

SOUTH HAS A BRIGHT FUTURE

So Says Roger W. Babson, Statistician, Who Visits West-Southern States.

DABSON PARK, Fla., (Special)—The South will enjoy tremendous development and expansion during the next twenty years, according to Roger W. Babson, statistician, who today issued the fifth section of his report on business and financial prospects which includes the findings of his recent tour of investigation. The immediate outlook for the states comprising the West Central group of the South, however, are about average with that of the balance of the country, as indicated by Mr. Babson's statistics on the current outlook.

"The four principal products of this section," says the statistician, "are cotton, lumber, petroleum and cattle. It so happens that these are diversified to such an extent that they are almost never depressed at the same time. This means, for instance, producers of cotton have been very successful and have received high prices for a great average crop. The lumber business has been fairly prosperous and Louisiana leading in this field receives more income from lumber than from crops. The building boom has, of course, contributed and the tendency to move from congested city districts to suburbs, as made possible by the automobile, will stimulate residential building for years to come. Cotton and lumber then have prospered this year.

"The petroleum industry, in which Oklahoma holds such a prominent place, however, has been considerably depressed due to overproduction of Southern California oil. Prices have fallen below operating costs and the oil section of the South has suffered. The fourth industry, the raising of cattle, has also been handicapped by the low prices offered for beef. The industry has not recovered from the sudden slump it suffered at the close of the war. Chickens, hogs, sheep and other small livestock are getting back onto a paying basis, but the cattle raiser is still suffering from a poor market. Eventually, of course, this situation will right itself and the cattle raiser of the Southwest will again prosper."

Mr. Babson, in a further discussion of the lumber industry, described the reforestation work being carried on in the vicinity of Bogalusa, Louisiana by the Great Southern Lumber Company. Here the pulp wood industry is being operated, not on the temporary basis of exploiting national resources, but on the permanent basis of growing pulp wood as other crops are grown.

"An examination of the failure statistics," continued Mr. Babson, "shows how these changes in sources of income affect conditions and general business in these states. In Texas there has been a decrease of 50 per cent in the number of failures compared with last year. Arkansas has enjoyed a decrease of 25 per cent in failures. Louisiana has fared best of all with a decrease of 56 per cent while Oklahoma, with its depressed oil industry, has suffered an increase of failures of 104 per cent.

"It is apparent from this survey that the cotton growing sections and the lumbering regions enjoying an increased purchasing power should prove the best section for any sales effort. The increase of around 25 per cent in income from cotton is practically all profit. The Arkansas cotton crop, for instance, shows a gain of 30 per cent in value over last year; the Texas crop a gain of 28 per cent in value; and the Oklahoma crop a gain of 20 per cent in value. It is worth noting for the future in the oil industry Oklahoma would be in wonderful shape today. The larger cities of this section which have diversified areas offer a good market for retail merchandise. The chief cities of Texas, for instance, should enjoy a

retail business at least 10 per cent ahead of last year during the remainder of 1924. The Louisiana cities may be expected to do a volume of about 5 per cent greater than that of a year ago, while Oklahoma may show about the same percentage of loss. The majority of this section have suffered through the sluggishness in foreign trade. Indications at present point to a revival in exports from these ports, considering the natural facilities of New Orleans and Galveston, they must sooner or later become leading supports in international trade. During the past years the bulk of their trade has been handled during the four fall months with almost no tonnage during spring and summer. In years to come I prophesy a gradual flattening of this curve which will tend to give these interests steady occupation the year round.

"This group of states as a whole is running just about parallel to the average activity of the country, as reflected on the Babson chart, now at 2 per cent below normal. For the next twenty years, however, I predict a remarkable development. Bankers, manufacturers and merchants, who expect to continue in business, should give more attention to this rapidly growing section of the United States. Considering its diversified sources of income and its many natural advantages these four states of Texas, Oklahoma, Louisiana and Arkansas are just beginning to come into their own.

"The time will come," concluded Mr. Babson, "when Texas will have the largest population of any state in the country and New Orleans will rank first in exports. Wise are the Southern manufacturers and jobbers who are now laying their plans with this future in view."

Seed Tubers Certified.

PENDLETON, Ore.—A lot of potatoes comprising 1366 tons, grown by W. L. Rayburn on Weston mountain on bench land, was certified with the state's stamp of approval when an inspection was made by E. R. Jackson, crop expert of Oregon Agricultural college, and Fred Henson, county agent.

Mr. Rayburn has disposed of 47 tons of the tubers for seed purposes at a price of \$45 the ton, f. o. b. Weston. One carload will go to C. E. Buntingham of Touchet,

Wash., and another car will go to Klamath Falls. An Oregon's requirements for certification for seed potatoes are so high that they bar a great percentage of growers, requests have been made frequently that the standard be lowered to some degree. According to Mr. Henson these requests have been refused by the state, but a provision has been made whereby another grade of seed potatoes to be known as Oregon standard seed may be added to the present list.

Hay Shipments are Asked.

PENDLETON, Ore.—Declaring that the Oregon hay growers have been unable to get ships out of Portland to carry hay shipments to the Atlantic coast S. H. Boardman of Boardman has appealed to the Pendleton Commercial association for aid in getting the hay shipped from the port of Astoria.

"There is a big carryover of alfalfa in the interior this year on account of the mid winter and February that an earlier shipment of alfalfa than an earlier shipment of hay brought about \$12 net when shipped by water to the east coast has resulted in growers being anxious to avail themselves of shipping by water.

"Ouch! Aching Joints, Rub Rheumatic Pain. Rub Pain right out with small trial bottle of old 'St. Jacobs Oil'."

Rheumatism is "pain" only. Not one case in fifty requires internal treatment. Stop dragging! Rub soothing, penetrating "St. Jacobs Oil" right into your sore, aching joints, and relief comes instantly. "St. Jacobs Oil" is a harmless rheumatism liniment which never disappoints and cannot be rubbed in. Lumber up! Quit complaining! Get a small trial bottle of old, honest "St. Jacobs Oil" at any drug store, and in just a moment you'll be free from rheumatic pain, soreness and stiffness. Don't suffer! Relief awaits you. "St. Jacobs Oil" is just as good for neuralgia, lumbago, headache, sprains.

Personal Mention

Sam Smith, who has been visiting with G. J. Price, returned to Long Beach this morning.

"Yes" Knight, who is well known here as the third baseman of La Grande's baseball team last year is expected from California in about ten days, states his brother L. E. "Boss" Knight.

J. E. Caviness, formerly of La Grande and Joseph, but now of Portland, went through La Grande yesterday on his way to Joseph on business.

Mr. and Mrs. Stafford returned to their home last evening from a trip to Vancouver and Seattle.

Mr. G. P. Smith, who has been visiting her parents, Mr. and Mrs. Redhead of this city, returned to her home in Baker last evening.

Mrs. Victor Morgan returned to her home in Kamea after visiting with friends here.

Mrs. Eva Wessler returned last evening from Pendleton and Walla Walla, where she has been visiting.

Corrine Rue of Enterprise, left last night for a two month stay in Los Angeles.

J. Fred McClean, forest ranger, returned to Joseph yesterday after spending a few days in La Grande.

Eugene Garbs Triplets, EUGENE, Ore.—All Eugene seems to have "adopted" the girl triplets born to Mr. and Mrs. Roy C. Sharlow of this city. Naturally expecting but one baby, the supply

of clothing was short when the trio arrived, but all were supplied with proper outfit. When news of the arrival was circulated merchants and individuals by the score offered garments, and the parents now have enough to supply a dozen babies, said the mother.

The triplets were pink, one weighing 4 1/2 pounds, another 4 1/2 pounds and the third 5 1/2 pounds. The mother is 19 and these were her first-born.

Intelligent People who have the same tool boxes you have.

La Grande Mattress Shop and Weaving Works. Mattresses of all kinds cleaned and rebuilt; Feather Renovating, Bag and Pillow Lugs made to order and for sale. Carpet and floor cleaning. Licensed Finishing Factory Phone 253-W CHAS. EDWARDS, Prop.

WHAT NEXT? Shamrock Center BRICK ICE CREAM For St. Patrick's Blue Mountain Creamery R. E. Tyler, Prop. Main 60 1109 Wash. La Grande, Ore.

Don't Say "Bread" SAY SUPERFINE MADE WITH MILK For Sale at All Grocers La Grande Bakery Formerly McPherson Bakery La Grande, Ore.

Garden Tools Rakes, Hoes, Spades and Shovels Also Poultry Netting In all Heights Call and See Them. F. L. LILLY Hardware Phone Main 85

Grande Ronde Hospital A nonsectarian and ethical institution that does not advertise your sickness or broadcast your operations, but gives you service equal to any institution in the Northwest. We employ only graduated nurses

Apple Crop About Half Paid For. HOOD RIVER, OR.—Of the 1,266,612 boxes of apples shipped by the Apple Growers' association for the 1923 crop, payment has been received on 665,279 boxes, according to the report of General Manager A. F. S. Stebbins. The highest price received for fruit was on Delicious, the average price reaching \$1.57 per box, with 16 per cent paid for.

Of the 225,642 housewives. DONT LOSE YOUR TEMPER When your lights go out or that Electric Motor goes "bad" call 393-W and we'll have it working in the least possible time—and at least cost. H. & S. Electric Edison Mazda Lamps 197 Depot Phone 393-W

WHAT NEXT? Shamrock Center BRICK ICE CREAM For St. Patrick's Blue Mountain Creamery R. E. Tyler, Prop. Main 60 1109 Wash. La Grande, Ore.

Grande Ronde Hospital A nonsectarian and ethical institution that does not advertise your sickness or broadcast your operations, but gives you service equal to any institution in the Northwest. We employ only graduated nurses

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Yes—it can be done

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THE Studebaker name guarantees to you the utmost in fine-car construction. For 72 years it has stood for quality, for honest workmanship, for square dealing.

It has always stood for style and class. Remember Studebaker carriages—supreme examples of fine coach building.

Consider our facilities—mark what we have at stake. \$90,000,000 in assets, \$50,000,000 in plants and equipment, \$10,000,000 in body plants alone.

Note our multiplying sales—the sensation of Motordom.

It is fair to assume that we can and do build the finest cars and at Studebaker prices.

What is a fine car? A fine car means the best materials any cost can buy. We use 35 formulas for steels, each known to be best for its purpose. We pay a premium of 15% on some to get the formulas exact.

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bearings than are used in any competitive car, within \$1,500 of its price.

A fine car means fine engineering. We spend \$500,000 yearly on that department, employing 125 able men. It means careful construction. We have 12,500 up-to-date machines. 1,120 of our operations are exact to 1/1000 of an inch. 369 are exact to one-half of 1/1000 of an inch.

It means infinite pains. For instance, we machine all surfaces of our crankshafts as was done in Liberty Airplane Motors. We are

the only makers of cars at our prices who do this. It means careful inspection. With us it means 30,000 inspections in the manufacture of each Studebaker car.

Luxury and beauty. It means a car to be proud of. Our body finish includes 15 coats of paint and varnish. Chase Mohair is used to upholster our closed bodies—made from the soft fleece of Angora goats. We offer much extra equipment.

Where savings come. Then how do the Studebakers so far undersell any comparable cars? Because we build so many. The fixed costs are divided by enormous output—150,000 cars per year. Because we build our own bodies. The saving to you on some types is up to \$300 per car. Because we make our own forgings, saving another profit there. Because our plants are modern and efficient. We have spent \$38,000,000 on them in the past five years.

Because we keep our men, make them partners, pay them large bonuses to stay. Changing men is expensive. Because we conduct this business in every way on the best modern lines.

What buyers save. The Studebaker Light-Six Touring Car sells for \$1,045. Under ordinary manufacturing conditions it would cost you from \$200 to \$400 more. On our Special-Six the difference might be \$400 to \$700. On our Big-Six type the difference may run into thousands, depending on the number produced. For this car compares only with the highest-priced cars in Europe and America.

You will respect the Studebaker methods when you come to know them. You will admire the cars they create. You will delight in the values. Remember that last year 145,167 fine-car buyers, after comparisons, chose the Studebaker models. So many people could not be wrong.

Learn why they did so before you buy a car at \$1,000 or over. You owe that to yourself.

Go and See Why Studebaker Leads. Studebaker is now the world's largest builder of quality automobiles. Last year, 145,167 fine-car buyers paid \$201,000,000 for them. There are 13 models. Prices begin at \$1,025. Go see the reasons for this trend. See why sales have almost tripled in three years. Why these cars have become the sensation of Motordom. You owe that to yourself before you buy a fine car.

Some of our Big-Sixes, for instance, have two nickel-plated bumpers, one or two extra disc wheels with cord tires, a courtesy light, a motometer, steel trunk, etc. This factory, remember, is the ancient home of fine coach work. A fine car must be enduring. A Studebaker Big-Six, built in 1918, has so far run 475,000 miles. That means 80 years of ordinary service.

LIGHT-SIX	
5-Passenger 112-in. W. B. 40 H. P. Touring	\$1045
Roadster (3-Pass.)	1025
Coupe-Roadster (2-Pass.)	1195
Coupe (5-Pass.)	1395
Sedan	1485

SPECIAL-SIX	
5-Passenger 119-in. W. B. 30 H. P. Touring	\$1425
Roadster (2-Pass.)	1400
Coupe (5-Pass.)	1895
Sedan	1985

BIG-SIX	
7-Passenger 126-in. W. B. 60 H. P. Touring	\$1750
Speedster (5-Pass.)	1835
Coupe (5-Pass.)	2195
Sedan	2685

(All prices f. o. b. factory. Terms to meet your convenience.)

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Four-room plastered home with tiled, cement walks, garage, on second street near mill and shops. Price \$1,700.

Five-room house, with built-in features, well arranged, on attractive home, garage, lawn, in splendid residential district for \$2,700. Liberal terms extended. The interior of this house will appeal to you.

One of the best 10-acre tracts adjacent to the city. Can be secured with a payment of only \$1,500. This must be seen to be appreciated. Investigate.

24 acres in Fruitdale, with equipment. This is the time of the year that such property should move and the price and terms will appeal to you.

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Today the sun shines.

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