

# Farms For All The Returning Soldiers

(Continued from page 1.)

It has been officially estimated that more than 15,000,000 acres of irrigable land now remain in the government's hands. This is the most remaining storehouse of government land for reclamation. Under the policy and program millions of these acres could be reclaimed for future farms and homes. It is the duty of the government to determine the amount of swamp and overflowed lands in the United States that can be made available for farming purposes. Just how much there is has not been determined with accuracy. Practically all of it has passed into private ownership. For that reason, in considering it, no effort was necessary to work out a policy between the private owners and the government unless the land was purchased. It has been estimated that the total area of swamp and overflowed lands in the United States is between 75,000,000 and 80,000,000 acres. Of this amount it is stated that about 600,000,000 acres can be reclaimed and made profitable for agricultural purposes. The undeveloped swamp lands lie chiefly in Florida, in the states along the Atlantic and Gulf coasts, in Mississippi, Louisiana, Missouri, Indiana, Michigan, Minnesota, Wisconsin, and California.

What amount of land in its natural state is suitable for farm homes can be made suitable for cultivation by drainage only through surveys and studies on development. We know that authentic figures

show that more than 15,000,000 acres have been reclaimed for profitable farming, most of which is in the Mississippi river valley. It may be said that this country, outside of Alaska has no frontier today. Of course, Alaska will still offer opportunity for a pioneer life. And of course, Alaska likewise has yet unknown remarkable agricultural possibilities. Unless we make possible the development of this land by the men who desire their life in the field, we will lose a great national opportunity. This is an immediate duty. Our thought now should be given to the problem. And therefore, we desire to bring to your mind the wisdom of immediate supply of the interior department with a sufficient fund with which to make the necessary surveys and studies. We should know first how much, and how much swamp land reclaimed, nor where the grazing land is and how much cut-over land is cleared, but we should know the definite areas where it is practicable to begin new irrigation projects, what the character of the land is, what the crops it will support, and what the cost will be. We should know also, not in a general way but with particularity, what definite areas of swamp land may be reclaimed, how they can be drained, what the cost of the drainage will be, what crops they will raise. We should have in mind specific areas of grazing lands, with a knowledge of the cattle which are best adapted to them and the practicability of supporting a family upon them. So, too, with our cut-over lands, we should know what it would cost to pull or blow out stumps and to put the lands into condition for a farm home.

And all this should be done upon a definite planning basis. We should think as carefully for each one of these projects as George Washington thought of the planning of the city of Washington. We should know what it will cost to buy these lands if they are in private hands. In short, at the conclusion of the war the United States should be able to say to its returned soldiers: "If you wish to go upon a farm, here are a variety of farms of which you may take your pick, which the government has prepared against the time of your returning." I do not mean by this to carry the implication that we should do any other work now than the work of planning. A very small sum of money put into the hands of men of thorough experience, and vision will give us a program which will make us feel entirely confident that we are not able to absorb, or that we would be in condition where we would show a lack of respect for those who return as heroes but who will be without means of immediate self-support.

A million or two dollars, if appropriated now, will put this work well under way. This plan does not contemplate anything like charity to the soldier. He is not given a bounty. He is not to be made to feel that he is a dependent. On the contrary, he is to continue in a sense in the service of the government. Instead of destroying our enemies he is to develop our resources.

First number Y. M. C. A. High School Lyceum course, Tuesday, Dec. 10th. It will be treated. Don't miss it. 12-5-11 pd.

The Observer furnishes and prints Butter Wrappers.

Observer advertisement rates.

## VALUE OF PUBLICITY

**Newspaper Advertising Greases the Skids of Salesmanship**

"To my mind the dealer who invests some money in sample orders and then will not invest a small additional sum for local advertising to further his sales, is too slow for the tractor game," said one progressive Avery dealer in a recent discussion of the value of a local advertising campaign.

And he knew that he was talking about, for he is a present user of local advertising and says that he was able to trace the sale of three tractors last season to the advertising he had done locally. To continue in his words, "We know the Avery Company is a good advertiser; in fact, the only object in the local dealer's advertising is to make the connecting link between the advertising done by the Avery Company and his own. This lets the prospective buyers in his locality know where they can see and buy Avery machinery."

This is exactly the point we want to bring out. The Avery Company is one of the biggest advertisers of motor farming machinery. Millions of readers of farm papers read Avery advertisements each year. A number of these readers live right in your neighborhood. Unless you take advantage of the free advertising service as outlined in the Avery Agents' Advertising Aid Book, and advertise locally, much of this huge national advertising will do you no good whatever. It is the local advertising that does the national campaign to you and your business.

We furnish you with a free electrolyse service which puts real "pop" into your local advertisements. These cuts are made from the best drawings obtainable of agents showing the Avery machines at work in the field. They put life into your advertisements and make them very attractive. No advertisement is complete without one or more of these cuts.

Plan a good advertising campaign in your local newspaper. It will pay you. Results from advertising are not always immediate, but they are cumulative. A small advertisement run weekly during the proper season will produce better results than a double page headline yearly.

The selling power of an advertisement does not depend so much upon the size of the advertisement as it does upon the number of times it is repeated. Repetition is the thing that counts in advertising.

Try advertising locally for three months and you will see for yourself its many advantages.—The Avery Agent.

**Basely Understood.**  
The store that is different always does better than the store that is indifferent.—Kansas City Journal.

**Barber Blames Customs**

This staff about the talkative barber is all wrong, it appears. A barber writes Seattle Post-Intelligencer protesting against further misrepresentation. It is the customer who insists upon opening his heart, he writes, and the poor barber is obliged to listen to all manner of confidential patter, home troubles, scandals, and occasionally the customer stabs a barber with a knife. It is this latter contingency that impels him to protest.

**The Other Way Round.**

Either success or failure comes to those who stray away from the beaten path.—Winnipeg Telegram.

## NEW TODAY

**WANTED**—To hear from owner of good ranch for sale. State cash price, full description. D. F. Bush, Minneapolis, Minn. 12-7-18

**FOR SALE**—Furnished house, barn, chicken house, berry bushes, fruit trees, best soil in La Grande. This is a bargain at \$1600. P. O. box 594, La Grande, Oregon. 12-7-18

**FOR SALE**—Garage in one of the good towns of the Valley. Actual invoice better than \$3000, but on account of sickness will sell considerably cheaper. So better proposition for a garage man, but it will require half cash to close, balance secured. SECURITY LAND & SAVINGS CO. 12-7-18

**FOR SALE**—Two fine residence properties at a bargain. Close in, paved street, best part of town. SECURITY LAND & SAVINGS CO. 12-7-18

**FOR SALE**—Two heating stoves, cheap, also boring machine, with 1 1/2 and 3 inches. Oswald Volkswinkel, Inland City. 12-7-18

**WANTED**—Large knitting mill desires woman to work in own town. Easy business; permanent. Salary or commission, all or part time. Guaranteed Mills, Norristown, Pa. 11-16 Sat. only 12t pd.

## TEACHERS' EXAMINATIONS

Notice is hereby given that the County Superintendent of Union County, Oregon, will hold the regular examination of applicants for State Certificates at La Grande High School as follows:

Commencing Wednesday, December 18, 1918 at 9:00 o'clock a. m., and continuing until Saturday, December 21, 1918 at 4 o'clock p. m.

Wednesday Forenoon—U. S. History, Writing, (Penmanship), Arithmetic, Drawing. 12-18-18  
Wednesday Afternoon—Physiol-

ogy, Reading, Manual Training, Composition, Domestic Science, Methods in Reading, Course of Study for Drawing, Methods in Arithmetic.

Thursday Forenoon—Arithmetic, History of Education, Psychology, Methods in Geography, Mechanical Drawing, Domestic Art, Course of Study for Domestic Art.

Thursday Afternoon—Grammar, Geography, Stenography, American Literature, Physics, Typewriting, Methods in Language, Thesis for Primary Certificate.

Friday Forenoon—Theory and Practice, Orthography, Physical Geography, English Literature, Chemistry, Physical Culture.

Friday Afternoon—School Law, Geometry, Algebra, Civil Government.

Saturday Forenoon—Geometry, Botany.

Saturday Afternoon—General History, Bookkeeping.

Very truly yours,  
J. A. CHURCHILL,  
Superintendent of Public Instruction  
12-3-18-19

## IF RUSSIA HAD GERMANY'S PRESENT OPPORTUNITY

(Continued from Page 1.)

July offensive, Rupprecht appealed to the Russians not to obey. These appeals were widely circulated. At the same time Germanophiles were active internally, and their cumulative impact against Russian morale was tremendous.

"Russia faced starvation single-handed, and fell down because it was physically impossible for her to meet the situation unaided. If a similar food crisis arises in Germany the latter has the right under the armistice to appeal to the allies, in which event the allies should respond for their own protection against Bolshevism. Therefore, Germany is not obstructed by any of the great obstacles which caused Russia's failure."

The former premier, sitting in the parlor of a friend's house in the secluded Cambridge stairs terrace and speaking in French, paused for a moment. He had greatly aged in appearance since last June. When he resumed speaking, his voice was tense with earnestness.

"Germany probably has turbulent days ahead and may split up, but I do not believe she will be subjected to the supreme tragedy, like Russia."

Family Held as Hostages.

"I believe the German revolution is sincere. I do not believe it is possible to 'hippodrome' on such a scale. Furthermore, it must be remembered that the personnel of the German army has been completely altered since 1914, when 80 per cent of the officers were aristocrats. Now there are only 20 per cent."

Again he paused. Then, smiling quietly, he said: "Of course, it is difficult for me to speak dispassionately of Germany, which wronged the entire world, then supremely wronged Russia by robbing

# Don't Get The "Flu"

Hanging out the clothes is the best way in world to take cold.

Next week send the wash to us.

You'll be pleased with the work and service.

## STANDARD LAUNDRY CO.

PHONE MAIN 65

**Only 3 Weeks Till Christmas**

**COME IN AND MAKE YOUR SELECTION WHILE OUR STOCK IS COMPLETE**

**G. S. BIRNIE**  
Jeweler and Optician

## ACQUIRING A PERFECT FIGURE



Most women who have perfect figures did not have them originally. They have acquired them. A woman gradually takes the shape of her corset. The corset produced by the most artistic designer is the right one to wear to secure a perfect figure.

**MODERN CORSETS Front Laced**

are most dramatically and artistically designed. They are comfortable, stylish and gradually mold the figure into that beautiful form that every woman admires and desires.

**PAULINE LEDERLE**

**Security Insurance Agency**  
CHAS. H. REYNOLDS, Manager.

is in the front rank in Fire, Accident and Health, and Automobile Insurance.

**Our Service is the Best**  
—We Write Bonds—

**ABERDEEN Utah Coal**

Its Clean—Little Soot—No Clunker

**Thoroughly Dry Wood**  
12 inch, 16 inch Lengths

**Hay Grain Storage**

**Sawyer-Holmes**  
MERCANTILE COMPANY  
PHONE MAIN 17

**YOUR EYES**

are breadwinners. Master minds and willing hands are no good without them. They are the only avenues to enjoyment and education, improvement and success. Can you afford to neglect them?

Our optical department is equipped with the most scientific instruments to insure correctly fitted glasses.

We invite you to come and inspect this Department.

We surface and grind our own lenses.

**J. H. Peare & Son**  
La Grande's Leading Jewelers and Optometrists