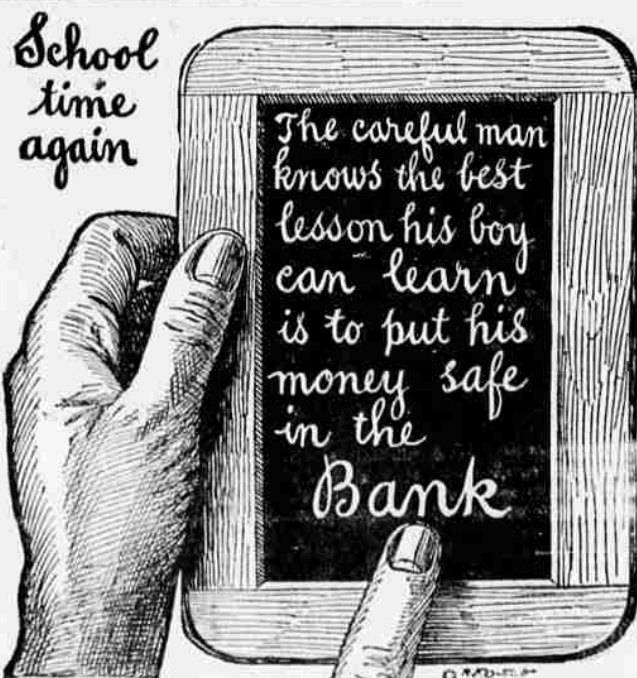
New Fall Suits

They are right in their glory when it comes to—styles that are in vogue—fabrics that are serviceable—tailoring that is the best—values that are irresistible.

They have been proclaimed by all who see them as the prettiest, most distinctive, best showing in town. Price \$15.00 to \$65.00

New Fall Coats \$8.00 to \$45.00

N. M. West & Co. THE QUALITY STORE



BANKING YOUR MONEY IS ONLY GOOD ARITHMETIC CARRY YOUR MONEY IN YOUR POCKET; YOU SPEND IT; YOU SUBTRACT FROM WHAT YOU HAVE. PUT YOUR MONEY IN OUR BANK; YOU SAVE IT, YOU ADD TO WHAT YOU HAVE. THE CAREFUL MAN ALWAYS "ADDS TO" WHAT HE HAS.

BANK WITH US

WE PAY 4 PER CENT INTEREST

6 1/2 % Money for Improved Farm Loans

La Grande National Bank

LA GRANDE, OREGON

Capital \$200,000.00, Surplus \$50,000.00, Resources \$1,000,000.00 Fred J. Holmes, President; C. C. Penington, Vice President; F. L. Meyers, Cashier; E. Zundel and H. E. Coolidge, Assistant Cashiers.

DIRECTORS

Fred J. Holmes, J. G. Snodgrass, J. F. Conley, C. C. Penington, H. S. Brownston, F. L. Meyers, A. Blokland, A. T. Hill, H. E. Coolidge.

have got to live, but kindly do some thinking for the reason why you have to seek your advertising back there. If you sift it to the last ditch, you will be a very much surprised man. We hope to advertise with you some day, but can't see any immediate prospect. With best wishes, we remain,

Yours truly, CHAS. I. FLYNN & CO. Per H. J. Evans, Factory Manager.

We intend to answer Mr. Flynn some day and maybe we will let you read our answer.

EDITORIAL COMMENT

Increase Railroad Men's Pay.

(The Oregon Journal.) More than 1000 million dollars was pocketed by the railroads in net profits the past year. It was an increase in net earnings of 26 per cent. Not only should the roads voluntarily give a small mite from this colossal profit to shorten the 12 to 16 hours that yardmen and freight trainmen were often forced to work, but they should give another mite out of it to shorten the hours and increase the pay of their office men and mechanics.

Tax the Transients.

(Roseburg News.) Regarding the complaints made by some of the local retailers here over the stopping off in the city for one day of representatives of city houses who take orders of suits, cloaks, gurs and other articles, and pay nothing for the privilege, it can be said that the Merchants' association, of which there is a very active membership here, must have been asleep at the switch. There is no question about the justice of a license being assessed in a matter of this nature. Roseburg merchants who carry the kinds of merchandise for which orders are solicited by the transients, must pay

their taxes and other expenses connected with doing business, and it is perfectly legitimate and right that they should have some protection. Such transients are not to be classed with "drummers" who carry samples for wholesale houses, for they conduct their business directly with the customers of the local retailer, while the regular traveling man deals with the merchant. The license should be collected.

The Best Remedy.

(Eugene Register.) During the season that is just coming to a close a great deal of excellent road work has been done in Lane county, and a great deal of money has been spent. It is safe to say, however, that every man who drives over a piece of good road is willing to admit that it is worth all it cost.

But a good piece of road is doubly worth its cost if it is kept in good condition. If its surface remains smooth and its drainage good it is a good investment, but if it is permitted to deteriorate and go to ruin long before it should it is not a good investment. In the latter case it is not worth all it cost.

Roads deteriorate and go to ruin before their time because they are not maintained systematically. Tiny depressions are permitted to grow into big holes. Ruts are allowed to get deeper until they break through the foundation and cause deep mudholes. Drainage is allowed to be interrupted and grades are washed away. And so it goes.

The remedy for these things that destroy roads before their time is systematic maintenance and the patrol system is the best method of systematic maintenance that has yet been devised. Does anyone think otherwise?

Death of Mr. Ramsdell.

(The Oregon Journal.) In the untimely death of Horace D. Ramsdell Portland has lost an asset. The personal friends who joined with his bereaved family yesterday in paying a last tribute of respect and love

as his body was borne away, grieve at the loss of a true and loyal friend and companion; but there are many out beyond the borders of personal acquaintance who regret the passing of Mr. Ramsdell because he was a vital and dynamic force in the progress of the city and the state.

The Harney Orchestra.

(The Oregon Journal.) We are not surprised that Harney county sends us this band of charming child musicians. From those free uplands, so near to heaven and the cloudless sun, all sorts of geniuses will be coming as the years pass by. The symphony orchestra shows us what wonders the sagebrush land can produce but it does not end the tale. Other wonders are yet to come.

What could be more beautiful than the thought of these children discoursing sweet music as they travel about the state studying the books and sermons to be found in the life of their time? At the Salem fair they see the symbols of Oregon's wealth and resources. At Portland they are guests of the schools, the clubs and musical societies, but wherever they go they pay their way. There never was an organization which more perfectly carried out the good American rule of give and take. If they gain happiness from their adventures they give as much and more in their music.

We do not see how the children of Harney county can be anything but prodigies, living as they do in the light of good Bill Hanley's countenance which forever radiates joy and inspiration. We shall look to see more young musicians coming from out his way next season and a band of youthful poets with them, gay troubadours with gladness in their hearts and the bloom of the uplands on their cheeks, lovers of beauty, joy and life and lovers of freedom, too, because in Harney county they are all good Americans as well as born geniuses.

Wife of Vice-President Ill Elkhart, Ind., Oct. 2.—Mrs. Thos. R. Marshall, wife of the Vice-President, is ill here with ptomaine poisoning.