

LUMBER PEOPLE OPPOSE AUTOS

Automobile Makers Far Exceed Lumber Manufacturers in Skill of Putting Goods in Front.

There is a clash on the horizon between lumber manufacturers and the automobile makers. The lumber people claim people should buy homes instead of cars and the automobile people evidently have secured the right of way in publicity. The lumber people, instead of waging a war of publicity urging people to buy homes, picture handsome homes which can be purchased on a small payment down, are permitting the automobile makers to use all lines of publicity for the sale of their product without opposition from the building material producers to any great extent.

To show how bitter the war exists the following editorial from the American Lumberman of May 26th is reprinted:

"There is no guinnaying the fact that the automobile people are strictly on the job in the race for the consumer's dollar. Equally contrivertible is the proposition that much of the money being expended for pleasure cars should be invested in homes. These thoughts are inspired in part by a 'blurb' in the advertisement of a well known car, appearing in the current magazines, reading as follows:

"Some day, in June, when happy hours abound, a wonderful girl and a wonderful boy will leave their friends in a shower of rice—and start to roam. Then life will surely slip its tether and youth will be full of the promise of happy days to come. Give them a (name of automobile), the bright sky overhead, the green turf flying by—and just beyond the hill a thousand miles of open road—then a quiet inn for dinner."

An alluring picture, is it not? As soon as the wedding is over, the happy bride and groom "start to roam," and presumably they keep it up indefinitely, merrily rolling thru life on rubber tires, with an occasional stop at some "quiet inn" for refreshment.

The effusion serves to emphasize the fact that the number of young married people who place possession of an automobile ahead of possession of a home is so large as to cause apprehension in the minds of all who have the future welfare of the country at heart. It is the home, not the automobile, that is rightly said to be the bulwark of the nation. But nowadays instead of building a home or saving for one, the average newly married couple rent a few rooms and live in their car. In a majority of cases the luxurious limousine or touring car of the advertisement turns out to be a flivver, and the "quiet inn" degenerates into a frowsy cafeteria or delicatessen.

As the to cap the climax of anti-thrift and foolish expenditure, now comes Henry Ford with his latest scheme of accepting \$5,000 as initial payment on a car. The plan is being put over by a gigantic, nationwide advertising campaign. According to the copy now running "Father starts it—mother finds, she can add a little—even the kiddies will contribute their pennies and in a surprisingly short time, the whole family is enjoying the pleasure of owning a Ford."

The couched in the language of thrift, no thoughtful person will deny the statement that Mr. Ford in this campaign is fostering not thrift but unwarranted extravagance. The only persons likely to be attracted by this plan are those who cannot afford to own an automobile of any sort. If mother's meager savings from the household expenses, and even the baby's pennies are to be put into a fund, it should be for some purpose that will contribute to the economic security of the family, such as purchase of a home, or other provision for disability and old age.

The point for lumbermen to consider in this whole matter is that although they have for sale the most essential and, normally, the most attractive merchandise in the world, namely, homes, or the materials from which homes are built, they are confronted by competition that is heavily financed, resourceful, and indefatigable. Lumbermen ought to be

able to present home owning more attractively to the buying public than even automobile owning. The American Lumberman is making no argument against the owning of automobiles by those who can afford the luxury, but it believes that the incessant propaganda for screwing the last penny out of the pockets of the wage earner for something he really does not need should be counteracted by aggressive publicity designed to make him realize that a home is by far the more essential and desirable.

SWEDEN TABOOS HAPPY ENDINGS

LOS ANGELES, June 13.—Swedish motion picture audiences are not satisfied with American films, according to Carl P. York, head of the Swedish Liberty Films, a Stockholm corporation.

"American screen heroes are popular in Sweden," said Mr. York, who came to Los Angeles for a conference with producers, "but Swedish audiences want more realistic pictures and not so many happy endings."

"Happy endings" do not show life as it really is, they believe. They say it is not art but cheap fiction; and that is about the only objection they have to America's film industry.

KAPPA SIGMA PI TO MEET
CINNATI, June 12.—Wyandotte Cave, in Indiana, is the novel place chosen for the annual meeting of the Kappa Sigma Pi. The National Convention and camp will be held here August 20 to 31. The delegates, composed of church leaders and boys and girls of high school age from all sections of the country, meeting in the chambers of the cave for their legislative sessions, the initiations and the sessions of the various committees.

The Kappa Sigma Pi has chapters in various protestant churches in 40 states and in seven foreign lands. The Wyandotte cave is 35 miles west of New Albany, Ind., on the Blue river, and has 23 miles of cavern. It is said to possess the highest underground mountain and the largest stalagmite in the world.

Body Found Near Track
POCATELLO, Idaho, June 15.—The body of Roy Wilson, about 20 years of age, thought to be a printer of Montpelier, was found on the Short Line right-of-way, one mile east of Blackfoot siding, between Glenns Ferry and Bliss, Wednesday afternoon. The body was found by a signal supervisor. Wilson's right leg was severed near the hip and his skull crushed. It is thought that he met his death by falling from a westbound train.

How are your Teeth?

If you are in need of the services of good dentists, let us examine your mouth and give you an estimate. Many like such an examination, because it reveals dental trouble before it becomes a serious condition. We do nothing of a dental nature and do it without hurting you.

You are welcome to an examination. Estimates and Free Consultation Given.
GUARANTEED WORK
DR. R. B. MILLER
Successor to
DR. R. J. RUCKMAN
Palmer-Rosch Bldg.
Rooms 9 to 11
Adams Avenue at Depot Street
LA GRANDE, OREGON
"Let Us Show You the Way to Better Health Through Better TEETH"



The Straight Lines of the New Modes Are Gracefully Achieved By Wearing "La Camille"

Front Lace Corsets
Never have the styles called so instantly from lines that are straight and slender. "La Camille" works wonders in gently persuading surplus flesh into fashion's silhouette—makes your gown a smooth-fitting success. You'll love the new models of "La Camille"—giving you the lines and buoyancy of youth. Low-cut and of dainty fabrication—slightly boned—but visible only in their benefits. Be fitted to your individual model of "La Camille" and enjoy a youthful figure and a flexible ease that is delightful. A complete line of the latest models always on hand.

Mrs. Robt. Pattison
Corsetiere
Phone 522-W Res. 1702 Oak

MANY R. O. T. C. BOYS IN CAMP

Six Hundred Forty Student Members of Reserve Officers Training Corps to Attend Camps.

SAN FRANCISCO, Calif., June 15.—(AP)—A total of 649 student members of the Reserve Officers' Training Corps units at educational institutions in Washington, Oregon, Montana, Utah, Wyoming and California will attend the training camps beginning June 14, according to an announcement of the Headquarters, Ninth Corps Area, Presidio, here.

Camp Lewis will have 241 students from California Institute of Technology, Pasadena; Montana College of A. & M. Arts, Bozeman; North Pacific Dental College, Portland Ore.; Oregon Agricultural College, Corvallis; State College of Washington, Pullman; University of California, Berkeley; University of Idaho, Moscow; University of Montana, Missoula; University of Oregon, Eugene; University of Oregon Medical School, Portland; and the University of Washington, Seattle. These students will be trained for infantry, field artillery, engineer, medical and dental units.



For a cool, clean kitchen burn PEARL OIL

Pearl Oil, burned in a good oil cook-stove, is an economical as well as a clean and convenient fuel.

You are rid of the drudgery of feeding and cleaning out a range and your kitchen is cool and comfortable. You work with a clean, intense cooking heat concentrated directly under the burner where it is needed.

To be sure of best results in your stove, use Pearl Oil. It burns cleanly—no smoke or odor.

Dealers everywhere. Buy it by name—Pearl Oil.

STANDARD OIL COMPANY
(California)



PEARL OIL
(KEROSENE)
HEAT AND LIGHT

STANDARD OIL COMPANY
(California)

WE are endeavoring to maintain the highest possible standard of quality and service.

WE carry the most complete line of meats and kindred supplies in the city.

WE guarantee the quality of every product we handle.

WE serve fair and satisfy fully.

The Grande Ronde Meat Co.

CITY MARKET
HOOVER MARKET
FIR STREET MARKET



The Charm of Fine Things Combined With Long Wear

ROLLINS
Armor Plate
HOSIERY

In our hosiery department we feature styles that combine fineness of texture with long wear—good looking, scintillating, sheer—yet with miles of wear to every pair. Ask for Rollins Armor Plate Hosiery. We have it in the newest fabrics and colors. Also in styles for the entire family.



Andrew's Variety Store

There will be 43 college students in training at Palo Alto, Calif., 32 at the Presidio, San Francisco; 21 at Crissy Field, San Francisco, and 16 at Fort Casey, Wash., according to the Ninth Corps Headquarters.

Rodman on Duty Again
WASHINGTON, D. C., June 15.—Rear Admiral Hugh Rodman, retired, one of the leading naval authorities on matters concerning Alaska, has been recalled to active service.

He will accompany President Harding on his forthcoming trip to the territory.

Let a Want Ad find your buyer.

Sheep Fed on Screenings Make Money for Owner

FORT WILLIAM, Ont., June 15.—The feeding of western sheep and cattle on the screenings from the big elevators at the head-of-the-lakes has been carried on successfully during the past winter. The animals are brought here from the prairie provinces, and finished for shipment to eastern markets.

This plan was inaugurated by R.

Ouch! My Back! Rub Lumbago Pain Away

Rub Backache away with small trial bottle of old "St. Jacobs Oil."

When your back is sore and lame or lumbago, sciatica or rheumatism has you stiffened up, don't suffer! Get a small trial bottle of old, honest "St. Jacobs Oil" at any drug store, pour a little in your hand and rub it right on your aching back, and by the time you count fifty, the soreness and lameness is gone.

Don't stay crippled! This soothing, penetrating oil needs to be used only once. It takes the pain right out and ends the misery. It is magical, yet absolutely harmless and doesn't burn the skin.

Nothing else stops lumbago, sciatica, backache or rheumatism so promptly. It never disappoints!

Friday and Saturday REAL LEATHER OVERNIGHT

BAGS

14-inch
Fancy Brown and
Grey
\$7.50 Values

\$4.89

TWO DAYS ONLY
See Adams Ave.
Window

THE L. L. DRUG CO.
PRESCRIPTION DRUGGISTS

La Grande News Co.

Papers and Magazines
Cigars — Tobacco — Candy
A. W. GUGGEL, Prop.
212 Depot St.

C. Harvey, an Alberta sheep rancher, two years ago. In 1921 he wintered some 6,000 sheep. The railways granted him a through rate to eastern Canadian points with stop-over privileges. The sheep were fed on a diet consisting of screenings, mixed with an allowance of hay. After being fed for the winter months on this concentrated ration, the animals showed a very profitable increase and were reloaded for eastern markets.

Last winter Mr. Harvey wintered and fed more than 10,000 sheep. The saving of thousands of dollars annually is expected to result from this new scheme.

Mercury at Record Mark
WENATCHEE, Wash., June 15.—The mercury went 81 degrees above last night, the coldest June 15th on record.

YOU CAN BUY THIS
12000 MILE GUARANTEED TIRE
at the same prices as paid by dealers

ALL NON-SKIDS		Price Each
Size	Stand.	Price
20x3 1/2	Super	\$10.75
20x3 1/2	Chincher	11.75
20x3 1/2	Straight Side	12.25
20x3 1/2	Straight Side	12.50
20x3 1/2	Straight Side	12.75
20x3 1/2	Straight Side	13.00
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