

THE OBSERVER

An Independent Newspaper. Published Daily and Weekly at La Grande, Oregon, by the LA GRANDE EVENING OBSERVER PUBLISHING CO.

J. D. MEYERS, President, H. B. LEITER, Vice President, CLARKE LEITER, Editor and Publisher.

Entered at the Postoffice at La Grande, Oregon, as second class matter.

On Sale in Other Cities: Oregon Hotel News Stand, Portland; Imperial Hotel News Stand, Portland.

Advertising rates on application.

Telephone Main 37

City Official Paper. Member United Press Associations.

SUBSCRIPTION RATES.

By Carrier. Daily, single copy 5c. Daily, per week 15c. Daily, per month 65c. Daily, per six months in advance \$3.50. Daily, per year in advance \$7.00. By Mail. Daily, by mail per year, in advance \$4.00. Weekly Observer-Star, per year in advance \$1.50.

The Observer carrier boys are instructed to put the papers on the porch. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone the Observer, as this is the only way we can determine whether or not the carriers are following instruction. Phone Main 37 before 7:30 o'clock and a paper will be sent you by special messenger if the carrier has missed you.

Address all communications to THE OBSERVER, 1710 Sixth Street.

THURSDAY, DECEMBER 21, 1916.

THE FEDERAL FARM LOAN ACT.

There is no question about the demand for money from the farmers. The announcement of the location of the twelve Federal Farm Loan Banks will soon be made.

Already applications for loans of \$150,000,000 have been received. The first issue of bonds will be about \$10,000,000, which will be rapidly increased as the machinery is speeded up in operation.

But this all takes time. The whole scheme hinges upon the sale of the bonds which will bear from 4 1-2 to 5 per cent interest.

The big investors of the people's money are the life insurance companies.

There is a question whether these insurance companies, which have millions loaned to the farmers at 6 to 7 per cent, will immediately invest in the farm loan bonds.

But eventually they will have to, because as their mortgage loans mature, the farmers will borrow from their farm loan associations.

Union county, through its agricultural council, will be one of the first counties in the state to have a farm loan association.

ECONOMY IN FOOD.

Why the British find it necessary to curtail the food consumption of their people may seem something of a puzzle, but there are several reasons for it.

The high cost of living has something to do with it. All of England's food supply is shipped in and must be paid for. With the trade balance disappearing on account of its huge purchases of munitions, the less it buys the less money Great Britain will have to borrow in the United States.

With the Federal Reserve Board frowning upon the purchases of allies' bonds by American banks, it is getting more difficult to float loans in this country unless supported by gilt edge collateral.

The U-boat warfare has destroyed a great amount of shipping and cargoes. The German reports are that their U-boats have sunk 3,000,000 tons of hostile and neutrals shipping, carrying contraband of war. The

Here Is a Store Just Brimful of Christmas Goods



Shop Early at the Early Closing Store - We Close at 6 p. m. - Open Sat. Night

Handkerchiefs For Men and Women

Women's sheer linen initial handkerchiefs, plain script initials, also fancy embroidered in all white and colors 25c, 35c, 50c, 75c. Women's linen handkerchiefs, a large assortment of patterns 15c, 20c, 25c, 35c.

Men's Handkerchiefs

Men's all linen handkerchiefs 25c, 35c, 50c. Men's linen initial handkerchiefs 25c, 35c. Men's silk handkerchiefs, plain, initial 50c, 75c. Children's novelty handkerchiefs, 3 for 25c.



Footwear

Footwear novelties in the popular materials and combination colors.

\$3.50 to \$10.00

Christmas Slippers for men, women, children. Fur and ribbon trimmed, all colors.

\$1.00 to \$2.50

Men's leather slippers, black and tan, variety of style.

\$1.50 to \$2.75

Interwoven Socks

Interwoven hose, the one silk hose that wears—white, black, tan, gray. 35c, 50c.

Men's neckwear, extensive variety of newest weaves and patterns.

25c, 50c to \$2.00

Women's silk hosiery, all colors 50c to \$1.75

Dainty Neckwear, for gifts 25c to \$1.50

Umbrellas, fine assortment, newest styles, carved and tipped handles \$1.50 to \$7.50

Gloves for street and dresswear, black, tan, white, brown, extra quality \$2.00 to \$4.50

Silk kimonos \$3.50 to \$12.50

Bath Robes \$3.75 to \$18.00

Gifts For Men

Our men's department is the place to shop for men, where you get real men's styles and best values.

Extra quality silk shirts \$4.00, \$5.00 to \$7.50

Men's and Boys' sweaters, turtle neck, Jersey coat, all colors \$1.50 to \$8.00

Combination sets, handkerchiefs, tie and hose to match, also suspenders and garters to match \$1.00 to \$2.50

Silk and knitted mufflers, black, white, grey .75c up

Collar boxes \$1.50 to \$2.25

Belts 50c to \$1.00

Military Brushes \$1.50 to \$3.50

Toilet Sets \$3.50 to \$10.00

Women's Musing Knit Underwear

-All styles in wool, wool and cotton, wool and silk—

\$1.00 to \$4.00

Italian silk gowns, combination suits and corset covers.

\$1.00 to \$6.00



shipping alone is said to be worth \$200 a ton or \$600,000,000. It would be surprising, indeed, if the mistress of the seas felt the tightening of the hunger belt.

ERIC ALLEN GIVES IDEALS OF JOURNALISM

Dean of School of Journalism of University of Oregon Speaks on Three-sided Preparation Necessary.

Missoula, Mont., Dec. 21.—(Special)—Journalism is not altogether a profession, and the universities have no right to give a young man a purely literary and professional training and turn him out to grapple with the problems of the newspaper world, according to Eric W. Allen, dean of the School of Journalism of the University of Oregon, who gave the presidential address at the opening session of the Western Association of Teachers of Journalism which began its annual two-day convention here last Friday. Besides being a profession Mr. Allen maintained that journalism is on one hand, a business, and on the other, an opportunity for public service. The road to the highest places in the newspaper world is barred, he maintained, to the man whose training

and experience is limited to only one or two of the three phases of the work, and he reported that the last ten years have demonstrated that the schools of journalism can fill a definite need by providing a three-sided preparation which it has been difficult for a young man to get in the old way in the newspaper office itself.

Journalism, like Gaul, is divided into three parts. The universities, like Caesar, must try to put it together again, said Mr. Allen. Train a young man exclusively as a writer and what happens? He gets a good salary and leads a most interesting life but when he gets to be 35 or 40 years old he finds that promotions are few and money reward stationary. He sees small hope of a leisurely and comfortable old age.

A man with a purely business training will do no better. He is not equipped to direct this peculiar institution, the newspaper. He will cast his fortune into a bottomless pit to join the wasted money of many able financiers from Jay Gould down. And a newspaper run solely and purely as a business is a pretty disagreeable sort of a business at that. Nor is the social idealist much use in journalism, unless he can back up his ideals with professional ability and fortify his independence by meeting his payroll, paying his bills, and having a little margin left over for self-confidence.

It is the duty of the School of Journalism to weld these three abilities, and at the present stage of our development the most urgent of these is business. There is no occupation today that furnishes the opportunities that the newspaper is offering the man who understands news, business management and honest community leadership, all three. It is just because this three-sided development is so rare that one can now buy a small newspaper cheap, and if he knows how, can in a few years turn it into a valuable property and a power for good.

Journalism has the highest ethics and the hardest to live up to of any of the professions. The newspaper man trying to do right gets little sympathy and no understanding outside of his own profession. The other powers that make for righteousness are often found with perfectly clean consciences but imperfect knowledge urging him to do what he alone knows would be wrong. "Pitiless publicity" is more popular in theory than in practice. I dare say that there is scarcely a prominent clergyman, educator, or political reformer in the land who has not at some time tried to divert some newspaper from that even-handed justice

which is our ideal. And the paper is then exorcised for "attacking" the church, the college, or the reform movement.

The newspaper of the future, the newspaper we are working toward, will be financially strong, paying good wages and high salaries, and maintaining its independence; strong in its news, telling the truth without fear or favor; strong in its leadership, working for the economic and spiritual welfare of the common man and boldly standing up against the forces that would demoralize his mind or exploit the products of his labor.

EDITORIAL COMMENT

The Lumberman's Problems. (Eugene Register.) With lumbermen from all over the

United States gathered on the coast, it is evident that the best brains in the country are being brought to bear on the problem of what to do to make the lumber industry more profitable. Undeniably, it is a problem that needs the country's best brains for the lumber man has been in a bad way for several years. Caught between the upper millstone of a decreasing market and the nether stones of growing carrying charges, he has been sadly put to it to escape being ground to pulp. Some have not escaped.

To the question, what is the matter with the lumber business? there are so many answers as to be confusing. Too much waste is one answer that has received a great deal of attention recently. Compelled to market their product on the narrowest kind of margins in recent years, the lumbermen of the Northwest have had little time to devote to caring for their by-products. The best they have been able to do in

the way of eliminating waste is by reducing labor cost through modern machinery, equipment, and in many places—notably at Springfield—this method of economizing has been carried to remarkable lengths. As yet, however, little has been done in the way of utilization of by-products.

Another handicap under which the lumbermen have been laboring is lack of organization in selling. This cannot of the men who are directing the industry, for they have long seen the lack and have done what they could to fill it. But they have been hampered by absence of clear understanding of the anti-trust laws and by fear that if they went ahead and did the things they saw were needed they would get into trouble with the government. An effort is now being made to remedy this situation, and it is possible that it will succeed.

Our Want Ads bring results.

XMAS GIFTS FOR HIM

BUY HIM A FINE BOX OF CHOICE

- Doublons, Van Dykes, Roi Tans, Gatos, Reios, Flor De Moss, Coral Keys, Carabanos, Elsidelos, Palos

ALSO

High Class Home-made Cigars

Absolutely the best line of Pipes, Cigars, Tobaccos and Candies

BUY HER A BOX OF JOHNSON'S CHOCOLATES

XMAS GIFTS FOR HER

THE CLUB

CIGAR STORE Arch Bacon, Manager

The Wheel That Squeaks the Loudest is the One That Gets the Grease

The same assuredly applies to you and me, as well—in order to get anywhere in this world, we must attract the attention of the big men. Now listen, young man! Nothing helps a young man more in advancement in business than to be known as one who keeps his bills paid, meets his obligations, has a bank account, and pays his bills by check. You know that.

You will receive the same courteous attention with a dollar deposit as you would with a hundred dollar one.

La Grande National Bank