

EDITORIAL PAGE

"To Work — To Work"

All over France today there are signs reading: "To Work — To Work." The whole story is told in those two words. France is suffering from idleness just as every country suffers from idleness after a big war.

Here in La Grande there is a large number of people who are positively worthless—both women and men. Idle men and idle women, they toil not, neither do they spin.

The Observer would like to see the city spend some money in a complete police system, card indexing every person in La Grande so that a record of employment may be had.

Idleness is hell's own home. The idle mind and the idle body combine for mischief. When the dapper young man, who is too lazy to work, runs out of money, he does not think of working—he thinks of stealing.

To Work—to work. Let all take up the cue that France has given and place placards on every corner. Back it up with a police force of sufficient size to be effective.

ENFORCE LAW AND ORDER.

At Centralia, Washington, a committee of citizens has been formed that takes the mind back to the old days of the vigilance committees of the West.

It is called the Centralia Citizens' Protective Association, and its object is to combat I. W. W. activities in that city, and the surrounding country.

Gradually, from the chaos which seemed about to engulf her, the old, real America is beginning to emerge.

It is high time for the people who do believe in the lawful and orderly conduct of affairs to take the upper hand. There has been more than enough of rioting, of obstructive and destructive measures.

King Albert says he never met an American soldier who didn't know what he was fighting for. That was during the war, however.

The preacher who saved \$50 to build the world's series games, and then gave it to help build a new church, certainly deserves a heaven with baseball in it.

If ministers didn't have to work seven days a week, or if they got time and a half for Sunday work as industrial workers do, it wouldn't be so bad.

There are 60,000,000 gallons of whisky left in bond by the prohibition law. Liquor, liquor, everywhere, for any drop to drink!

Now, isn't it absurd that you can't buy enough sugar for your coffee or your oatmeal, but you can buy all the candy you want?

What's the cost of living compared with the cost of playing? Baseball fans paid \$22,000 to see those championship games.

As yet no other county has been shot for a deer. Douglas county carries the banner for this annual occurrence.

If an egg that cannot be used should "turn," beware of letting it turn more than one-half of 1 per cent.

Jerked deer meat will be a delicacy this winter—but it will be found in some of the homes.

CONCERN OVER THE PRESIDENT'S CONDITION.

There is naturally a great deal of concern about the condition of President Wilson. The health of a man occupying so great a position is, quite aside from all personal interest, of importance to the whole nation in a thousand ways.

There is probably more concern than there need be about the matter because of the mystery that has been made of it. The motives of the president's physicians and of his family and close associates are doubtless of the best.

There is little to gain by suppression of the full facts. If there is a good prospect of the president recovering and resuming his duties within any reasonable length of time, the public ought to know it for the reassuring effect it will have on politics, business and other activities.

Such practical considerations, it need hardly be added, are not at all incompatible with the sincere sympathy felt with the president and his family by the whole nation and the earnest hope that he will soon recover and play his part again in public affairs.

THE STEEL STRIKE AND THE COAL STRIKE.

The steel strike drags along rather unsatisfactorily, so far as the employees are concerned. The employees seem to be making slow but steady gains. Men filter back to work, or substitutes are obtained, and closed mills are reopened or crippled mills restored to nearly normal output.

The coal miners will do well to consider this lesson. They are talking of going on strike November 1, because the operators have refused a set of demands which include a six-hour day and a five-day week, along with a 60 per cent increase in wages.

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CHURCH FINANCING ON BUSINESS BASIS.

A new method of financing the building of churches where funds are insufficient and congregations small or poor, is being watched with considerable interest.

So far as is known, a congregation in Poughkeepsie, New York, was the first one to try this plan. There was no difficulty in interesting the members, and in an incredibly short time bonds enough had been turned in to enable the committee to get a bank loan and begin building operations.

Plain business methods which run the affairs of the church upon a solid basis cannot be too highly commended. The plan given above should appeal to the average congregation as vastly better than the hazy system of pledging for subscriptions, the strawberry method, the lottery and other devices which usually result in a minimum output of effort with a maximum result in cash for the building fund.

A CAMPAIGN FOR SPEECH TRAINING.

The branch of education here selected at last is receiving attention

it deserves. This is the matter of speech training, which is being taken up by one after another of the public schools until the wave seems likely to sweep over the entire country.

The aim of the speech training is to give every child command of correct, chosen, correctly enunciated English. It has to do with the elimination of slang, the use of pure and correct English and the habit of giving every word its terminating letter.

The great trouble in this corrective speech training in the schools is the lack of co-operation in the home. It is a little difficult for any teacher, however skillful, to offset in five hours the other working hours spent away from her influence, and likely enough directly under influence of the contrary sort.

But the movement is well under way

Report of Tourist Association

To the President and Members of the Board of Directors, Gentlemen:

The end of the war and the removal of the restrictions upon travel by the United States government have it possible for us to reap the harvest from our two and a half years advertising campaign. It is not necessary to try to prove that the Pacific Northwest has benefited this year from the tourist trade. That has been evident in every city, town and district throughout Oregon, Washington and British Columbia.

Advertising Helps. The question is, has the Pacific Northwest tourist association had an influence in the creation and encouragement of this travel. It has most undoubtedly.

We have many evidences that the association has played an important part in making the Pacific Northwest known as the real, logical summer playground of America. It might be sufficient to give one brief, concise and convincing proof, and it cannot be done in any better way than to quote a telegram received from Mr. D. M. Leonard, head of one of the largest hotel syndicates in the world. This telegram was in response to an inquiry as to whether or not the work of our association had had any influence in the decision of his company to build hotels in Tacoma and Seattle. It is addressed to the secretary and reads as follows:

New Hotels Secured. Persistent advertising of your association, which has made Pacific Northwest acknowledge summer tourist region of America, has been important factor in influencing our hotel organization in decision to establish hotels there. World knew nothing of the great attractions of your part of the country until the systematic advertising campaign was started. Every dollar thus expended will bring big returns. The West must advertise to get the business. Nothing will have greater tendency to stimulate business in all lines. Growth and development of any region is largely dependent upon number of visitors attracted there.

Travel Was Stimulated. Previous to the formation of this association, the press in our larger cities emphasized the fact that we were not getting the travel our attractions and climate warranted; that this business was going to other parts of the continent, not because they had anything greater to offer, or even as much, but because the people were told about them by advertising and publicity.

Motaged as Business Concern. This association was formed after weeks of consultation between prominent citizens who were not directly interested in tourist travel, but who like the press, felt that we were missing benefits and opportunities for business that might and should come to us because of this ignorance on the part of the public. These men elected directors from each of the two states and the province embraced in the association who undertook to give their time free of any remuneration and of any recompense for the money expended in visiting various parts of the territory to attend meetings and the other business of the association, so that this work might be carried on in an intelligent, business-like and thorough manner.

It is for you gentlemen, who formed the board of directors for the past year, to whom this report is addressed, but the public ought to know that you, like the directors who served in 1917 and 1918, have conducted the affairs of the association so as to bring the results that will be set forth in this report; that you have expended the money as wisely as you could have expended the money in your business; that it has been done out of a sense of public-spiritedness with the single aim of capitalizing an important

asset and bringing an immense revenue into the Pacific Northwest. In our first report we showed what we had attempted to do in the laying of a foundation and how we proposed to carry on. In our second report we pointed to partial results from work we had already done, and prophesied a little as to what our ultimate results would be. Now we are demonstrating what has actually been accomplished so far.

PREDICTION OF A SUPER-HEN.

Alton E. Briggs, of Boston, president of the National Poultry, Egg and Butter association, predicts a race of super-chickens. A new type of hen, he says, is being bred already, and is destined to attain a size as large as that of the turkey, with eggs two or three times their present size.

The more wonderful still, he explains, the cost will not be much more than people are paying for poultry, an egg at the present time. The giant chicken prophecy may find credence, but who can believe the rest of it? Of course, those super-chickens and super-eggs will be sold by super-profiteers at super-prices.

Somehow it doesn't seem quite fair for the W. C. T. U. to declare war on the cigarette and yet tolerate the Pittsburgh stogie—not to mention the campaign cigar and the over-ripe pipe.

World Leans of Attractions. Let us take one line out of it alone—"World knew nothing of the great attraction of your part of the country until the systematic advertising campaign was started."

We understand from the public press that another large hotel corporation, the Boyman company, of New York, will also establish a potential hotel in Seattle. These are benefits of a most concrete character.

Let us consider for a moment what these investments from "outsiders" mean. They mean that the wealthiest people in the United States, Canada and Europe will be able to come into our midst feeling that they have the same accommodation that they can get in New York, London, or any of the great cities of the world. These visitors will be able to realize our opportunities for investment and for development and remain here at leisure and in comfort, while they investigate our natural resources and possibilities.

It is gratifying to find this need of new hotels and this increased tourist travel apparent not only in the larger cities, but in almost every city, large or small, throughout our entire territory. In some cities, Coonah, for example, excellent new hotels have been

opened. In Olympia a 300-room hotel is now being built and in British Columbia many hotel buildings which were unoccupied three years ago have been refurbished and have had a very profitable season. The purchasing power of these hotels in their own community adds greatly to general business and the employment of labor.

It might naturally be asked, how have we carried on this campaign? What methods have we used? Have they been well used and has the campaign as a whole been such as to commend itself to those who really know what advertising is and how it should be conducted? We believe that we have done all of this.

Newspapers and Magazines. We have carried advertisements running from full pages down to four-inch double-column in fifty of the leading newspapers in the United States and Canada, with a circulation of five million people per day. We have carried full page and in some cases two-page ads. in some of our best known national magazines, magazines of general circulation, of travel, of recreation and sport, having a circulation of five million per issue.

Editors' Visit Helped. The visit of the National Editorial Association to Oregon, Washington and British Columbia in August of this year, is one of the outstanding results of the initiative and work of the association. The expense entailed last year in securing this convention for the present season was infinitesimal compared with the immense amount of publicity which we are now deriving from their visit. There were thirty-eight states represented, and in almost every case the publisher of the paper himself attended the convention and wrote the articles for his paper. It was an excellent thing for this country to have these men become personally familiar with it, its resources in minerals, lumber, fish and agriculture, and its future potentialities as an industrial center, as well as to become acquainted with its scenic beauty and wonderful climate.

Enormous Auto Travel. The travel last year was largely confined to automobiles and we were able to report an increase of at least from 200 to 300 per cent. We are glad to report as great an increase in that class of travel this year, but it is very gratifying to note that a very large percentage of the cars come from the eastern and middle states. It was not local, as in the previous years. Never in the history of the Pacific Northwest have so many cars from states other than Oregon, Washington and British Columbia been seen on our streets and highways. These visitors are of a most desirable class, people of observation and wealth, whose patronage is very desirable.

Need of National Highway. This leads up to one of the most important matters in which the whole of the Pacific Northwest can interest itself, namely, the completion at the earliest possible date of a hard-surfaced national highway in the North, from ocean to ocean. If this can be brought about in the immediate future our campaign will be even more effective in bringing thousands of these visitors amongst us, and while upon this subject, the same thing may be said of the Pacific highway. It is time that this highway was put in first class shape from the Mexican border even as far as Hazelton in British Columbia, but at least to its present terminus. Whatever influence this association can bring to bear by co-operation with all commercial bodies, highway associations and other public institutions in bringing about these two things, should be used to the limit.

Picture vaudeville at Sherry's Sunday and Monday, the latest thing in movies. 10-17-21

BOILING GEYSERS IN THE SEA. HONOLULU, Oct. 18.—Boiling geysers today, six miles off the coast at Hilo, are believed to be due to eruptions of the ocean floor, rather than any lava flow from Mana Loa.

A WANT AD will do it.

AROUND THE WORLD WITH THE AMERICAN RED CROSS. On German Soil.



In the City Square of Treves, Germany, headquarters of the allied military forces, an ancient cross surmounting a monument marks the site's center of traffic. For this reason American Red Cross officials converted it, as shown by this picture, into a directory of all Red Cross activities in the city.

Some Country!

Finnegan, a railroad worker, though not he of "oh again, oh again" fame, returned to Ireland recently on a visit. On being questioned by his relatives concerning the wonders of America, he described its size as follows: "Phew, America is so big that if ye war to drag England through the Shites, ye wouldn't have a mark in 'er dirt, an' ye could lose Ireland intirely in wan o' thim great inland oceans we haw, phwat we call lakes, an' if ye had Scotland to get rid of there are a thousand count chumers ye'd put her, nobody could tell phwere ye'd put her, except Bogorra, for the strong smell av whisky."—Boston Transcript.

PRESIDENT HAD A GOOD DAY.

No Operation Will Be Necessary. According to Physicians' Decision.

(By Associated Press to The Observer.) WASHINGTON, Oct. 18.—President Wilson passed the best day he has known since his illness began, Rear Admiral Grayson said tonight. No operation will be necessary to relieve the swelling of the glands and the president is making a slow but steady progress towards recovery. This was the conclusion of the six attending physicians after a conference late today which lasted over an hour and a half.

The decision that no operation was necessary was made by Dr. Hugh Young, the Baltimore specialist. All of the doctors were agreed that he was making progress towards recovery. The program of complete rest, as outlined by Dr. Grayson and his associates is to be enforced, it was stated. There is no intention of referring to the president any matter not absolutely necessary for the sanction of his official power.

WARM TIME IN SENATE.

Plans to Hasten Action on the Peace Treaty are Again Upset in Debates. WASHINGTON, Oct. 18.—Plans to hasten the senate action on the Peace Treaty were again upset tonight. A rambling debate occupied most of the afternoon that had been set aside for the completion of the reading of the treaty text.

The reading will be resumed Monday. Starting a desultory discussion of the cause of the Irish independence, the debate, which shifted in quick succession as article 10 of the League of Nations and the dismemberment of Turkey was wound up in a bitter argument about the war record of Senator Hitchcock, of Nebraska, the administration leader in the peace pact.

A resolution was introduced proposing that as soon as the United States takes membership into the League of Nations, it call attention to the Republic of Ireland.

Senator Walsh argued that such a course suggested as the President declared on his western trip, the league offered the best hope for Ireland's freedom. Senators replied there was no hope at all.

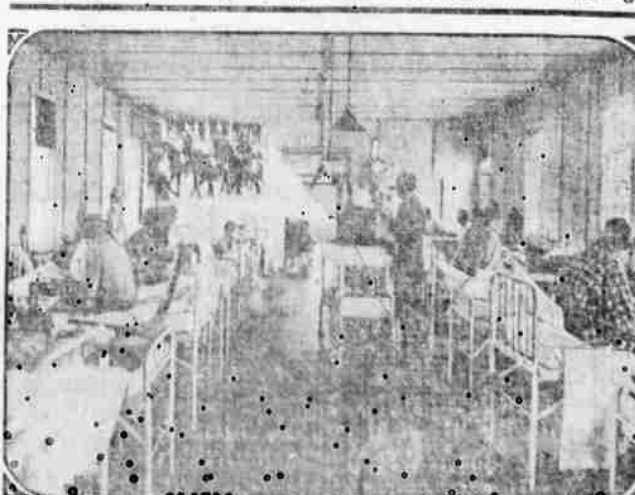
Senator Penrose, of Pennsylvania, charged it as "crowning the most insolent effort yet made to the Irish." The resolution went over without action.

The climax of the debate was reached when Senator Poindexter was attacking Hitchcock, who defended his course and declared that he would rather have the ill will of Senator Poindexter than his respect.

TROOPS RETURN FROM SIBERIA.

SAN FRANCISCO, Oct. 18.—Carrying 3170 men of the 27th and 31st regiments who were returning home after fifteen months service in Siberia, another transport arrived today, making the third to arrive here with returning members of the Siberian expeditionary force. There were on board, the bodies of sixteen who were killed in the battle with the Bolsh-

AROUND THE WORLD WITH THE AMERICAN RED CROSS. Recreation in Hospitals.



The American Red Cross conducts its recreational work in hospitals through the men and women introducing a multitude of recreation aids to the hands of the men. The accompanying view of a hospital ward shows in operation a new picture projecting machine, developed by a Red Cross recreational officer, which throws the pictures on the wall so that the men do not have to stir from their cots.