

La Grande Evening Observer

INDEPENDENT NEWSPAPER
Published daily and weekly at
La Grande, Oregon, by La Grande
Evening Observer Publishing Com-
pany.

BRUCE DENNIS, Editor.
Entered at postoffice at La Grande,
Ore., as Second Class Mail Matter.

On sale in other cities—Oregon
Hotel News Stand, Portland; Im-
perial News Stand, Portland; Mut-
nomah News Stand, Portland.
Address all communications to
THE OBSERVER, 1410 Adams
Ave., La Grande, Oregon.

SUBSCRIPTION RATES
By Carrier
Daily, per month.....75c
Daily, per three months.....\$2.25
Daily per six mo., in advance, \$4.50
Daily, street copy.....5c

By Mail
Daily, per month.....50c
Daily, three mo., in advance, \$1.25
Daily, six mo., in advance, \$2.50
Daily, per year, in advance, \$4.99

CITY AND COUNTY OFFICIAL PAPER

MEMBER ASSOCIATED PRESS
The Associated Press is ex-
clusively entitled to use for publica-
tion of all news dispatches credited
to it or not otherwise credited in
published therein. All rights of re-
publication of special dispatches
this paper, and also the local news
herein also are reserved.

FEAR THE LORD, AND BELIEVE
HIM IN TRUTH, WITH ALL
YOUR HEART; FOR CONSIDER
HOW GREAT THINGS HE HATH
DONE FOR YOU.—1 Samuel 1:2, 3

MARKETING MUST HAVE ATTENTION

(Continued from page 1)

center, Missouri has lead and zinc interests; Kansas covers large petroleum deposits; Nebraska is commercializing her potash and clay; while gold and silver are being mined in South Dakota, North Dakota has vast reserves of low grade bituminous coal that will some day be made commercially profitable. It is apparent that these states are gradually becoming more self contained and are building up a group of little commercial empires.

"Turning to the current financial situation," continued Mr. Johnson, "I find Iowa and Missouri leading this group with a gain of 2 per cent over last year. South Dakota follows with a gain of 1 per cent over business as it existed twelve months ago. Minnesota on the other hand, shows a loss of 2 per cent; North Dakota a loss of 2 per cent; Kansas a loss of 2 per cent; and Nebraska a loss of 13 per cent compared with a year ago. The difficulty in North Dakota is in the financial situation while Kansas is suffering from inactive tendencies in the oil fields, deficiencies, railroad shops, and certain curtailing of building. The farmers in this section got about as much for their corn in 1923 as they did in 1922. The wheat growers got about 29 per cent less for their crop, but the dairy district fared better than last year. Bearing in mind that general business throughout the United States is reflected on the Robinson report, today stands at 3 per cent below normal the West Central section does not show up as being very far out of line."

Better Plan Needed.
Mr. Johnson was asked why there was so much complaining on the part of these states and particularly on the part of the politicians. He replied that the difficulty is largely a problem in distribution and that it will have to be solved in the marketing rather than in the production field.
"It is true that fundamentally these western states are better off today than ever before. Their crops are more diversified; they are continuing to manufacture a greater variety of goods and they are accumulating more capital. The one weak point in the situation, if there is one, lies in the inability of sections to market its products on a satisfactory basis, although the same criticism may be applied to several other sections of the country as well. The present systems are not operating effectively and I thoroughly believe that the difficulty can be remedied by working along the line suggested by the four basic principles, or more than doing, which may be outlined briefly as follows:
"1. An excessive supply of any product, either manufactured or agricultural, tends to lower its price. Producers in this section have figured that if 100 acres of land would yield a certain income that 200 acres would yield twice as much. This may be true in individual instances but when every farmer doubles his production or when all farmers concentrate on a single crop and therefore increase its production materially, we find that more has been raised than the market can easily absorb and the excessive supply tends to drive down the price. A co-operative movement may be of great assistance in steadying market demands and estimates of the quantity of production. Every farmer and every fruit grower should support such a work if he has the opportunity to do so. It is probable that within a few years we shall have statistics upon which we may determine the approximate future demand for any given product and the probable production under existing circumstances. The farmer will then be able to proceed much more intelligently in his production than at present."
"2. The customer must be given the product he wants, not the product he happens to want to make or raise for him. Whenever production does not follow a popular demand but branches off and creates something after its own fancy, an increased amount of effort is required to market these goods. The expense of distribution under such circumstances ordinarily cuts up the profit of the transaction and leaves the producer where he was when he started. There is no reason why popular demand in the matter of types and varieties of fruit, vegetables, and crops cannot be determined statistically in advance. Then the farmer would be able to fill an order instead of producing something and hoping to find a customer for it after he has harvested."
"3. The desired goods must be got to the consumer quickly and cheaply. This can best be accomplished by employing the distributing machinery afforded by modern advertising and merchandising developments. The case of the California fruit growers creating a national and continual demand for their products thru mail-order merchandising methods had ought to go a long way toward solving the difficulty of other producers. During the last twenty years the fortunes have been made by introducing quantity production methods into the manufacturing industry. The farmer has been at a distinct disadvantage in this race due to his natural limitations. He cannot employ the latest machinery and labor saving devices doing the work on his farm. During the next twenty years I am thoroughly convinced that the large rewards to be found in the fields of marketing and distribution. In this connection the farmer is on an even footing with every other producer and there is no reason why he should not benefit as much as anyone else in the development of more effective means of getting goods from the producer to the consumer.

THE OLD HOME TOWN

By Stanley



SQUINTY SOLELEATHER DEMONSTRATED TODAY THAT HE CAN PUT HIS COLLAR AND NECK TIE ON IN ONE MOVEMENT THEREBY SAVING CONSIDERABLE TIME IN A YEAR.

Borrow Less.
"As little borrowing as possible instead of as much as possible. Interest charges constitute a fixed burden that must not be any larger than is absolutely necessary. If the farmer or business man is to progress as he should, I am in favor of all legislation making it easy for the farmers and fruit growers to extend their present loans so as to avoid foreclosure, but I am very fearful of the result of making it easy for any people to borrow more money. I believe that the Federal Farm Loan Banks and the other 'loan all' schemes are ultimately going to get the farmers into a lot of trouble if they are not administered with extreme caution.
"Too much money has been borrowed in the past to be put into non-productive things. Farmers have speculated too much in land, and, in their case, if I may paraphrase the Bible it is literally true that borrowed money is the root of all evil." Owing to the demand by wealthy interests for non-taxable securities, states, cities, towns, and country school districts are today being encouraged to get into debt to an alarming extent.
"The farmers' real friend, in the meantime, is he who helps to get our equal community out of debt instead of he who helps to get them further into debt.
"If you are doing good work, don't worry, somebody will find it out.
"One reason, perhaps, why the automobile has become so popular is that it gives the driver more opportunities to kill or maim than did Old Dobbin.
"In this wonderful land of opportunity most any dog may grow up to be the president's.
"Mother Who Took Lassel Fight To Live After Visioning Huber's Fate.
ATLANTA, Ga. (INS)—It was only after Mrs. Edna Reed, 15-year-old wife, of this city, had peeped into the mirror of death and saw reflected there the life her year-old baby faced in the world, without a mother, that she wanted to live again.
Life had grown "disgusting, unbearable, a drudgery and hardship" for her. She attempted suicide by drinking kerosene.
Lying on the brink of death, she regained consciousness for a moment, thought of her child—then it was that she pleaded with physicians to save her life, to spare it for her child.
Now she is well again and back home.
"I am very happy," she said today, "for I am planning a new life of service for my child."
Arcade Monday, "The Brass Band."
5-1-11

OFFICE CAT



BY JUNIUS
"That's the end of my line," said the La Grande wash woman, as she filled the last vacant spot.
Shirts were long, and now they're short.
With quite a downward trend;
"I would seem they take the added cloth
Off of the other end.
According to an exchange, an attorney arguing a case in court was suffering from a severe attack of hiccoughs.
"Go out and eat a plate of ice

All the World Isn't a Stage
---Some of it is a Work Bench.



La Grande NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE.
There is no substitute for safety

West & Co THE QUALITY STORE

PRESENTS
**The First Advance Sale of
Newest Spring Silk Dresses for
"THE LARGER WOMAN"**



Up to Sizes 54 1/2
—we are offering new values—that
no economically minded woman
can afford to forego at

\$35 to \$53.75

Fashioned of silk cantons, both beaded and tailored, laces, georgette trimmed combinations with dainty up-to-the-minute touches acclaiming their newness—skillfully making every line and detail contribute to their charming, slenderizing effects.

In the eight models illustrated—are some copies of Paris imports—made especially for this sale by a maker nationally famous for his high character frocks for Larger Women—in all—a glorious array of newest Spring silk dresses that definitely presage the vogue of the coming Spring.

COLORS:
Navy, Black and Cocoa

Saturday Night, March 8th.

The Black Cat

Will celebrate its first week in business by giving some customer a delightful surprise.
Come in and let us tell you about it.
See Our Window Display



Unjust Accusation

The dismissal of the indictment against Benedict Crowell and others, in which they were charged with frauds against the government in connection with the building of army cantonments, is a timely warning against hasty assumption of guilt upon the part of public officials whenever they are charged with conspiracy or fraud.

Mr. Crowell was assistant secretary of war, and has always had an honorable name. In the excitement of the pursuit of war frauds he was included in a list of persons suspected of entering into a conspiracy to defraud the government. A grand jury, indulging in suspicions and jumping at conclusions without evidence before it, found the indictment and the accused men had no chance to defend themselves.

That indictment was recklessly found, and the members of the grand jury inexcusably misused their power to besmirch innocent men. The jurymen gave way to the mob spirit that seeks to lynch its victims without asking whether they are guilty or innocent.

Justice Hoehling, after an exhaustive study of this case, in a review which fills 40 pages, has exonerated the indicted men and dismissed the charge against them. His summing up is conclusive. It sweeps away the mass of innuendo and suspicion which the grand jury used as the basis of its charge. So far as the courts of law are concerned, Mr. Crowell and the others indicted with him are as innocent as if they had never been indicted.

But the fact remains that injustice was done to these innocent men. Their names were stained and their families were subjected to humiliation and shame. It was an outrage that the grand jury should have succumbed to the mob spirit. The history of this case furnishes a warning against taking snap judgment in times of popular excitement.

Edison And The Flapper

Thomas A. Edison approves the flapper, and why not? She is partly a product of Edisonism. The contributions of the "Wizard" to the motion picture and the phonograph and light developments give him at least a claim to a share in the credit for the flapper, for the screen is the source of many of her notions and the phonographic disc carries music to which her toes tingle and the lights enable her to turn night into day. So the "Wizard" owes it to the flapper to be her champion. Nor does he tell her anything she doesn't know when he says that she is all right.

The flapper knows that she generally plays a winning hand when some one else holds it. She knows that elders who criticize her were themselves criticized by their elders, and therefore she takes their criticism with the proper grain of salt. She will accept Mr. Edison's approval as justly due.

Plenty Of Them

The bill introduced in the house at Washington to provide a federal moving picture commission with censorship powers over all film entered in interstate commerce is not likely to have smooth sailing.

In the first place, there are censors enough in the states, and if they are not doing their duty there would be no more likelihood of federal officers doing better. In the second place, we must not ignore the fundamental principle of our dual government that in the regulation of ordinary affairs in their lives the states are supreme. There is a direct challenging of this latter principle in a statement made by the author of the bill in question. "A censorship law that may be satisfactory in one state is not satisfactory in another," he says, "and hence it would be better if the pictures were under federal regulation."

Keeping in mind that the object of every state censorship of the movies is as lofty as that of the federal government could be, and that differences in judgment are just matters of opinion, it is the right of a state to have pictures its censors regard as fit irrespective of what the censors of any other state may say. The average individual and the great majority of the country must be recognized as having decency, and their right of judgment also must be recognized. The federal government has enough to look after as it is, enough trouble on its hands, without turning itself into a Cato the Censor on the amusements of the people in the states.

There are enough censors now.

The glory of Tom Mix will now wane, for he asserts that he has been flogged by a gang. Every boy in the country after seeing Tom Mix on the screen thought he could lick any gang before breakfast and then a half dozen towns up for lunch. Poor Tom, how the mighty fall.

Baker has organized a new society named the "Rink-dinks." The mysteries of this order probably encompass some advanced jazz which has not yet been given to the general public.