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NORMALCY IN RETAIL TRADE NOT REACHED

"Many Sections of Country Rapidly Forging Ahead His Report."

BABSON ADVISES BIG ADVERTISING

"Best Retail Trade Today Is In the Industrial Cities of the East," Statistical Wizard Announces.

WELLESLEY HILLS, Mass., Apr. 21.—Roger W. Babson, who has recently been checking figures on the retail trade of the country has today issued a preliminary statement. According to his analysis, retail trade averaging all sections of the country is again back to normal.

"Some sections are still behind the good years of 1919 and 1920," says Mr. Babson, "but many other sections are ahead. Retail trade was the last to feel the effects of the depression. When a slack business hits a section the financial interests feel it first; the manufacturing and farming interests feel it second; the jobbers and wholesalers feel it third; and finally the retailers hear it. Hence, although retail trade continues good long after Wall street is blue it does not come back again until sometime after Wall street comes back. There are, of course, a few exceptions to this general rule. The profits of firms like Tiffany, the jeweler, who sell largely to the very wealthy, follow close to stock market movements; but 95 per cent of the retail firms lag a year or more behind."

East Thriving.
"The best retail trade today is in the industrial cities of the East. Where two years ago, mills and factories were shut down, they are now working overtime. Cities like Pittsburgh, which a year ago were working only 60 per cent of their capacity, are now back to nearly 100 per cent. Akron, which three years ago had the highest percentage of unemployment in the country, is now advertising for men. Detroit is again back to normal and the volume of retail trade in most of these cities is equal to or greater than it has ever been. Of course, this does not mean that profits are as large. The public is showing more discrimination in its purchases and is shopping about more. The volume of retail business, however, is back to normal in these cities."

"Any concern in an industrial city which is not doing a normal business today should clean house and ascertain where in the difficulty lies. Cities which are about to enjoy wage advances are in an especially favorable position. The retailers of these cities should do the best business during 1923; they ever have done. The mill cities of New England are in this class."

Farm Communities in Rear.
"The farming communities may not be back to normal although statistics differ greatly as to what is normal. If we call normal the few boom years of the war, then the farming sections are still below and may be for many years to come. If, however, we consider normal as the average for the past twenty years and in addition allow a proper amount for growth, we will find that the retail trade of most farm sections is now back to normal or will be shortly. Therefore, I say that something is the matter with the retailer who is not now doing a normal business. He either is a poor buyer or a poor salesman. Either he is mixed up in some outside enterprise and is not attending to business, or else is not so-called as to fundamental conditions. There is a hole in his economic somewhere and it is up to him to find it."

Advises Advertising.
"During the next few months local merchants should advertise. National manufacturers are utilizing the great power of advertising in the distribution of their products. The successful department stores are also using large space in the newspapers; but the smaller retailer has yet failed to advertise as he should. Perhaps this is why he is small—one cannot tell. There surely is some reason why the people flock to one merchant and pass by another. Statistics certainly indicate that the reason is closely connected with the advertising. Let me also take this occasion to urge retailers to use the newspapers in a dignified way rather than attempting to use bill boards and novelty contrivances. During the past two months I have motored considerably throughout different sections of the country. At almost every cross road is some sort of a sign, a windmill or something else sold to some bank or merchant who thought he had discovered a cheaper or more effective method of advertising than his newspaper offered. As a matter of fact, he unconsciously disfigures the highways, endangers life and makes enemies instead of friends. Merchandising is a profession and should be treated in a dignified way. Moreover, how can you adopt such cheap appearing methods of publicity if beyond the comprehension of most businessmen."



These legs are worth a quarter of a million dollars. At least, Ann Pennington, the actress, thinks so. She insured them for that amount.

Yet I understand the temptation, having once fallen for outdoor advertising myself much against the advice which handles our copy. Mr. Babson added a word of cheer to those retailers who fear the chain stores. "Instead of worrying about chain stores," says he, "the independent retailer should copy their good features and avoid their pitfalls. The chain stores are revolutionizing retailing. They are introducing many good features from which every retailer should profit. But chain stores have many troubles ahead. When their employees organize into a labor union—as is inevitable with such big units—the independent merchant will again have a great opportunity. I, however, do believe that it would be wise for independent merchants to get together more among themselves and form small chains which they themselves can control. Personally I should not want to struggle with one lone grocery store; but had just as soon have a group of a dozen grocery stores."

"General business," concluded Mr. Babson, "is good. The Babsonchart stands today at 3 per cent above normal compared with 10 per cent below normal a year ago."

SOLID FILLS FOR ASTORIA

(By Associated Press)
ASTORIA, Ore., April 21.—Reconstruction of Astoria's streets has been undertaken on the solid fill plan, instead of the viaduct plan which the city commission first had approved. The change in the method of rebuilding the streets, which were wrecked by the fire of December 8, 1922, were made when property owners objected to the plan of leaving the space beneath the pavements unfilled.

According to the plan finally adopted concrete retaining walls will be erected at the sidewalk lines and between the walls there will be placed solid fills of earth. These fills will replace the wooden piling on which the streets were originally built. The wooden piling, with spaces beneath, was responsible for the rapid spread of the fire, which wiped out the business section. The piling had been constructed when the city was built out over the mud flats of the Columbia river in the early days.

FARMERS WORK 24-HOUR DAYS

DEL MAR, Calif., April 21.—A notion, prevalent in some quarters, that farmers work six months a year and enjoy winter vacation the remainder of the twelve months, finds small support in the lives of agriculturalists hereabouts. Cramped for time to work his lands, despite a climate which permitted him to ship carloads of fresh peas to the holiday market last December, one ranch owner near here has given up trying to do all of his work by daylight and is doing his spring plowing under the glare of searchlights. His men work in three shifts of eight hours each.

If she seems to grieve it instead of smiling it, it is called a classical number.

Fishing in Catherine Creek Fully Described

(By Jack Hunter)
Catherine Creek, cannot be surpassed, as a fishing stream, by any other stream in the State of Oregon, fish in size and length. It has its long riffles, its rocks and boulders, its large whirlpools, its falls and rapids; its shore of fallen trees, and brushes line its banks on either side; in fact, it is much like any other mountain stream. And, being not "shoed out" any more than any other stream, it has the advantage of fish, and as many varieties, as it is found elsewhere.

Leaving Union, going up the creek, the first stream emptying from the north, is Little Creek. Due to its diminutive size, while there are some fish in the stream, it is not advisable to lose any time of the real angler. Next comes Little Catherine Creek, to the north again—here there are good fishing poles, but no real large fish has been caught in its waters. The next, is the South Fork, 14 miles up the stream. The South Fork is a splendid fishing stream, for about 3 miles up towards China Cap mountain. The trout caught in the South Fork are not as large in size as those of North Fork, but as to number, there is no great difference, if any at all. Up the South Fork, there is a little stream known as Corral Creek, which for a little ways, there are splendid holes for good fishing. The North Fork, or main Catherine Creek, is the fishing stream—par excellence—for numbers and sizes. Two miles up the North Fork, Buck Creek, emptying from the south, is excellent fishing for about 3 miles, but is very rough, being rocky and steep.

About 4 miles further, the Middle Fork, coming from the south again, is noted for the large trout caught there, but is even rougher than the anglers, because it is very steep and rocky where it empties. The best way to get at the stream is by going up Buck Ridge Driveway, which is plainly marked by numerous signs of the Forest Service, then drop into the stream about a mile above its mouth. There is Squaw Creek, Kettle Creek and Jim Creek, all of which are very small and not worth while to anxious fish fans. Then comes the Big Meadows, where the beautiful Holly Varden seem to have taken possession of the stream. The trout can be reached by auto, a team, by a good mountain road to Thompson's ranch one mile below the Forks. And with team, a passable road is now furnished up to Adolph Gruppe's place on the South Fork. The distance is to the Big Meadows, at the Big Log Cabin—Union 4 miles; La Grande—via Union, 32 miles; Baker, via Union, 47 miles. Good camping grounds are in evidence all along the creek with plenty feed for horses. A good National Forest trail along the North Fork to the Big Meadows, and on to the Big Meadows River Country.

Necessary Equipment.
The fisherman, who angles in this creek, and doesn't catch his limit everyday, no matter how much he will blame the stream—the real fault lies with himself. Generally speaking, the fisherman, would not catch any more fish in any other stream. There are many requirements to successfully fish in mountain streams. The first and most essential, is to be a willing hard worker. A lazy man has no business fishing, because he not only makes a failure of it, but also hinders the good angler, by drying the waters and chasing the fish away. While there is much as to the technique of fly-casting, which can only be learned by experience, there is much to the successful angler in the preparation for the fishing trip. A few pointers from the master fishermen of Catherine Creek, will be of interest to the readers of this article. The clothing should be light and comfortable. Woolen undergarments should be preferred for the wet underclothing, and you will surely get wet. If you fish according to mountain rules, blue overalls and jumper, are plenty good enough. It is recommended by some to "snag" the bottom of the pants, lumber-jack style. Comfortable heavy shoes, provided with felt soles, are the best. A hat, to prevent slipping on rocks. Fly-casting boots are the very best. Two pair of woolen socks are recommended for the tender feet. Any tight fitting cap is fine for the brush. The hat of an angler through brush has been the cause of many a fall down stream, and language used not fit—especially if one is fishing on Sunday. An old-timer-of-a-deer-hat, pulled tight down to the ears, is the very best that can be worn on such any occasion, even if they call it "furnace the son of a b—". Just show them your license by way of credentials. If one wears glasses, it is well to secure them with a bit of round elastic around the head back of the ears. If you smoke, you should smoke a pipe; cigars and cigarettes save heavy on the stomach. The fisherman any way—mountain etiquette don't allow it—while in the mountains, be a mountaineer—behave yourself; but the well behaved fisherman will have a case full of fine cigars, because the farmers along the creek love the cigars—and the good waiter, as a general rule—a lover of fine perfects—and incidentally may overlook the undersize fish that may have dropped in your basket—it pays to be polite and generous, even in the mountains. Your pipe should have a cover, and while in the mountains, should be turned upside down. Such as tobacco and matches should be in a water proof case in one of the shirt pockets. For a fish basket, a good substantial reed creel, but not fancy—leave all fancy things behind—except your manure. For a rod or fish pole, the telescopic steel rod is preferable, as it can be shortened

GET WEATHER BY RADIO NOW

(By Associated Press)
SPOKANE, Wash., April 21.—Weather forecasts are to be distributed twice daily through a large radio plant to be established by the forestry department in its station seven miles north of Priest river, Idaho, according to an announcement by R. B. Adams, telephone engineer for districts No. 1 and No. 4.

The forecasts will be received from the spot and will be broadcast morning and night," said Mr. Adams in this city recently. "They have been found valuable elsewhere in informing forest men at different points of the approach of rain, hot winds and other conditions influential in forest fire fighting."

"Radio broadcasting was tried last year on a small scale with gratifying results. In one instance, men were held from service at a fire because rain was forecast. The rain came as indicated and the fire was quenched without the aid of the crew. "Quick results have been obtained with the use of the radio between Buffalo Hump and the Warrens, 45 miles apart. One station informed the other of a fire in four minutes. This is comparable with two days heretofore when messages have been sent over many lines and by way of Nampa and Boise."

MISSING LINKS WILL BE BUILT

SAN FRANCISCO, April 21.—The Victory highway will be a passable road into northern and central California this year, and will be an improved highway in 1924, according to George S. Forrester, chairman of the executive committee of the California State Automobile association. Forrester stated that \$100,000 raised in northern and central California will result in the expenditure of \$750,000 on the Victory highway in Utah and Nevada in 1923 and 1924. Assurances have been given to Utah and Nevada by the San Francisco Chamber of Commerce, Utah-Nevada-California Highway association, the California State Automobile association, and the boards of supervisors that this sum will be forthcoming. Forrester stated that a total of \$50,000 will be given to

Utah. This sum will raise in that state, with federal and state aid, a total of \$420,000, which will complete the Wendover cut-off.

The remaining \$50,000 will go to Nevada, where with federal aid, \$350,000 will be available for expenditure on three sections of the Victory highway. These sections, located east of Wadsworth, between Battle Mountain and Shoshone Point, and between Shoshone Point and Carlin, Nev., are now passable. The \$350,000, which the \$50,000 contribution to Nevada will make possible, will improve these sections to the standard of the remaining portion of this transcontinental highway.

Without assistance from northern and central California, which has now been definitely pledged, Utah will lose its federal aid money. There is a provision in the federal highway act, according to Forrester which authorizes the secretary of agriculture to require preference to be given to the completion of interstate highways.

The secretary of agriculture has notified the highway authorities of Utah that no more federal aid money will be granted to that state until

means are provided to construct a road west of Salt Lake City.

Chairman Forrester states that improvement of the Victory highway through Utah and Nevada will give northern California and central California 95 per cent of the tourist travel which is now diverted to other points, principally to southern California. One out of every three transcontinental tourists, according to the good roads bureau of the California State Automobile association, ultimately becomes a resident of California.

MOTOR LICENSES GROW
OLYMPIA, Wash., Apr. 21.—With approximately 35,000 motor vehicle license applications in so far this year than for the same period last year, and the receipts nearly \$500,000 to the good this year, there was every assurance that 1923 will prove the banner year for motor vehicle licenses, in the opinion of Fred J. Dibble, director of licenses, and R. Franklin Hart, superintendent of the motor vehicle division.

Up to close of business April 12 total licenses issued numbered 104,860, with total fees of \$2,969,540.

Plants Ready Now

One Year Old Rose Bushes, Special, 25c Each.

Grown at Walla Walla For Us

Pansy Plants

Cabbage Plants

Gladiola Bulbs

Cauliflower Plants

Greenhouses Full of Plants for

Porch Boxes and

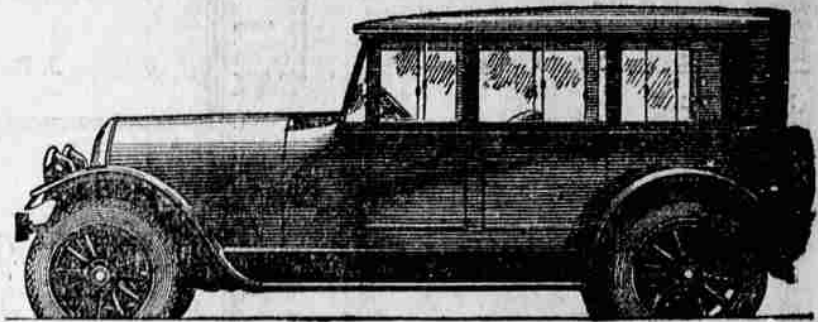
Hanging Baskets

Cherry Florists

THE NEW DEMI-SEDAN

\$2250

F.O.B. Syracuse



FRANKLIN

This new Franklin type has no equivalent anywhere—in its skillful design, affording every practical comfort of perfect enclosure; in its ability to stand hard service; or in its value on the basis of price and performance.

It is quality built throughout, with an aluminum body and sliding plate-glass windows that allow quick, easy control of ventilation, even to the extent of open car airiness. Finest leather upholstery and inlaid, non-tarnish fittings that defy wear. A 4-door, 5-passenger car that has every Franklin advantage, including the powerful new six motor and pressure air cooling.

W. H. Bohnenkamp Company