

La Grande Evening Observer

INDEPENDENT NEWSPAPER
Published daily and weekly at La Grande, Oregon, by the
LA GRANDE EVENING OBSERVER PUBLISHING CO.
BRUCE DENNIS Editor

Entered at postoffice at La Grande, Oregon, as Second Class Mail Matter.

On sale in other cities—Oregon Hotel News Stand, Portland; Imperial News Stand, Portland; Multnomah News Stand, Portland.

Address all communications to The Observer, 1416 Adams Ave., La Grande, Oregon.

SUBSCRIPTION RATES

By Carrier

Daily, per month75c
Daily, per three months\$2.25
Daily, per six months, in advance\$4.50
Daily, single copy5c

By Mail

Daily, per month50c
Daily, per six months, in advance\$2.50
Daily, per year, in advance\$5.00
Observer-Star, per year\$2.00

CITY AND COUNTY OFFICIAL PAPER

The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited if published therein. All rights of republication of special dispatches in this paper, and also the local news herein also are reserved.



MEMBER ASSOCIATED PRESS

The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited if published therein. All rights of republication of special dispatches in this paper, and also the local news herein also are reserved.

THOU HAST A MIGHTY ARM: strong is thy hand, and high is thy right hand. Justice and judgment are the habitation of thy throne; mercy and truth shall go before thy face.—Psalm 89:13, 14.

Advertising Is Public Protection

Rarely have the main truths about advertising been compressed into fewer comprehensive words than in the opening sentences of Francis H. Sisson's address to the convention of the Associated Advertising Clubs of the World in London. To Mr. Sisson, who is vice president of the Guaranty Trust company of New York, was assigned the subject "Advertising as a creator of public standards in business." He said, "it leads to the consideration of advertising not primarily as a sales aid or business stimulant, but as a moral force, establishing business ideals and ethics, impelling quality as well as quantity production. It brings business out into the open. It invites inspection. It seeks the light and bids its devotees as children of the light to walk in the light. It forces its users to square promise with performance. It gives character and permanence to business and assures the delivery of goods 'as advertised,' or failure."

Advertising has put popular trusts into business and increased the faith of man in his fellows. It has been one of the most constructive moral forces of the ages. It has been the chief aid to the orderly progress of civilization, has removed business from the borderline of chaos and stabilized it in the broad field of public confidence. Concurrently it has cut the ground from under the feet of the agitator and demagogue. These gentry are still with us, and active, but they do not fool the people as once they did. Their lamentations and their canards crash against the shield of truth, advertising, and are harmless. The public ruin which their success would bring is forestalled by the truth spread far and wide by printers' ink. Advertising is the people's protection. Crooked advertisers there are, but their careers are short because publicity is the foe of misrepresentation. The crooked advertiser is soon found out and gets his deserts. And this strengthens the case for advertising as the moral force which Mr. Sisson described it.

The Associated Advertising Clubs of the World has for its mission not merely the expansion of advertising, the improvement of the art of advertising, but the increase of public faith in advertisements through sheer merit. And it is achieving success deservedly.

Justice Olson of Chicago has upset Portland with a speech on the increase of crime. Scientifically the learned justice treats the criminal, assuring the public that he is diseased and that he should be detained in a garden rather than a jail. But the crux of his whole statement was that the criminal should be apprehended before he commits the crime. Right. Now let some Dr. Abraham invent a machine which will register the thoughts and intentions of the individual.

Mark Sullivan, the veteran newspaper correspondent, insists that Candidate Davis has the edge on the other candidates because people are not expecting much in his speech of acceptance and therefore Davis has an opportunity to spring some new issues. Perhaps. But there is only one issue finally in a presidential campaign between Republicans and Democrats and that is the old issue which has existed for half a century—the tariff.

We notice Governor Pierce has started the Willamette valley by advocating the creation of a new water district to include all the towns and cities of the valley. Walter had to do that in the name of humanity, for he and George Cleaver, his prohibition agent, are taking away all other beverages and it is but fair to provide the Willamette valley folk with water.

To the bold assertion that President Coolidge has never owned an automobile and is therefore an exponent of economy, Editor Aldrich of the Pendleton East Oregonian remarks that this mere fact disqualifies Coolidge for president because he had no way to get around and see what the country needs. And there you are.

One of the really good news items for August is that the lumber market is believed to be reviving.

THE OLD HOME TOWN

By Stanley



OFFICE CAT



Editorials From Over the Nation

THE NEW SOUTH.

The New Republic: Rapid industrial development is changing the politics of the solid south. This change was dramatized not many weeks ago, it says, when the southern cotton manufacturers added their voice to the demand of the northern mill-owners for higher protection on cotton goods.

It had been previously understood by the plant of northern mill interests that they could not prosper under maximum hour or minimum wage legislation against the competition of the less regulated south.

In volume of cotton manufacture North Carolina is now second to Massachusetts, South Carolina is third, and Georgia is fifth. These three states, together with Alabama, Virginia and Tennessee turned out in 1921 over 40 per cent of the total value of cotton goods produced in the United States.

They are expanding much more rapidly than the north, and operations are extending into Oklahoma, Texas and other cotton-growing states.

This growth sets up two opposing currents—an alliance of the properties interests of the north with northern capital, which is investing heavily there, and an alliance of southern mill labor, which is chiefly white and therefore can vote—with the northern organizations of labor and forces of social reform.

In such circumstances, how long can the south remain united politically? How long can its citizens vote to work in the same party with the anti-Republican elements in the north?

It isn't the style of the Bible that makes it unpopular with moderns, but the fact that it cramps their style.

ELKS TO MEET AT TILLAMOOK

TILLAMOOK, Ore. (Special to the Observer)—The U. P. O. Elks convention in Tillamook August 14, 15 and 16 promises to be the largest ever held in Oregon since the announcement that by arrangements with the National Guard through Captain J. B. Shriver of company K of Tillamook, all the equipment such as tents, blankets, and cots, needed to provide for the convenience of delegates will be available.

The local committee on housing headed by Rollin W. Watson plans to have tents pitched in rows in all the vacant lots near the festival grounds with space between tents for the visitors' cars. This will be a convenience for the guests, as all their personal equipment will be together. In order to prevent loss or theft, local boys in company K, who won the Oregonian cup for the best National Guard company in the state for last year, have been engaged to patrol all the grounds.

These arrangements have been declared by the state officers adequate for any crowd that may attend. In addition to the National Guard equipment, all private homes in the city have been selected for available room and the response has been hearty on the part of townspeople.

The entertainment will include four deep sea fishing trips a day with boats under the supervision of local men who will act as life guards; two dances each night during the convention, one for Elks and another for the public; a big street parade with several bands; clam digging expeditions every morning to the clam flats near the old ship yards, a rodeo with two carloads of steers and horses; a carnival and a bathing beauty's contest.

A trap shoot for Elks is one of the big features for delegates. Many cash prizes and trophies are to be awarded and letters received from state lodges show that nearly every lodge will be represented by a team. Portland is sending seven teams.

One of the biggest features of the three day program will be the clam bake and salmon barbecue. All the food but coffee will be Tillamook products. The committee expects to feed 4000 persons over a period of several hours. This will be free for everyone whether Elks or not and will be held just east of town in the fair grounds.

The clam bake and barbecue will be Saturday noon. Two 400 lb. Tillamook cheeses have been secured which will be a year old when cut. The committee plans to make 400 gallons of coffee in a cheese factory vat, boiling the coffee with live steam as is done on ocean vessels. 20,000 Tillamook clams have been contracted for, 1000 pounds of dressed salmon, and 5000 turkeys.

Old Editions Bring High Prices.

LONDON. (AP)—A first edition of Swift's "Culliver's Travels," dated 1726, was sold at Sotheby's auction room recently to an American for \$2,250, a new high record for the edition. A first edition of Thackeray's "Vanity Fair" brought \$3,275.

PRE-WAR BASIS NOW ATTAINED

COLOGNE (AP)—Textile shipments to the United States from Crefeld, the Elberfeld-Harmon district and other German manufacturing centers have returned virtually to the pre-war basis. Shipments of nearly all other commodities from Germany to America are far below normal, however, owing to the prevailing high prices, practically all of which are manufactured in this country.

Most of the fabrics, consisting chiefly of dress materials, silks, millinery trimmings and other articles for women's wear, are made especially for the American trade on mail or telegraphic order, and on an average are of a higher quality than taken by any other country. Some of the textiles which have gone forward to the United States recently were contracted for prior to the occupation of the Ruhr by the French and Belgian forces in January, 1923, the delay in filling orders being due to the fact that for many months last year the plants in the textile manufacturing areas were at a standstill as part of the German program of passive resistance.

The demand for high grade dress materials is so great in the United States, according to textile manufacturers here, that the American importers can afford to pay the increased cost which in many instances is double that of the period prior to the war.

Sweden Seeks To Retain Her Wandering Subjects

STOCKHOLM. (AP)—It will be harder to become a citizen of Sweden, and easier to remain one after the beginning of next year, according to a new law which has just been passed.

The new citizenship regulation requires five years' residence, instead of three, for the naturalization of immigrants. According to the old law a Swedish woman lost her citizenship upon marriage to a man who was not a Swedish citizen. But under the new law such a married woman retains her national allegiance to Sweden until she becomes naturalized under the laws of some other country.

Under the old law Swedes residing abroad for a period of ten years automatically lost their citizenship, even though they had not become naturalized in the country of residence. But under the new law a Swedish citizen by birth who has been domiciled in Sweden retains his political status wherever he resides unless he should become naturalized in some other country. Persons whose Swedish citizenship has lapsed under the old law may have it renewed so as to come within the scope of the new law by a simple written application to any Swedish consulate or legation.

Ceremony Planned For Knights Templar Convention Next Year

SEATTLE, Wash. (AP)—Preliminary arrangements already have been made by Rectithum Commandery of Seattle for an impressive ceremony to take place during the triennial convocation of the Knights Templar of the United States here in July, 1925.

The International Travelling Beaumont of the order will be formally presented to the commandery in the University of Washington stadium by the Western Gate Preceptory of Victoria, B. C. At the cross arms of a living passion cross formed by more than 2,500 Knights Templar, the Beaumont, a reproduction of the battle guidon carried by the ancient Templars, will be presented as 100 chanters sing age-old songs of the order.

The Beaumont was started on a world journey by the Grand Priory of Canada in March, 1921, to carry a message of universal peace.

Hart Schaffner & Marx
THE QUALITY STORE

Copyright 1924 Hart Schaffner & Marx

They Have Just Arrived
OUR NEW FALL
Hart Schaffner & Marx Suits
Choose yours now before the best patterns and models are gone.

Two Lumber Cargoes Sent.
ST. HELENS, Ore. — For the week ending, two shipments of lumber by vessel were made from St. Helens. The steamer Wapama, laden with close to 1,000,000 feet of lumber, 60,000 feet of which was loaded here, and carrying 500 passengers, departed Saturday evening for San Pedro via San Francisco. The steamer Mundetta of the Munson-McCormick Intercontinental line loaded 1,500,000 feet of lumber, completing the cargo for New York, and departed.

Ladies' Silk Hose \$1
In colors White, Black, Beaver, Ooze, Sand, Log Cabin, Medium Gray and Cordovan.

SILK AND FIBER HOSE
In colors Black and Cordovan
80c Pair

BLOOMERS
60c - \$1.10 - \$2.25 and \$3.20

LADIES' VESTS AND UNION SUITS
In White color
50c - 70c and 80c

Norton's Kiddy Shop
"Better Togs for Little Tots"
Infants to 14 Years.

Don't let the other fellow talk you out of your crop money.

It is the result of a whole year's hard work and as such should be carefully spent and carefully invested.

When you need any advice or counsel on financial matters feel free to call upon any member of this bank.

This is a regular part of our service and is yours for the asking.

Every branch of our bank is run for your personal convenience in banking.

We solicit your account.

U.B. Thrifty says

Sharp practice has cut off many a man's chance to succeed

La Grande NATIONAL BANK
SOUND-RELIABLE-PROGRESSIVE.

A Word From Walter P. Chrysler

The same engineering genius which with the Chrysler has literally revolutionized practice and performance in the six-cylinder field, has now made the good Maxwell equally outstanding among four-cylinder cars.

My meaning is precisely this: That no other four-cylinder car—at anything like the Maxwell price—giving the combination of performance, ease of riding and driving, economy, long life, and practical elimination of vibration, that the good Maxwell gives to its owners.

W.P. Chrysler
President and Chairman of the Board
Maxwell Motor Sales Corporation, Detroit, Mich.

Touring Car, \$895; Sport Touring, \$1055; Roadster, \$885; Club Coupe, \$1025; Club Sedan, \$1095; Sedan, \$1125. All prices f.o.b. Detroit subject to current Government tax.

We are pleased to extend the convenience of time payments. Ask about Maxwell's attractive plan.

W. H. BOHNENKAMP CO.

Cavewoman



She's a real cavewoman. Elizabeth Lee, 27-year-old daughter of Dr. Willis T. Lee, Washington geologist and explorer, is in charge of the National Geographic Expedition to the Carlsbad Cavern, in New Mexico. As secretary to her father, she has become familiar with the many miles of bewildering underground passage ways of the famous cavern.