



# Overcoat Talk...

MEN speak of our Overcoats in the highest terms, and they merit the comment.

They are beautifully designed and elegantly tailored.

Every man can find here an Overcoat that will seem to have been made especially for him.

Overcoats in all the season's correct models in Kerseys, Oxfords and Grays. Mixtures in all the weaves that look well and wear well and that impart a pleasing personality. Silk or Serge lined, as you prefer.

Overcoat making has reached a tailoring art—and there's hardly a man that goes to the exclusive Tailor for his Overcoat. Always pleased to show!

ADLER MILWAUKEE

## Ash Bros. Clothiers and Furnishers

Every family has need of a good, reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.

Mrs. Robert Pattison agent for

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### The Up-Building of This Bank

is due to the fact that we have ample capital and that we have adhered to a policy which has been conservative, yet along progressive lines. We offer to our customers modern facilities for the prompt and proper transaction of their financial affairs; ample vault and safe room for storing and safe-guarding of their money, notes, insurance policies and other valuable papers and such liberality of treatment as is consistent with prudent banking.

YOUR account is cordially solicited.

The United States National Bank, LA GRANDE, OREGON

### "Still More than the Best."

M. Otto Paul, Milwaukee, Wis., says Foley's Honey and Tar is still more than the best. He writes us: "I have so many calls for Foley's Honey and Tar that I will have to write you for some more. All those that bought it think it is the best for coughs and colds they ever had and I think it is still more than the best. Our baby had a bad cold and it cured him in one day. Please accept thanks." Hill's Drug store.

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ONE BLOCK FROM DEPOT La Grande, Oregon

## Local Theatres

### AUTHOR IS VERSATILE

"Time, The Place and the Girl" Written by Master Playwright.

"The Time, The Place and the Girl", which has to its credit the longest run ever made by any show in Chicago—463 performances—in addition to a New York and Boston record will be the offering at the Steward, May 30.

This play which is described as "a comedy with music and a plot," is the result of collaboration of Joseph E. Howard, Will M. Hough and Frank R. Adams, whose prolific mill has turned out "The Girl Question," "A Stubborn Cinderella" and "Honeymoon Trail" as well as other successes. "The Time, the Place and the Girl" has proved, however, the most successful in both matter of runs and popularity.

The combining of a story that can be understood with music of the whistly sort and dances which require marvelous ginger and endurance for their performance, have been the pivotal feature of the success.

George Ebner, who played the leading part last year, again heads the company. He appears as a happy-go-lucky gambler with a typical and picturesque vocabulary who corners all situations when he finds himself caught in a quarantined sanitarium.

Other members of the last year's cast are Amanda Hendricks, Gertrude Smythe, Jennette Patterson Theodore Hook, and Vernie Taylor. The chorus are fresh, young and pretty, as well as full of enthusiasm, the ten Blue Ribbon Beauty Broilers being one of the features of the production.

### STRONG, BILL NEXT WEEK.

Orpheum's Second Week to be Stronger Than Opening, Says Manager.

The bills are out announcing next week's program at the Orpheum. Manager Gardiner affirms it will be better than his opening bill was. The feature number will be the Noel & McPhall, the male sister team. They sing and dance and do six changes in one act. Their wardrobe is said to be immense, and they are making a good impression in Boise this week.

Harmon & James, violinist and singer is the name of the second team on the program.

Kellum-Wilson Trio a musical act is heralded as a fine act, and judging from advance notices, Mr. Gardiner is confident the program continues to draw good houses.

### WHAT MOVING PICTURES ARE.

Figures Compiled Show the Film Business is Enormous in Extent.

A cursory glance at the tremendous progress of moving pictures in this wonder and a doubt as to the future prosperity of the industry. The usual remark is: "Isn't it wonderful how the pictures attract patronage? But it won't last; people will sooner or later grow tired of them."

"A careful analysis of the situation will demonstrate that such is not the case, and that today the moving picture business is just beginning to blossom out into its own," says B. M. Sherwood, the Isis manager. "The general public as yet has not been educated to the enormous value of the picture to the enormous value it is getting, and when this knowledge has been disseminated it will cause additional interest and increased attendance."

"The average cost of reels if \$1,500 each. If the exhibitor is running a three reel show, he is giving the public a show for five or ten cents which actually cost, to produce, \$4,500.

"It must also be borne in mind that the theatre costs on an average, \$10,000, and that the running expenses of the house are considerable, including salaries, light, heat, etc.

"Now, before moving pictures wane in public popularity there must be something of equal entertaining powers launched. If the exhibitor changes his program every day he is showing a \$31,500 program each week, which the public can see for five cents a day, or thirty-five cents a week! I ask—in all confidence that there can be no reply—where is the danger of competition for the moving picture from any other amusement?"

"This offering to the public is made possible by the fact that a number of copies of each production are sold. If it were only possible to make one print from each negative the price

would have to be exhibited at a prohibitive price in one theater at a time, and the admission fee would be from one to two dollars.

It is estimated that there is invested by moving picture manufacturers operating in America about \$2,500,000. There are about 125 exchanges which have a working stock of about 2,000 reels, for which they paid \$100 per reel, or \$25,000,000. There are approximately 15,000 theatres, costing from \$1,500 to \$100,000, and averaging these at \$5,000 there is \$75,000,000 invested in picture theatres.

Taking the average cost of operating at \$30 per day, or \$210 per week, 15,000 theatres would expend \$163,800,000 in a year. Assuming the average pro-

fit to be \$50 weekly—a small estimate—it would amount in a year to \$29,700,000. The 15,000 theatres would therefore take in the total of \$163,800,000.00 and \$39,000,000.00, or \$202,800,000.

The admission price ranges from five to ten cents, and as there are a great many more five cent houses than ten cent ones, the average would be about six cents. Dividing \$29,700,000.00 by \$6, and we have 3,380,000 people who attend moving picture shows annually.

"Taking the average number of employees in a picture theatre at six, there are 90,000 persons deriving their livelihood in this manner.

"Properly directed, the moving picture business can be made a powerful factor in politics. If each theatre, through its employes and through its influence in showing pictures and slides of the favored candidate, could control 100 votes it would make a total of 1,500,000—enough to swing any national election."

Good things to eat: Dill pickles, sauer kraut, P. S. currants, raisins, Ketchup, Chili Sauce and Pine Apples. Get them at Geddes Bros.

### PROFESSIONAL DIRECTORY.

#### PHYSICIANS AND SURGEONS.

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C. H. UPTON, Ph. G. M. D.—Physician and surgeon. Special attention to Eye, Ear, Nose and Throat. Office in La Grande National Bank Building. Phones: Office Main 2, Residence Main 32.

A. L. RICHARDSON—Physician and surgeon. Office Hours: 2 to 5 p. m. except Sunday. Sunday by appointments. Telephones: Office, Black 1362; Ind. 353; residence, Main 55; Ind. 312.

JEO. W. ZIMMERMAN—Osteopath Physician. Sommer Bldg., Rooms 7, 8, 9 and 10. Phones: Home 1332, Pacific, Main 63, Residence phone, Black 951. Successor to Dr. C. E. Moore.

DR. M. P. MENDELSON—Doctor of Optics. Spectacles and Eye Glasses Fitted and made to order. All errors of Refraction Corrected. 1105 Adams Ave. Foley Hotel Bldg. La Grande, Oregon.

DR. H. L. UNDERWOOD and DR. DORA J. UNDERWOOD—Office over Wright Drug store. Special attention paid to diseases and surgery of the eye. Phones—Office—Main 22; residence, Main 728.

J. C. PRICE, D. M. D.—Dentist. Room 23, La Grande National Bank Building. Phone Black 399.

DR. R. R. LINCOLN, DENTIST—First class services given. Office over Lilly's Hardware store. Phone Red 1131.

DR. P. A. CHARLTON, Veterinary Surgeon. Office at Hill's Drug Store, La Grande. Residence phone, Red 701; Office phone, Black 1361; Independent phone 53; both phones at residence.

#### ATTORNEYS AT LAW.

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D. W. C. NELSON—Mining Engineer Baker City, Oregon.

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C. C. WILSON—Teacher of Violin. Call any time at 801 Main avenue.

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10-Acre tract on Adams avenue. New 3-room brick house, macadam street in front of property. City water on corner of property. Sewer of the city crosses full length of property, and have a contract with city to tap sewer on every 60 foot lot without cost. A splendid home and investment. Price \$6300.00 1-3 cash, balance on terms.

A 5-room modern brick house, 2 lots 12x120 feet, nice shade trees fruit and lawn, barn, wood shed, etc., on corner of 2nd and Spring street for the remarkable low price of \$1800.00. Easy terms. This property has been held at \$2100.00 but the owner must have money, hence the great reduction in price.—Let me show you.

## C. J. BLACK, The Real Estate Man

## The George Palmer LUMBER CO.

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Rainy weather will set in soon. We have plumbing fixtures of all kinds. Come and see.

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Complete equipment for resetting and repairing rubber buggy tires.

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