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CITY AND COUNTY OFFICIAL PAPER.

LA GRANDE AS A CANNING CENTER

Editor Observer:—Why can't we have a cannery here in La Grande? The Dalles has two canneries with no better country than we have. We are shipping out 2000 tons of cherries which could be canned at home making a pay roll for our city. We can also raise unlimited quantities of garden stuff of all kinds, also fruits of all kinds to keep a cannery going during the canning season. I believe it would pay. Yours truly,
TRUCK FARMER.

The above communication is important. La Grande should have a cannery, but La Grande can never have a successful cannery until there is a great deal of pioneering and educating done along cannery lines.

In the first place a cannery must have tremendous quantities of produce to can and there is where every cannery stumbles and frequently falls. Even in The Dalles there is trouble along this line. The writer happened to be in The Dalles one day this spring when a meeting was held by the commercial club urging people to produce more or the canneries would leave the city. A cannery must have a number of canneries to can so that the seasons can be dovetailed in a way that will permit the retention of the large force of people employed. No cannery can disband its forces between crops and ever succeed, hence there must be some one head run the whole scheme and people who would patronize the cannery must be willing to raise the crops needed. This probably is the weakest link in the whole chain, for people as yet will not take orders even though it is to their interest to do so. The spirit of co-operation is lacking and without that spirit no cannery can live. As an example of the lack of co-operation look at the number of people who drive into the creameries with small consignments of cream, when one good cream route could take care of one entire end of the valley; look at the truck peddlers working in each other's way when one concern could supply the distribution of La Grande's needs very well and save money for every grower; look at the milk wagons that travel over the same territory each day when one well organized milk distributing system could buy the milk from the producers and sell to the consumer at a saving to all. Those things never will come about until people are willing to co-operate and be under a commercial head whose word is law.

That Grande Ronde valley is fritting away one of her greatest resources by not having organization that will raise produce for canning on a large scale is apparent to anyone who has seen other sections of the country that follow the canning game.

For instance, this is the greatest corn-for-canning valley in the United States barring none. Corn stays in the milk longer here than any place else making it easy to can and giving time for extensive operations in that line, provided the people would produce corn. That has never been done. The same is true of cabbage. No place raises such cabbage as Summersville, not even Greeley, Colorado, which is now a big cabbage center.

We all know what the soil will do with proper fertilizing for vegetables and we all would like to see a cannery of some size, but we can't have it until we get organized to produce stuff for the cannery. If that can be accomplished along right lines the Evening Observer does not hesitate to say we can have a cannery working sixty days after such assurance has been given.

The labor problem is of consequence but we believe that can be worked out. Labor for canning is not high priced, it cannot be, but nevertheless it pays a good living wage and there are plenty of people in Union county that could be induced to work in the cannery provided the produce can be raised and guaranteed in sufficient volume.

THE FARMER'S DOLLAR.

The value of farm crops in America for 1922 is estimated on the basis of present prices at \$12,000,000,000.

Other industry of America has vital interest in this huge sum. Lumber manufacturers look to the farm for 46 per cent of their orders, steel manufacturers for 10 per cent, coal miners and gasoline manufacturers for 25.

Farmers buy from 46 to 60 per cent of the products of all American industry. No other class of people buys so much. No other class of property furnishes a better risk for loans. Two years ago agricultural bank loans aggregated \$5,000,000,000, which is 10 per cent of our national banking power.

But although conditions are better than for some time, the farmer's dollar still has a purchasing power of only 72 cents. In other words, the farmer must exchange a dollar's worth of his own products for 72 cents worth of other products. During 1921 the purchasing power of the farmer's dollar ranged from 62 to 67 cents.

One would think that since other industries depend entirely for their profit margin on the farmer's ability to buy they would join in an effort to make his purchasing power as large as possible, instead of keeping him at a point where he is doing well if his average net income for a whole year is \$500.—Frank Irvine in Portland Journal.

The above remarks of Frank Irvine open up a field of thought which is as troublesome as it is interesting. The farmer of America has up to now been recognized as the nation's backbone. Other lines of business arose, flourished and decayed but the farm was staple and went on forever, apparently. Then came the colleges to attract the boys and girls from the farms, thus extracting the young fighting spirit from farming. The farmer and the farmer's wife sat around the hearthstone and decided they would send Bill and Mary to college. They did and Bill and Mary sought the bright lights of Portland or some other city. That was the first stab the old farm got. Then came the loan agent who showed how easy it was to borrow some money on the old farm and engage in business of some kind. That was the second blow the farm got. Then came first one thing and then another to upset the tranquility of the farm and make not only the boys and girls dissatisfied but the old folks as well, until no one wanted to stay on the farm long enough to milk the cows.

In the meantime big money has been made by organizing the universe and force everyone to pay interest. The farmer's products come from labor that is not organized and are therefore subjected to the will of the Shylock traders, as well as to supply and demand. The result is known to everyone—prices of anything that is produced by unorganized labor have dropped below the dead line. In this day of organization, when capital and commerce are organized airtight, all labor and all producers must organize and fight with the same weapons as their opponents. The farmers have never been able to do that and as a result they have got the worst of it, are getting the worst of it, and will continue to get the little end of the horn until they can get together and fight. The young blood led from the farms by present-day college life is badly needed in the fight the farmers must make.

FOLLOW THE COWS TO PROSPERITY.

Idaho has limitations but she has also great opportunities, remarks the Boise Statesman, and the same argument holds good for Oregon. Headed in a wrong direction, Idaho could butt her life against the stony wall of impossibility; but headed right she can go on far into the land of prosperity.

The dairy missionaries are pointing in prosperity's direction. It is all as simple as two plus two:

Idaho could never be successful raising hay and shipping it to the Mississippi river valley or raising sugar beets and shipping them to factories in Wisconsin. She could never be successful trying to raise a dozen other bulky products for exportation and sale. Trying to do it she would butt her head against the stony wall built of distance and prohibitive freight rates.

And yet Idaho can grow better hay, better sugar beets, better grain and a dozen other better products than most other states. There should be prosperity in those things somewhere. And there is.

The prosperity lies in transformation and condensation. Idaho sunshine—there's plenty of it—and Idaho water—plenty, too—and work, can be turned into hay and grain and sugar beets which, with a little more sunshine, more water and more work, can be transformed and condensed into wool, mutton, beef, hides or sugar or butter and cheese.

Here are finished products valuable enough to overcome the handicap of distance and prohibitive freight rates.

The dairy industry is a condensing industry just like the wool growing and sugar making industries. But it has this edge on the others. They bring their returns to Idaho at annual harvest times. There is a wool shearing season, a lambing season and a sugar beet season. But cream and milk, which we condense into butter and cheese, bring in a harvest every month. They give one thing Idaho has always needed—a steady year-round source of income.

The dairy experts who have been studying Idaho are enthusiastic over her possibilities. They fine see can support more cows to the acre of cultivated land than America's present premier dairy districts. And this is their message to Idahoans—to business men, bankers and city dwellers:

- Finance the farmers.
- Push for high grade cattle.
- Build cheese factories.
- While their word to the farmers is this:
Love your state.
Love your cattle.
Love to give service.
Get into dairying.

Idaho has limitations, but if she listens to these dairymen she can turn her back to them and forget them. She can follow cows to prosperity.

Cussedness.

It is the theory held in some parts, I believe, that church spires brush the skies to symbolize man's yearning for the spiritual and the aesthetic. And, we are told, towering office buildings leap to dizzy heights because of this same deathless urge, the well known good, the celebrated true, and the equally famous beautiful.

Perhaps, but I don't believe, said a learned visitor recently at Walla Walla lake. Man walks erect, looks up, builds towering structures, climbs dizzy heights and flies giddily into the sun for one reason and one reason only. A very simple one, too. Pure cussedness. Nothing else. How come? The only force which has subdued man from the beginning, the one force he could never resist, or define or visualize or escape is gravitation. And because he could do nothing about it he decided he would. Ball-headed, you see, from the very beginning. So he got up from all fours and began walking erect. And as he began to hold his built high and higher to show his contempt for the ground which tried so hard to hold him fast.

And then came the day when he invented the balloon and could sit on the clouds and thumb his nose at the earth. Was he satisfied? No. For he was still full of cussedness. So he invented parachutes and no sooner did he demonstrate his disdain for earthly center by soaring aloft than he attached himself to his parachute and hastily leaped back to the earth he had just repudiated. Does it make sense? No, but then very little we do makes sense. Why should it in fact? It is only when we do things because we want to and not because they are or are not sensible that we really live. Drinking, smoking, dancing, love-making, are they sensible? Of course not, but they're fun. The importance of being sensible is vastly overestimated. The things you do don't have to make sense. Usually they don't. And, look how happy you are!

Press Comment

Washington Post: When they speak of the soft coal situation they're describing the coal, not the situation.

Flint Journal: This ghost seen by a prominent racehorse man was probably nothing but the ghost of a chance.

Norfolk Virginia Pilot: Once we complained of too much foam on the beer. Now it's too much beer on the foam.

Pittsburgh Press: Success is getting what everyone else wants; happiness is getting what you want yourself.

Toledo Blade: We imagine that when a golf enthusiast has his picture taken in knickerbockers his wife feels like hanging it in the kitchen to amuse herself while she tries to keep the dinner warm.

Tulsa Tribune: It is reported that Elmer Olson "Three Weeks" is to be filmed, but when the censors get through there probably won't be more than ten days left of it.

Maneagon Chronicle: A nickel isn't as good as a dime, but it goes to church more often.

Chicago News: New York complains because it has a wet summer. How that town hates water!

Des Moines Register: The smaller the car the bigger the padlock on the garage door.

BUYS TACOMA-OLYMPIA LINE. SEATTLE (Wn. Aug. 12)—Purchase of the auto bus line between Tacoma and Olympia as an extension of its transportation service has been completed by the Puget Sound Electric Railway company, according to an announcement last week by the company. The deal is said to have approximately \$150,000.

THE OFFICE CAT

—BY JUNIUS—



Older citizens declare the climate is slowly changing and that it is getting warmer. Girls now dress for the change.

Mistress: "What is your name?"
Maid: "Miss Jenkins."
Mistress: "But you don't respect me to call me 'Miss Jenkins'?"
Maid: "No, no, not if you've got an alarm clock!"

The Promise of Tomorrow

The possibilities of the future are the incentive to work and strive for the attainment of something we think is in sight for tomorrow. It gives courage and strength to endure hardship and disappointment.

You may insure your future by opening a savings account with us from a small portion of your earnings of today and build upon it as a means of guarantee of the promise of tomorrow.

La Grande National Bank

Capital and Surplus, \$265,000.00
SOUND — RELIABLE — PROGRESSIVE

PERSONALITY

Is to a Woman What Perfume is to the Flower.

Be sure and see our new toilet goods department piled up with all the new preparations. The infinite possessions of a woman best portray her personality. With this idea in mind we give especial attention to the finer toilet articles and preparations which discriminating women want. The world's best products are represented in our stock. Perfumes, Toilet Waters, Creams, Lotions, Sachets, Talcs, Manicure Goods, Soaps, Lip Sticks, Nail Polishes, Depilatories Eye Brow and Lash Preparations, Dentifrices, Shampoos, Smelling Salts, Etc.

We buy toilet articles as carefully as we do drugs and insist on the same high quality. Equip your toilet table with the things which will reflect your good taste and give to your toilet an air of your true personality.

Trade-Marked and Advertised Goods are Featured at Our Shop.

Newlin Drug Co.

PHONE MAIN 40

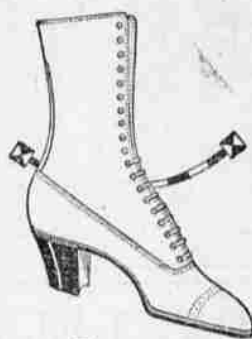


Cantilever Shoes---

ANSWER THE OLD QUESTION—WHY SO MANY PEOPLE HAVE WEAK ARCHES.

If shoe clerks are correct in saying that sixty per cent of the women they wait on have weak arches; if the army examiners were correct in rejecting, on account of flat feet, enough men to make a big city—then it does seem strange that so many people have to suffer from failure of the foot to hold up under the weight of the body. They're not all fat people either.

Broadly speaking the reason is this: Every part of the body is always clad so as to permit reasonable muscular freedom except the foot. Here the muscles and ligaments which should hold the arch bones in place, become atrophied through restricted circulation and lack of exercise in shoes that are rigid tight and ill-fitting. Down goes the arch. There are other special causes of course, but the most of the sufferers blame shoes they have worn.



Brown or Black Oxfords Now in!

AVOID ILL-FITTING AND IMPROPER SHOES

How much better it would be if everyone wore Cantilever shoes with their flexible arches and room for every part of the foot to lay exactly as nature intended.

The muscles strengthen in Cantilevers because they are exercised—circulation is free. They are restful shoes to wear all day—and their neat, stylish appearance is one of the pleasures of wearing them. Come in and see a Cantilever.

La Grande's Exclusive Cantilever Store.

If you want to live in the kind of town...

Like the kind of a town you like. You won't slip your clothes in a grip and start on a long, long hike. For you'll only find what you left behind. For there's nothing that's really new. It's a knock at yourself when you knock your town. For it isn't your town—it's you.

Women's cats are once more to be expeditious. This will be good news to soap manufacturers.

Clerk: "I came in to ask you, sir, if you could raise my salary."
Employer: "It isn't pay day."
Clerk: "I know that, sir; but I thought I would speak about it today."
Employer: "Well, go back to your desk, and don't worry. I've managed to raise it every week you've been with us so far, haven't I?"

SHE MISSED ONE. Midge "Charlie" proposed twice before I accepted him. Marjorie: "Didn't you hear him the first time?"

DO YOU BLAME HER? "Why do you feel tramps who come along? They never do any work for you."
"No," said the wife; "but it is quite a satisfaction to see a man eat a meal without finding fault with the cooking."

Don't put things off; put them over.

PLENTY GOOD. "Short Cuts Prohibited." Thus read the sign. "A good way to protect the grass," remarked the bystander. "Not a bad motto to follow through life," responded Uncle Toby Snarl of Kicker County.

Fools rush in where angels fear to trade.

SWEET PERFECTION. "I have a perfect wife," said Lee; "Her cooking's not a crime, And when she makes a date with me She's always there on time."

We have noticed that it does no good to yell at an automobile like it used to be so well at a horse.

We have today too much envy of the results of hard work, and too little desire to emulate it.

PLAN NEW POWER PROJECT. WASHINGTON, D. C., Aug. 12.—About two thousand horse-power would be developed by a power project on Phantus and Blue Grouse creeks in Kootenai county, Idaho, under a preliminary permit for which application has been filed with the federal power commission by Walter C. Brower.

HIGH GRADE ORE AT HAILEY. Ore that contains 72 per cent lead, 130 ounces of silver and 32 to 84 in gold to the ton has been struck by the Colorado Mining & Milling company in Colorado gulch, three miles from Hailey, Idaho, according to a report from that district.

Correct in every detail — appealingly pretty — easy to make because of the Special Guide for Cutting and Construction.
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Be Sure to Examine His Official Certificate Every student will carry with him an official certificate bearing his photograph and description. In the background of this certificate you will find a picture of the Pictorial Review buildings. The College Students are:

- Milton Bell U. of W. '25
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- T. R. Coppage U. of W. '24

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