

La Grande Evening Observer

MEMBER OF THE ASSOCIATED PRESS

VOLUME XXV

SECTION ONE

LA GRANDE, OREGON, SATURDAY, NOVEMBER, 19, 1921

NUMBER 38

NEEDS OF UNION ARE SET FORTH

Ad Club Manager Writes in Portland Paper of Most Important Problems of County.

In a recent issue of the Portland Telegram, A. W. Nelson, manager of the Union County Ad Club, set forth the needs of Union county, calling especial attention to the necessity of better financing for livestock men, lower freight rates, smaller farms and more dairies. Mr. Nelson's articles were as follows:

"Nature and man did a splendid job of complicating matters when they shaped the destinies of Union county. Probably as in no other area of Oregon are local problems so manifold and complex, and, too, nowhere are as many cures required to push Union county to the front in the Western race for perfected development. It is also true that Union county has a less distance to go to be perfectly developed than most counties of Oregon.

"When the Creator chiseled the Grande Ronde valley out of chaotic rock and prehistoric waste with tool of his own choosing, he was lavishly kind to generations unborn. He studied the hills and vales with untold acres of commercial timber. He guided the streams from perpetual snow over precipitous cliffs that they might be harnessed some day and be made to develop energy to turn factory wheels. He hewed a valley 15x39 miles in area, and leveled its basin. He fertilized its soil and seasoned it with chemical ingredients necessary in the production of luxuriant verdure—grains, grasses, fruits and vegetables. He softened the rays of the sun lest they sear and burn and destroy crops and harass mankind. He fringed the basin with barriers of high mountains to stay the icy blasts that discommoded a wind-swept prairie. He adorned the hills and mountains with emerald lakes. He stocked the hills

with game and the streams with fish for the edification of man. In short: He built a place beautiful and equipped it with natural media by which humanity might achieve commercial success and bodily comfort—but he also left many odds and ends for man to finish.

"Thus, it develops, there are problems unsolved today that must be solved before Union county stands among its peers with its fertility in full bloom. In a community of diversified resources like this, it follows that there is no single panacea or all its shortcomings.

"Union county's problems, roughly concern its four primary sources of wealth. They are: 1—lumbering, 2—agriculture, 3—fruit growing, 4—livestock. Obviously, each particular source must be considered separately.

Need Lower Rates.

"Lumber—The millman must have better freight rates. He is so effectively hemmed in by freight barriers that his sales territory is too limited for desired expansion.

"Great quantities of by-products of milling go to waste because there are insufficient saw, door, toy and furniture factories or other medium of utilizing waste by-products of the sawmills.

"Agriculture—Farmers here have the same disease that is running its malignant course everywhere. Two and a half million dollars worth of cereals and hay were harvested this year with little or no profit to him who planted, tended, and harvested. In common with farmers everywhere, Union county agriculturists must have more pay for their products.

Need Canneries.

"Horticulture—First of all the fruit man needs greater confidence in his own industry. Secondly, he needs dehydrators and canneries to work into profit present waste. The fact that \$650,000 worth of fruit was sold this year profitably should stiffen his backbone. He needs better freight rates, too. He must also adopt more stringent packing and grading rules.

Finances Needed.

"Livestock—The stockman, spoken of here primarily as raisers and breeders of beef cattle and horses, needs a more thorough-going basis of government financing. Finances now provided for stockmen from Wash-

ington is a measure of relief, but there must be other help, in order that he can keep his herds intact until the markets ease their tumultuous pitching and until readjustments reduce the chasm between hoof and block. The beef cattle industry is catapulting to the bow wows because cattle are put on the block before maturity and fitness, but it is the breeder's only means of hanging on. If he doesn't sell when cash must be had his creditors will get him; if he does sell immature stuff, obvious economic consequences will deplete his herds. At a loss, beef cattle are disappearing from the ranges of Eastern Oregon with no less swiftness than the buffalo of the plains dwindled to extinction. This statement is Eastern Oregon wide in its application—not local.

If the above presentation of the case may be deemed the diagnosis then the pain has been located. The Portland Telegram has asked the commercial organization secretaries of the state to point out the needs and cures in their respective areas. Here with we have listed "what's the matter with Union county?" and here are some cures particularly applicable.

The Remedies.

"1—Colonization by soil tillers that know how to farm 80 or 160 acres. This immediately opens the old dispute that Eastern Oregon farms must be immense things, which may be true in places, but not here. True, one cannot farm 160 acres with combines and gasoline "fummaddies," but land that produces thirty to sixty bushels of wheat will provide a living from 160 acres with the right kind of farming.

"2—The second important necessity is an immediate increase in dairymen, an industry that is now confined to \$307,000, notwithstanding conditions are ideal for the industry. By many, the small dairy herd—not the large one—is held to be the foremost need in Union county.

"3—Irrigation, by some is held to be a cure-all remedy. But there is no life and death struggle for water here and though it will be a glorious day when irrigation ditches pour their life-giving elixir upon Grande Ronde soil, it is next to impossible to interest a farmer in irrigation when he has lived and can live without it—when he understands KUMING

stands dry farming and is ignorant about irrigation.

"4—Drainage. Thirty thousand acres of farm land naturally as good as any that lies under the blue canopy of the heavens are frequently flooded.

"5—Greater confidence. There is a disposition to 'mull' about and to look with half-hearted interest upon all new propositions—a condition no worse and no different than elsewhere. But a stiffer confidence must be developed and there must be less faith in greener pastures over the hill. Leadership is needed.

"6—Power developments. There are, goodness knows how many million-horse power of energy trickling to the sea for want of harness. For want of harness there is no power, for want of cheap power, there are insufficient factories. For want of factories, people are scarce. Man has not grasped the resources the Creator provided him with. Some fellow with a big sack—for that is essential—and with width between the eyes, is going to sense the situation in Union county some day—and increase the size of his sack.

"7—Freight rates must be put upon an equitable basis and left there—there must be no future possibility of reviving the tragedy of the long and short haul clause fights now pending.

The Telegram has asked what it can do to help Union county.

"Exploit our scenery. It is superb in quality, its variety is rare. Carry this message to man—Sylvan retreat or colossal peak—babbling brook or tumbling cataract; verdant plain and primeval forest—all are here and need only to be sold.

"What can the state do?" has gone forth as a query. Assuredly it can speed up the road program—it is the greatest boon in the hands of the state. Now that Willamette valley has been paralleled with hard surface roads it is well that the state complete at least one gravelled trunk highway through Eastern Oregon's great domain. Let Oregon be paved lapidarily, let's see more hot stuff in Eastern Oregon.

"And the nation. What can it do? A very specific field demands attention, namely: Reforestation of non-agricultural logged-off lands. The government can do inestim-

able good with beef and dairy herds by doing with them what it already has with horse breeders—disseminate among the dairy and beef cattle sections at little or no cost to the farmer, herd bulls that will put the future of the two enterprises upon firm foundations. Thousands can provide themselves with the nucleus of a herd, but to buy suitable bulls is another problem. Stallions distributed among herds of the West this year for service at practically no cost, will leave a progeny of tremendous value; dairy

and beef cattle herds need the same relief.

"And then, the writer finds, business man and farmer sums it all up in a few words—all this question of finding the problem and discovering the cure, when he demands a quick and firm correction of the present rate of foreign exchange. When the 100,000,000 bushels of surplus wheat grown in America this summer can be sold abroad—and surplus can go the same route—prices for farm products will come up. When all the ill-effects and knotty problems trace-

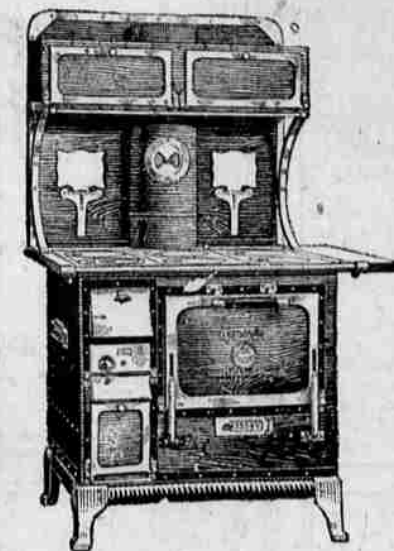
able to the lopsided foreign exchange are cured, there will be little left to do.

"You indeed, Union county has its problems, and The Telegram, the state, the nation, can give a large measure of help.

The peacock was once retained as food for kings and nobles, but can now be eaten by anyone who has the price.

OBSERVER WANT ADS GET RESULTS.

The Woman Who Owns



Price \$97.50
\$10.00 discount for cash

A MONARCH MALLEABLE RANGE does not experience cooking or baking failures. The MONARCH "Stays Satisfactory" and is built for use.

Put an end to your range trouble—invest in a MONARCH. You will be proud to own one and it will be more economical in the long run.

VITRIFIED Glass Coated Flue Linings in the MONARCH resist rust and corrosion — The DUPLEX DRAFT insures perfect combustion of fuel and the MICRO PROCESSED top requires no polishing. Come in now and LET US DEMONSTRATE THESE FEATURES.

Monarch
MALLEABLE
The Stay Satisfactory Range

W. H. BOHNENKAMP CO.

ARE
WE
RANK
QUITTERS?

YOU
ANSWER
FOR
YOURSELF

DURING the war we gave until it hurt that "our boys" on Flanders' fields of poppies red, might be served. The war in Flanders has ceased but racking pains still throb in the great aftermath of war. The unrelenting finger of suffering jabs and thrusts marrow and blood of thousands upon thousands of war injured.

Shall we forsake them now? Shall they be abandoned to misery conceived in war while we of whole skin, seek riches and pastimes in comfort and ease?

Right here at home loom new problems, themselves aftermath of war. The "Great War" is over, yes, but not the war against PRIVATIONS, the war against HUNGER, war against UNEMPLOYMENT.

Listen, people, of Union county—You can't evade your duty to our own needy and those of us who may become distressed and in need this winter. Your duty to ex-service men is no less than your duty to service men. Your duty to your neighbor is no less, no greater, than your duty to former soldiers.

"WHAT IS THERE THAT I MAY DO?"

An agency of highly developed organization, with a heart of gold and a mind of goodness and mercy, pleads for a dollar from every man and woman of Union county not now in actual distress. That agency knows where suffering is—at home and abroad, in La Grande, in Union county—and it CAN spread your dollar over more service than you can.

Your annual membership for 1922 is now due. Will you pay it? Or, are you a rank quitter? Must others whose debt of gratitude and sense of duty are by no reason greater than yours, plod their weary way to your door in search of you, or will you bring up your mite, your dollar, and lay it on the RED CROSS willingly? Do you hide behind fancied errors of the past? If so, SNAP OUT OF IT.

Our hungry, our naked, our sick, our friends bowed down in gloom—must they suffer alone, or will you become a member for another year of the "mother of them all," the ministering angel of sick and afflicted—THE RED CROSS.

Are you a rank quitter?

THE RED CROSS ROLL CALL COMMITTEE