

COD MADE THE COUNTRY BUT MEN BUILD THE TOWNS N voting through the new budget which will enlarge the bers Tuesday wn. This place is not in the habit of laying down whether to be accomplished the slogan is " $G$. When there is something The proposition of strengthening the finances of the association and of putting the work on a more efficient basis has long
been discussed and the action taken was not hasty eiation has been performing very valuable work but there is op"What can the association do?" some. one may ask. Once there was a merchant who had a fair business and the thought
nothing could be done to improve it or to safeguard the trade he had. He did nothing. But a competitor was not so complacent. went on that competitor ach to do and did it. As a result as time went on that competitor acquired nearly all of the business and
the other man is still wondering how it happened. advantages count for much. But the human element enters sirongly into the game. There is a town of some 6000 people in the state of Illinois that was established before St. Louis was
etarted. The little town is said to have a better location in many respects than St. Louis has and it had the adyantage of an earlier of the great cities of the land. How did that Scer. Louis is one ness energy developed in St. Louis may be the ars The busidoes not explain her secrets but when regults are analyzed it
will be often found that Fate had less to do with those results than did human gumption, exerted in the right way at the right For the Pendleton Commercial Association a splendid field
of endeavor is open. The association deals not only with problems but with the interests of the entire county and of the whole Eastern Oregon region. At times there are big things
to be put over. But generally the work consists of an endless zumber of small affairs, none of which may be vitally important ut in the aggregate these subjects are extremely important and the manner in which they are handled has much to do with the There are those who think the city has reached its limit and
prosperity that the future will see few changes in this region. They thought
that 40 years ago but the pessimists of that time were wrong. There were men who thought this was a strictly range country. of irrigation and there were prominent men who scoffed at the idea of trying to raise anything on the sandy soil of the west end. They do not seoff now. Twelve years ago when the Pendleton
woolen mills was revived and placed under the present mat agement there were local people who looked with pessimistic cyes upon the move undertaken at that time in its behalf
through the Commercial Association. They thought it a waste of through the Commer
time, but it was not.
The future will be like the past only more so. The world This is the most promising region in the nation. The northwest is going forward and every town that has a real reason to exist
as a business center is going to grow in population and business. as a business center is going to grow in population and business.
The motor car and good roads eliminate distances and some small towns may suffer but the more important places will gai There is much for Pendleton to do and the best way to ganization operated in the interests of all and having the sup port of all.

JWAGE REDUCTION AND BUILDING of the American Federation of tide trades department hass a bigr responsibility for the high cost of building and He is quoted as assertinge. that "labor in the building industry must accept a reduction in wages if the cost of living come ing labor take the first step toard lower building costs, intimating that wage reductions must follow and not precede reduc tions in living costs and reductions to material costs. anyone who follows the prices in the various stores cannot and ing the past few months.
inave dropped very appreciably durThe house shortage has been serious all over the nation and ing the past few years. Reduction in wages for the building trades coupled with the declines in prices of building materials and curtailments of contractors' profits will do much toward
timulating building, thereby relieving the acute house shotage and providing steady employment for many men.
Fred Gosser, 64 year old resident of Douglas county, took hiss
first ride on a railroad train Saturday. It also develops that until that day he had never seen a larger town than Roseburg and he has never seen the Pacific ocean, though he has lived near it all
his life. That man has been missing a lot.

28 YEARS ALO



in tace, we don't kuyw much about her. But anybody so charming
as ashe deserves to have her picture in the paper, so here it the

## THE FUMYBODE

$\square$
Where can 1 not de aratre man:

| To ask thit question-If I knewFd go and get ane myself." |  |
| :---: | :---: |
|  |  |








## IT HAS BEEN SAID

that half the money spent on advertising is wasted. THAT PROBABLY WAS TRUE SIX YEARS AGO. IT CERTAINLY IS NOT TRUE NOW.

TO THE AUDIT BUREAU OF CIRCULATION IS DUE much of the credit for the difference.

SIX YEARS AGO SPACE WAS BOUGHT BY GUESSWORK Now it is bought with a definite knowledge of circulation:how many copies are printed, how they are distributed, how many paid for and how many given away.
THE ADVERTISER WHO DOES NOT PROTECT HIMSELF by asking to see the A. B. C. reports of the publications he uses is reactionary and invites a return to the wasteful methods of former years.

THE EAST OREGONIAN IS A MEMBER OF THE A. B. C. Its advertisers are fully protected.

Austria To Ask Way Out


