

# Local News In Brief

**Visited Here—**  
Mr. and Mrs. Leltoy Parker left yesterday for their home in Portland after spending the holidays in La Grande visiting Mrs. Parker's parents, Mr. and Mrs. F. M. Laar.

**Visit in La Grande—**  
Mr. and Mrs. B. C. Hamilton and sons, Carl and Tony, Mr. Hart and Mrs. Moak, of Baker arrived in La Grande last evening to visit with Mr. and Mrs. C. B. Miller.

**Returns to School—**  
Donald Bohan, of La Grande, returned to Corvallis, where he is attending O. A. C., after spending the holidays with his parents here.

**Outlook Bright, Says Roger Babson, U. S. Leading Statistician**  
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place. (3) A Middle Zone, when conditions vary from only fair to what is called quite satisfactory business. This third zone is what we have been traversing for the latter part of 1923 and is the one in which we are today. It is these periods between abnormal prosperity and depression, when things are neither very bad nor extremely active, that are healthiest for the business world.

Excessive prosperity, like very hot weather, saps our vitality, inflates our currency, and drives prices out of all proportions to true values. Such a period encourages speculation rather than honest effort, and upsets our sense of value and the true proportion of things. Again, the inevitable and ensuing

period of depression is heart-breaking. It discourages men and wrecks businesses that have been a lifeline in the building. Its costs are written not only in dollars but in hunger, in want, and in human suffering. In business, as in weather, moderate conditions are healthiest.

"Unfortunately, however, a large proportion of American business men are happy only during a period of boom. They are like the individual who can be comfortable only when it is 80 degrees in the shade. Most of the time they are unhappy. It stands to reason that these business men, who insist that they must have rising commodity prices, and speculative profits in order to do business, and make progress, cannot have this condition to help them much more than a quarter of the time. In this case three quarters of their business lives are spent in waiting for this particular business season in which they are ready to operate. They are not contented with business when it is in the Central Zone and are extremely unhappy during a depression.

"The entire business community would be much better off if we complained of excessive booms as we complain of severe depressions and if we welcomed the moderate conditions, which are neither so very bad nor yet extremely good, as the proper business weather. We ought to have more of this sort of condition than any other, and the wise business man will set his plans to operate under these circumstances.

1921 Central Zone Year.  
"The facts indicate that we shall

have such a year during 1924, even though some of it may be below average, rather than above. 1906 and the early part of 1907 saw a boom and inflation. The panic of the latter year took us down into a period of depression lasting thru the early part of 1908. Apart from a portion of the years 1908 and 1910, we then enjoyed fairly good business along this Central Zone until 1914.

"A depression in 1914 laid the foundation for a fairly average year in 1915, which developed into a period of the abnormal prosperity of war years, carrying us to a peak at the beginning of 1920. Because of the inevitable operation of the law of Action and Reaction in business we then suffered the most precipitous decline in business history. 1921 and the first half of 1922 are 'black' in the business man's memory and are 'red' on his books. In the middle of 1922 improvement set in and with the help of propaganda it o'er shot itself in the spring of 1923. Then we settled down to fairly good business and may expect to continue somewhat along this line during the coming year.

"An important thing to remember, however, is that a study of the Law of Action and Reaction suggests that Area G below the average line of the attached diagram, should eventually equal the big boom Area F above this line. More than half of this readjustment period has already elapsed. How fast the remainder will develop remains to be seen. Those who wish to galvanize business into abnormal prosperity are therefore working against the fundamentals.

"What if business is most of the time below the average line during the coming months? This really doesn't matter. So long as we keep within a few points, one way or the other, from our X-Y line of average growth, we can progress steadily and make money without fear of the extreme fluctuation and mal-adjustment characteristic of high booms and deep depressions.

**What the Barometers Show.**  
"Those who are exceedingly optimistic for the next twelve months would call your attention to car loadings which for 1923 ran 14 per cent over the highest year in history. This, they say, indicates great manufacturing activity. Building permits during the last year ran 32 per cent above 1922, which set the previous high point. Bank deposits are large, and money is plentiful. The oil situation is improving and the motor industry, they say, looks good. To this, I answer yes—and the mail order and chain-store business is improv-

ing and the crop situation is good, excepting cotton—and there we have a 20 to 40c staple!

"Against these optimistic signs we find many of our basic industries suffering from excess factory capacity. Volume has held up, but profits have dwindled and many large manufacturers are trying to readjust costs so that they can continue to operate without a great loss. Foreign competition is becoming an increasing menace. The tariff wall helps, to be sure, but it is of temporary nature and when the water has risen behind the dam to a certain point it begins to run over the top.

"Some are already feeling this foreign competition. Others will probably have to take it into account before the year is out. There is a peculiar thing about the foreign situation. If matters get worse over there we shall share in shock which will go around the world. On the other hand, when things clear up over there, will not that be the signal for a rush of exports to this country? Either way we look at it, it is a problem.

"Finally, we are still suffering from a serious mal-adjustment between the prices of various groups of commodities. The price that the farmer gets for his product is in most cases low. The price that he is asked to pay for the things he must purchase, however, have seen no such reduction. It is obvious that we can't have healthy trade when the farmer can get a thousand dollars for his crop but it asked to pay two thousand dollars for what he wants to buy.

**FAIR DAMSELS WILL ATTACK "A. O. OF C. B."**  
(Continued from page 1)

The organization.

"The boys are bluffing," said Miss Maxine Padley. "They can't get away with a thing as foolish as that."

So a counter organization has been formed and it is causing no little concern among the ranks of the bachelors. Miss Vera Moore, one of the organizers of the "anti" declares the rules of the girls' outfit will "make the Amalgamated by-laws look like 30 cents."

**Goodly Amalgamated.**  
Lorain's fair ones are producing the "silly" antics of the Amalgamated. They claim no more man can resist a girl once she has made up her mind she wants him.

"We know 'em," they scornfully laugh. "No member shall flirt. That's a good joke."

**A Good Thing - DON'T MISS IT.**  
Send your name and address plainly written together with 5 cents (and this tip) to Chamberlain Medicine Co., Des Moines, Iowa, and receive in return a free package containing Chamberlain's Cough Remedy for coughs, colds, croup, bronchial, "flu" and whooping coughs, and tickling throat; Chamberlain's Stomach and Liver Tablets for stomach troubles, indigestion, gassy pains that need no pills; Bilberry Tablets for eye troubles; and a box of ointment for cuts, sores, scalds, wounds, piles, and skin ailments; these raised family medicines for only 5 cents. Don't miss it.

## Clearance Sale

ON ALL

### Coats, Dresses, Suits, Blouses, Shoes and Hosiery

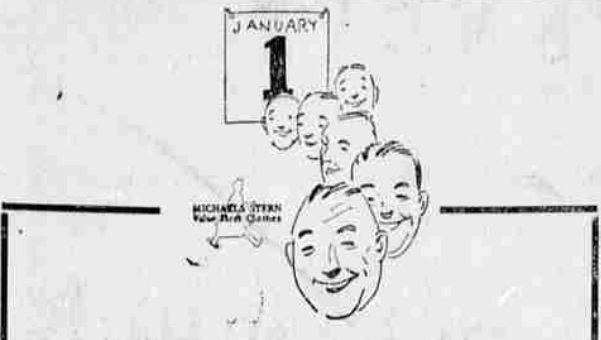
Start the New Year... Right!

We Want YOU For A CUSTOMER

Please try us once—and you'll come again.

Newlin Drug Company

## French & Greene



## Happy New Year

We hope the 12 muscles it takes to make a smile on your face work overtime during 1924. And the 26 it takes to bring a frown—lose their job.

### Clint's Clothiery

"The Store with a Conscience"

OUR FIFTH ANNUAL JANUARY CLEARANCE SALE STARTS WEDNESDAY JANUARY 2ND.

Save 20 to 40 Per Cent on Your Winter Wearing Apparel

### RHEUMATISM or NEURITIS

Remarkable new treatment stops Rheumatism or Neuritis in any form. Very worst cases relieved at once. Thousands of cures reported. No need for anyone to suffer. Ask any druggist for "Allen's Rheumatic Treatment," in Tablet Form. Price \$1 per box. All druggists carry it. H. H. Allen, Laboratories, Mfrs., Box 1340, Los Angeles, Calif.

### NEW TODAY

FOR SALE—Player piano as good as new. Not a scratch on it. \$750.00, our price. \$475.00, on easy payments. \$21.25 player for \$50. New Victor records 20 per cent off. Eastern Ore. Music Co. 1-1-11

FOR RENT—2 furnished housekeeping apartments; 2 three rooms; 3 four rooms. Inquire 1802 Washington Ave. 1-1-24

FOR SALE—Salvation Army building, to be moved at once, will sell you a lot to put it on. Cash or on time. J. L. Mars. 1-1-11

WANTED—Wanted to buy for cash a modern 4 or 5 room house. Prefer south of track, close in. Phone 292. 1-1-11

LOST, STRAYED OR STOLEN—Lively Setter-dog, Black and white. Black diamond-spot on head. Answers to the name of Red count. Name of owner on collar. Call A. Van Fleet at Clint's Clothiery. 1-1-11

FOR RENT—Large housekeeping room. Phone 147-M. 1-1-21

FOR RENT—Light housekeeping rooms. 1905 Adams. 1-1-21

PHYSICIAN-SURGEON—Dr. E. L. Babston—Practice limited to the eye, ear, nose and throat, and fitting of glasses. New Foley Bldg. Main 778. 1-1-11

## Happy New Year

### The Grande Ronde Lumber Co.

Retail Dept. Main 732

Quality Chain Wood, Always

## HAPPY NEW YEAR

We Wish You All

A HAPPY AND PROSPEROUS NEW YEAR

### Art & Baby Shop

Mrs. A. Newlin Mrs. J. McNamee

Hemstitching Stamping

## STAR Today

### "The Bishop of the Ozarks"

A picture that bares the cruel fighting heart of the Ozark mountains—

AND

The Two-Reel Comedy "FREE AND EASY"

FRIDAY — "THUNDERING DAWN"

## Oregon Hardware & Implement Co.

WISHES ITS MANY FRIENDS AND PATRONS

### A Happy New Year

1  
9  
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At

## CARR'S

JANUARY SALE

See our special window displays of Home-Made Candy.

## The Palace

## ARCADE

Admission.....35c; Children.....10c

TODAY — WEDNESDAY

FOR YOUR HEALTH FOR YOUR HAPPINESS

—SEE

### Harold Lloyd

—IN—

## "DR. JACK"

THE DANGEROUS AGE— What is it? We all reach it—When?