

La Grande Evening Observer

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Gets Results

Rubber heels now are on 60 out of each 100 pairs of shoes worn by men. Such is the estimate going the rounds in the shoe industry. It is not surprising, if you have noticed how many men wear rubber heels. But maybe you remember back only a few years when rubber heels were unusual. What brought them into popularity? The answer is—Advertising. Three-fourths of the rubber heels sold are for men's shoes. This is because most of the advertising has been directed at men. One of these days some wise manufacturer of rubber heels will notice this. Then he'll call in the advertising man and his staff of writers and artists. Campaigns will follow. And soon women will be wearing just as many rubber heels as men. It's all a matter of advertising—the most powerful force in the sale of goods. Our present standard of living is largely the creation of advertising. For advertising creates the demand, makes people want the thing advertised. When the lure becomes powerful enough, they hustle about and get the money to obtain what they want. Advertising thus spurs sales. It also stimulates production—both of the things advertised and the things that have to be done on a bigger scale to obtain money for purchasing advertising wares. There is a new thought for you—that advertising is a definite agency of production. Most of us have been thinking of it merely as a medium of salesmanship. Advertising is what is making us buy. Advertising is what is enabling us to buy. It creates the demand. And the demand induces us to work harder to get the money to spend. If all advertising were abruptly discontinued the American standard of living would quickly drop to the levels of grandpa's day. Read the ads. They are a part of the news, telling the intimate story of the average American's inner desires. The real history of civilization is written in ads.

Dollar-a-Week Slaves

Life in America has become a matter of a dollar down and a dollar a week, if we are to believe an analysis of business methods appearing in a recent issue of a retail clothing journal. "The country is going time payment mad," is the charge, which declares further that wage earners have signed away their wages for years to come to procure the immediate use of both necessities and luxuries, mostly luxuries. Credit not only is the life of business, but it is the salvation of a modest home. But isn't there a possibility that business rivalry makes credit so easy to get that we are inclined to abuse it? Today we buy homes, insurance, automobiles, musical instruments, washing machines, magazines, furniture, clothing, electric equipment, engagement rings, radio sets, in fact, about everything imaginable on the part-payment plan, mortgaging our incomes for years. It is a queer fact that there are 10,250,000 passenger automobiles registered in the United States, and yet last year there were only 4,000,000 persons in this country who filed income tax reports showing an income of more than \$2,000 a year. The inference is that there are five or six million persons in this country earning less than \$40 a week who have bought automobiles, and, presumably, are paying for them on the installment plan. Discounting the future is, to a certain extent, an aid not only to our social but to our economic life. It not only establishes our faith in tomorrow, but it heralds the fact that our financial transactions are honorable enough for us to obtain credit. But there is always the danger that over-indulgence in this form of buying is going to make us dollar-a-week slaves. Lured by the comforts and pleasures of today should not lead us to place too big a mortgage on tomorrow.

New Conscience Rules

A teacher who interrogated pupils in three New York high schools gives the moral code which the pupils have worked out for themselves. They hold that stealing physical property is wrong, cheating in examinations and forging a parent's name are ideally wrong, but excusable under stress of circumstances; misrepresentation in business is normal, except as directed against one's partner or employer; cheating in school work, such as copying another's composition or problem and handing it in as original, does not stamp a boy or girl as dishonest and is occasionally indulged in by all but saints or eccentrics; a lie is wrong only when told to injure some one, it is right to tell a lie to save from unpleasantness. This is quite an elastic code and tends to make life easier if not better. Is it representative of latterday thought not only among school pupils but in later life? If it is a characteristic only of saints and eccentrics to be honest we fear that the outlook for the future is not good. But

youth likes to think itself cynical and to appear worse than it is. It may be that these pupils wished to make the teacher believe that they were a desperately depraved lot. That one should not cheat a partner or employer but might another is a confusing mixture of honesty and the opposite. Roosevelt is credited with having discharged a cowboy who stole for him by declaring that one who stole for him would also steal from him. When one may cheat only under stress of circumstances, it is possible that circumstances may become stressful. The code is not such as can be commended if the future men and women are to be entirely trustworthy. That it represents the practices of too many adults in this generation is probably too true.

THE OLD HOME TOWN By Stanley



ROAD CONDITIONS IN EASTERN OREGON

The conditions of the state highways in Eastern Oregon this week, according to the report of the highway commission through their division offices in La Grande, follows: La Grande-Wallowa Lake Highway. La Grande-Island City: Paved. Island City - Elgin - Miam - Wallowa - Lostine - Enterprise - Joseph - Wallowa Lake: Macadamized and in good condition. Baker-Cornucopia Highway. Baker-Halfway: 15 miles macadamized; 25 miles graded roadbed, finished fair county road. Old Oregon Trail—East of The Dalles. Ontario - Huntington - Baker - Union - La Grande - Pendleton - Umatilla - Arlington - The Dalles: Macadamized entire distance and in good condition. Blue mountains between Pendleton and La Grande kept free of snow by snow plows. To make trip without difficulty on morning following heavy snows machines should not leave Pendleton or La Grande until about noon. Details can be secured from highway division office at La Grande. Chains required in Blue mountain section. Old Oregon Trail—West of The Dalles. Columbia River highway section. The Dalles-Hood River-Portland-Rainier - Clatskanie - Astoria - Seaside: Paved entire distance. Oregon-Washington Highway. Pendleton - Washington State line: Paved. Pendleton - Pilot Rock - Vinson-Hoppe-Hoppe Junction: Macadamized except between Vinson and Jones Hill where going is very rough. Traffic between Jones Hill and Vinson may be handicapped by snow or mud at this time of the year and local inquiry should be made before attempting trip.

Library Chats

Do you believe with Dr. Frank Crane that education is an end in itself? He writes in one of his interesting essays, "No matter what a man's work he can do it better if he is well informed, and education is the very best equipment for any sort of efficiency. Whatever your peculiar calling, your aptitudes is more telling if rests upon a basis of general culture. As a stenographer you will do better work and your chances of advancement are much greater if you are familiar with history, know your Shakespeare, and are not in doubt as to whether Hamilton is "the name of a cheese or a coin." Am a lawyer, doctor or preacher, your reputation will very likely rest as much upon your "all roundness, your wide acquaintance with the inside of great books, and the general impression that you are not a narrow-minded egotist, as it will upon your technical finish. Culture means intellectual back ground. It means accumulated force behind your stroke. It increases your personality; it strengthens your influence. It keeps you from settling down to become a mere cog in the wheel, a little specialized piece of machinery to do a certain task, and makes you a human being, alive, vibrant, radiating. There never was an age in the history of the world when it was so true as it is now that "Knowledge is Power." And Knowledge is open to everybody. The only things that prevent any person from acquiring useful knowledge are laziness, self-indulgence, weakness, and procrastination. There is no single thing so essential to success, in whatever calling, as Education. Real education after all must be done by yourself by reading. The Public Library is a rich fund of knowledge—a storehouse of ideas. Why not take that course of reading which you have always planned, but which you have left crowded out of your life by your social, home and business duties? You will find your life greatly enriched by so doing. The library had nearly 3,000 new borrowers for 1923. We could scarcely believe that these figures were correct. 2,375 people in La Grande decided to make use of the library and what it had to offer them. Are you one of them? We hope you will not let many more months slip by

OFFICE CAT TRADE MARK BY JUNIUS

28 YEARS AGO

La Grande Gazette, January 24, 1896—Cards are announcing the wedding of Al Andrews and Miss May McWhirter. At a meeting of the City council Tuesday evening Mr. R. H. Harworth was elected commissioner. W. J. Snodgrass returned to this city after a six months visit to the Okanogan country yesterday morning. The tax levy for Union county has been estimated at the following rates: County fund, 10 mills; contingent 5.2 mills; school 4 mills. This with the state levy of 4.5 would make a total of 24 1/2 mills.

A regular meeting of the La Grande Republican Club took place in Elwood's hall Tuesday evening. The important part of the business transacted was the election of delegates to attend the state convention of Republican Clubs which takes place in Portland, February 4. The following list of delegates were elected: W. H. Brown, William Gotchell, J. W. Scriber, J. W. Knowles, E. W. Bartlett, G. Jackson, David Day, J. B. Thomson, F. S. Stanley and J. M. Church. The meeting then adjourned.

Mr. John B. Moran and Miss McWhirter were united in marriage at the residence of the wife's parents Wednesday, January 22, 1896.

The Blushing Bride. They tell us of the blushing bride. Who to the altar goes Down the center of the church. Between the friend-filled rows, There's Billy whom she married with And Bob with whom she swam; There's Jack, she used to go with him— And Steve who called her "mam." There's Ted, the football man she loved, And Don of tennis days, There's Harry, high school beau of yore. Dear Herbert and yes, Eugene! There's Jerry, whom she cuddled with— Reggie, with whom she muddled; No wonder she's a blushing bride! YE GODS—SHE OUGHT TO BLUSH!

Nine out of ten men favor short dresses because they are "see-able." P. S. Not the men—the skirts.

Seventy-five women marched out of a hotel in their nightgowns during a fire in San Francisco recently. And yet the newspapers claimed that it was smoke that overcame a fireman!

SAFETY COUNCIL ISSUES PLANS TO AVOID ACCIDENTS

CHICAGO (AP)—The National Safety Council Friday in announcing that 15,000 deaths were caused in the United States during 1923 by automobiles, outlined three recommendations which it said could be applied in any city to bring a reduction in street accidents. They are:

1. That traffic movement along main arteries and subsidiary channels be studied and traffic maps made so that traffic distribution and control may be made effective.
2. That city spot maps showing the places of every traffic accident be made so that local centers of hazard may be identified and proper treatment of conditions prescribed.
3. That the intelligent co-operation of every user of public streets be obtained through community organization and education directed at the development of safer conditions and conduct everywhere.

While automobile deaths in 1923 are estimated by the safety council to have been 1600 more than in the preceding year, the following cities are said to have reported substantial decreases: San Francisco, Minneapolis, Sacramento, Chicago, New Haven, New Bedford, Mass., Grand Rapids, Mich., Providence, R. I., Seattle, Ellensburg, N. J., Racine Wis., Toledo, Salt Lake, Portland Ore., Syracuse, N. Y.

Larger cities reporting increased fatal automobile accidents include Oakland Cal., and Los Angeles.

ANOTHER ADVANTAGE IN BEING COMMON IS THAT YOU CAN EAT IN THE KITCHEN WHERE IT'S WARM.

Few things are as bad as they might be, yelled the reporter, except a pen point I tried to use recently in a local bank.

Thus Wadd is so light that on Christmas Eve he told his kids that Santa Clause had just died.

Wife: "What's the matter, dear? You look worried." Hubby: "The books down at the office won't balance." Wife: "Can't you buy some new books?"

It's a wonder some inventive genius doesn't start a standing-collar style for fat ladies so they can hide the double chin.

WHY DOES AN INVISIBLE STOCKING ATTRACT MORE ATTENTION THAN ONE YOU CAN EASILY SEE?

We are told that it says somewhere in Ecclesiastes that a "man's wisdom causes his face to shine." This probably explains why we so seldom see a man with a shiny face. On the other hand, too, we suppose, it is lack of wisdom that causes his nose to bloom. Thinking again, we wonder what makes a woman's nose shine?

BRITISH COTTON MEN HAVE WORST YEAR IN HISTORY

MANCHESTER, (AP) — The serious state of the cotton trade in England was indicated by Sir Charles Meera, a former chairman of the Committee of the International Federation of Master Cotton Spinners and Manufacturers Association, in an address to the Provisional Emergency Cotton Committee here.

He stated that for more than three years a large number of mills had shown no return whatever to those who had invested money in them, and extra capital was being called up, only to be dissipated owing to the inactivity and want of unanimity among those who controlled the employers' organization. The effect both on Lancashire and the country generally was most disastrous. This was shown in the revenue returns just issued, it being stated that there was up to the present a deficiency of \$250,000,000. Unless this great loss was stopped by getting the cotton trade on a profitable basis again, he concluded, it was difficult to see how the deficiency could be made good before the end of the present financial year.

Shareholders in cotton mill companies have never experienced such a disastrous year as the one just closed, it is asserted. Only 90 of a total of 316 companies have been able to make a return on their capital. The total paid up share capital of the 316 companies controlling 23,000,000 spindles, was more than \$24,200,000,000. During the year they distributed \$4,120,130 in dividends, or about 1.7 per cent. on the total called up capital, against 2.7 per cent. last year. Sixty five companies paid 4.45 per cent. against 8.95 but 170 firms have now worked two years without paying any dividends whatever. During the year 28 companies have made calls on their members.

Good Farming Yields Yearly Increase of Potatoes

CLEVELAND, (AP)—The Cuyahoga county farm bureau, in the year just closed, made four potatoes grow where only three grew before, and the extra potato is reckoned to have been worth about \$50,000.

The gain of one potato to every three was made on 21 test fields in the county where certified potato seed was planted and the plants properly sprayed. The actual yield was an average of 210 bushels to the acre, a gain of 26 bushels over the old stock, according to county farm agent Harry A. Dooley.

Chinese Girl Defies Ancient Custom of Infant Betrothal

PEKING, (AP)—Miss Chuang Chin-ying, a high school girl of 18 years, has rebelled against an ancient Chinese custom. By means of an advertisement in certain Chinese papers she recently notified all concerned that she refused to recognize a betrothal agreement made by her parents with the father of a young man, Hsueh Paoh-chi.

Miss Chuang, in her unprecedented announcement, declares that since the matrimonial agreement was made during her infancy she will never endorse it, but will consider it of no effect. Her defiance of parental authority is regarded as an indication of the development of a new spirit in Chinese women, which eventually may result in modification of the present custom of infant betrothal.

Few things of that kind last for ever, except rheumatism and reparations crisis.

"Our language becomes more expressive," says Carlyle never could have said: "It's a wow."

West & Co. THE QUALITY SUIT

# WHAT IS ECONOMY?

Economy is that elusive little bird that every one is chasing but never can seem to catch, merely because they do not understand the proper pursuit. Economy does not mean a saving through buying cheap merchandise; that is where many people make their greatest mistake. They do not realize that cheap merchandise, although bought at about 50 per cent less than the better qualities, only lasts about one-third as long. Is it economy then, to pay Seventy-five Dollars for three identical articles in order to obtain the service that would be obtained through the purchase of one Fifty Dollar article?

Think this over, then let us sell you one of the world's highest grade suits that will give you the proper service and satisfaction.

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Manufacturers of the world's highest grade Men's and Ladies' Apparel.

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A Guarantee With Each Suit

Inquire about our Hart Schaffner & Marx "Made-to-Measure Service"—Ask to see our new Spring style book and line of sample fabrics.

Custom Made Clothes have all of the qualities that characterize tailor-made clothes, for less money. You choose the fabric and style—in two weeks your suit is ready. Investigate now.

Cross Continent Victory Highway Near Completion

SAN FRANCISCO, (AP)—The Victory Highway, an unbroken route between New York and San Francisco, will be completed some time this year, according to an announcement by the California State Automobile Association.

The principal barrier, a detour that balked many tourists, was in western Utah, and the Utah highway commission has just signed contracts for the removal of this link in the Wendover cut-off, and will be ready for the tourists by the opening of the 1924 season. The Utah-Navajo-California highway Association arranged the financing of the Wendover cut-off.

The organizations interested raised \$50,000 to assist the State of Utah, which also was able to procure substantial aid from the federal government. The California Automobile Association previously had urged the Victory highway as far east as Kansas City with its yellow-diamond markers.

Coolidge Signs First Bill WASHINGTON (AP) — President Coolidge Friday signed the first general legislative bill he has acted upon since becoming president—a measure to give the mail franking privilege to Mrs. Florence Kling Harding.

U.B. Thrifty says

"Lots of us will be poor until we are thirty—then we'll be used to it!"

The Federal Reserve System is back of Commercial America. As members of the Federal Reserve System we are glad we can participate in its benefits for La Grande and Union County trade territory.

No legitimate requirement is ever refused by the Federal Reserve Bank, hence we are always in position to serve our patrons through its resources.

This makes it easier to meet your legitimate requirements—and we are always glad to do it.

Slogan: There is no substitute for safety.

# La Grande NATIONAL BANK

SOUND-RELIABLE-PROGRESSIVE.

George Arliss the world's foremost character actor is coming in The GREEN GODDESS

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