

MORAN'S ADVERTISING TALK

It is no doubt true that keeping your name continuously before the people will pay if you do it long enough, and nobody else does any better advertising than that.

I do not believe in generalities—"All kinds of staple and fancy groceries"—"A full line of dry goods and notions". Such things were said 50 years ago. All that a general ad ever does is to keep your name and business before the people. Now, isn't your name and business kept before people just the same or a little better when you advertise some special thing or things? It surely is and, besides that, you have the benefit of a direct demand for the article advertised. That is, of course, provided that it is a good article and a low enough price to make it strongly desirable. The way to stir up trade is to take some item that there is a demand for and put a deep cut price on it. That will bring people to the store, and they will buy other things—at least you won't lose anything, for many of them would not have come without the extra inducement. The idea of drawing people with special offerings is perfectly legitimate, even when the only object is to get them into the store, for in that way they get acquainted with the store and the stock. If these are all right they will come again. There are plenty of times when special bargains are offered, the object being merely to sell goods quickly, no thought being taken of the value of the sale from the point of advertising advantage. It is well to explain why the prices are made lower than usual. Give a good honest reason for it. Not only be honest but let the ads show

and prove that you are. The advertisement should be one that will leave out any idea of being funny or "catchy." It will tell store news plainly, clearly, honestly.

When it talks about goods it will tell something about them. If they are good, the ad will not only say so, but will say why. If they are best—the same.

HIGH-PRICED PAVING.

The following is a communication appearing in the Portland Telegram which La Grande taxpayers should read. Here is the letter:

Portland, Dec. 29.—(To the Editor of the Telegram.)—Cities may waste the substance of their people by unfaithful, dishonest or negligent officials, by giving away public streets to railroad and street car companies, also long time franchises without an equivalent compensation to the city; also by entering into contracts with paving trusts for the improvement of streets and sidewalks by hard-surface pavement at a cost far in excess of the ability of the people to pay for them. The late administration of Portland decreed that all streets and sidewalks must be hard-surfaced, which was done at exorbitant prices. During the last weeks of the Simon reign a good many contracts were entered into with paving companies at exorbitant prices, so that the present city officials saw fit to rescind most of them.

Now the contract to improve Milwaukie street still stands, and we who live along this street hope that this contract will be annulled and a new contract made on more reasonable and

equitable prices. We are not opposed to the improvement, but are not able or willing to pay exorbitant trust prices. To compel residents of outlying districts to construct concrete walks of the same width and the same costly materials as is used in the business and more densely populated residence district is, in my judgment, not wise. Neither is it wise to pave the streets of these districts with concrete or other costly materials. A street paved with gravel or crushed stone is all that is needed and will answer very well for years to come. To force these expensive improvements on people in places and on streets where the travel does not demand it and where the majority of the people are not able to pay for them, is like a man that puts up costly buildings on his lot far beyond his means to pay for them. He generally loses both his lot and improvement.

Now it seems to me that for the city to have cut and dried pattern for sidewalks all over the city irrespective of the people's needs or ability to pay, is not a good policy. Why this sameness and uniformity?

Variety is the spice of things. Why not let people in sparsely settled places put down any sidewalk which answers the purpose, whether it be of wood, brick, gravel, stone or concrete? Let the majority on a street or even the individual decide what they want. If the men in whose hands the affairs of the city are placed would realize how hard it is for the average citizen, especially those up in years, who may own a home but have no earning capacity; also for beginners who are trying to get them a home, how hard to meet the expenses, often all coming at once, of paying for sewer assessments, hard surface streets and sidewalks, and the constantly increasing taxes, perhaps they would not be so ready to vote for these improvements where they are not absolutely necessary.

Now a few thoughts on the commission form of city government to be voted on in this city. The people should insist that commissioners be

elected by the people; not appointed by anyone. The people should be very careful whom they elect for this important office. Do not vote for a man because he may have filed some office before or for one who may be high up in business circles; but vote for men that are tried, true and faithful to the welfare of all the people. They should be paid a reasonable salary, so that they can devote all their time to the business of the city. They should also be subject to recall if they fail to do their duty. Can we find any such men in Portland, who cannot be bought, who have a moral conscience? If so, well and good. If not, then the latter end will be as bad or worse than the first.

DR. J. FREY,
1141 Milwaukie St.

Newlin Drug Co. Guarantees Hyomei

If you really mean that you want to drive every bit of catarrh from your nose and throat why not try a sensible remedy that is guaranteed to banish catarrh, or money back.

If you already own a little hard rubber HYOMEI inhaler you can buy a bottle of HYOMEI (pronounce it High-o-me) for only 50 cents. If you do not own an inhaler ask for complete HYOMEI outfit which contains an inhaler, this will cost you \$1.00.

Then breathe HYOMEI and get rid of catarrh, relief comes in five minutes, a days treatment will make you happy, a week's treatment and snuffles, mucus and hawking go, another week and goodbye to catarrh. Try it today on money back plan. Sold by the Newlin Drug company and druggists everywhere.

FOR SALE CHEAP.

One 3 room house and furniture in same, without lot, house now rented for \$12.00 per month. Also one four room house furnished for housekeeping now rented for \$14.00 per month. Houses must be move d from the lots where they now are. Will sell for cash or on terms. Inquire at 1417 Wash avenue. 1-1-2-1

FREE TO YOU—MY SISTER



Free to You and Every Sister Suffering from Women's Ailments.

I am a woman. I know women's sufferings. I have found the cure. I will mail, free of any charge, my book which contains full instructions to any sufferer from women's ailments. I want to tell all women about this cure—yes, my reader, for yourself, your daughter, your mother, or your sister. I want to tell you how to cure yourselves at home without the help of a doctor. Men cannot understand women's sufferings. What we women know from experience, we know better than any doctor. I know that my "home" treatment is safe and sure cure for Leucorrhoea or White Discharge, Inflammation or Falling of the Womb, Profuse, Scanty or Painful Periods, Ulcers of Uterus, Cervix or Vagina; also pain in head, back and bowels, bearing down feeling, nervousness, creeping feeling up the spine, melancholy, desire to cry, hot flashes, weariness, kidney and bladder troubles where caused by weakness peculiar to our sex.

I want to send you a complete ten day's treatment safely free to prove to you that you can cure yourself at home, easily, quickly and surely. Remember, that it will cost you nothing to give the treatment a complete trial; and if you wish to continue, it will cost you only about 12 cents a week or less than two cents a day. It will not interfere with your work or occupation. Just send me your name and address, tell me how you suffer if you wish, and I will send you the treatment for your case, entirely free, in plain wrapper, by return mail. I will also send you free of cost, my book—"WOMAN'S OWN MEDICAL ADVISER" with explanatory illustrations showing why women suffer, and how they can easily cure themselves at home. Every woman should have it, and learn to think for herself. Then when the doctor says—"You must have an operation," you can decide for yourself. Thousands of women have cured themselves with my home remedy. It cures all old or young. To Mothers and Daughters, I will explain a simple home treatment which speedily and effectually cures Leucorrhoea, Green Discharge and Painful or Irregular Menstruation in young Ladies, Plumppness and health always results from its use.

Wherever you live, I can refer you to ladies of your own locality who know and will gladly tell any sufferer that this Home Treatment really cures all women's diseases, and makes women well, strong, plump and robust. Just send me your address, and the free ten day's treatment is yours, also the book. Write to-day, as you may not see this offer again. Address: MRS. M. SUMMERS, Box H - Notre Dame, Ind., U. S. A.

Classified Advertising

FOR RENT—Business house corner, Fir and Adams. Owner will remodel to suit renter. Apply Sam R. Harworth. 1-3-1f

FOR RENT — Furnished rooms for light housekeeping on ground floor, one block from high school. Phone Black 832. 12-19-1f

FOR SALE OR TRADE—One and one-half acres adjoining city. 5 room house, barn, chicken house, family orchard, etc. Fine for chickens. Good terms. Call at Grand Union Tea Co., 209 Fir street. 12-9-1f

FOR RENT — Light housekeeping rooms. Modern. One parlor suite for three gentlemen. Apply 905 Spring. Call Black 3881. 12-4-1f



WHO WANTS THE ELECTRICIAN?
YOU WILL FIND HIM AT THE
La Grande Electric Supply
OFFICE, P. O. BLOCK. Phone BIK 3141

AGENT WANTED—To handle best automobile built in America. Exclusive in this country. Built by old-time manufacturer. Life guarantee. Self starting. Long wheel base. No deposit required. Prefer dealer now in business but will consider live people who will enter business. This agency includes a complete correspondence sale course. Largest discount ever offered. Deal direct with factory. Address Sales Manager, 690 Washington St., Portland Oregon. 12-30-7t

WANTED—Girl or woman for general housework. Call at 902 Penn. avenue. Phone main 715. 1-1-4t

FOR SALE—7 room modern house. 63 1-3 foot front, within four blocks of business district. Call Red 842. 1-2-1mo

FOR SALE. Large solid oak dressers \$10.50; a good range \$12.50; wood heater \$1.50; 4 hole cook stove with reservoir, price \$5.75. Western Brokerage Co., phone Black 1241.

FOR THE CHILDREN

ALSO FOR GROWN PERSONS
QUICK - SAFE - RELIABLE
NO OPIATES NO NARCOTICS
FOLEY'S HONEY AND TAR COMPOUND
A COMMON COLD neglected may go quickly into CROUP, BRONCHITIS, or PNEUMONIA which often means a sudden fatality. Keep FOLEY'S HONEY AND TAR COMPOUND always in the house and give at first sign of a cold. Refuse substitutes.
pound as our best and only cough John Parsons, Stewart, Ohio, writes "We use Foley's Honey & Tar compound. It never fails to cure any of my seven children of cough. My 2-months' old baby has had a most severe cough which our doctor said he could not cure and that baby would surely die. Several of our relations and neighbors had gathered to witness the ending of the child's life. Two bottles of Foley's Honey & Tar compound cured the child and he is alive and well today."
HILL'S DRUG STORE.

The best guarantee of dental work to you is the reputation of your dentist.
J. E. Stevenson, D. D. S.



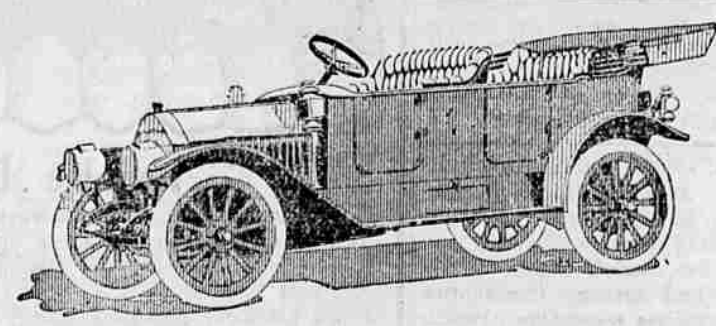
ONE THOUSAND EYES
Focused for the first grand opportunity of 1912 to get clothes cleaned and pressed at the Elite Cleaning and Pressing Parlors.
If you're fond of neatly dressing And your clothes are needing pressing And the greasy spots are prominent to view—
Bring them down to Depot street To the Pressary Elite And we'll fix them up to look as good as new.
CARTER & MYERS, Props.

---"yes, 36 horsepower"
---"yes, only \$1280"
---"yes, it is the only car of such horsepower ever sold within \$500 of the price"

EVERY DAY WE ARE GIVING THESE ANSWERS TO PEOPLE WHO INQUIRE ABOUT THE NEW MAXWELL SPECIAL—THEY HAVE NEVER BEFORE HEARD OF SUCH A CAR AT SUCH A PRICE.
A BIG, FIVE-PASSENGER TOURING CAR—OF ARISTOCRATIC STYLE—EMBODYING THE GREAT POWER OF THIS ONE—FOR \$1280—SEEMS UNBELIEVABLE. IT IS THE PRE-EMINENT LEADER OVER ALL WITHIN \$500 OF THIS PRICE.

36 horsepower Maxwell Special, \$1280

INVESTIGATE THIS NEW MAXWELL SPECIAL—REALIZE ITS SUPERIOR QUALITIES—COMPARE WITH OTHER CARS NEAR THIS PRICE, IT'S EXCELLING STYLE EMBODYING THE NEW VENTILATED FORE-DOOR, FLUSH-SIDE VESTIBULED STEEL BODY WITH INSIDE CONTROL, THE COLUMBIA HONEYCOMB TYPE RADIATOR, NEW DESIGNED BONNET, ETC.
THE LOW PRICE IS THE RESULT OF THE UNEQUALLED MANUFACTURING AND PURCHASING ECONOMIES OF THE UNITED STATES MOTOR COMPANY. SEE THIS CAR SOON—WE WILL BE GLAD TO BRING IT TO YOU IF INCONVENIENT FOR YOU TO CALL. WRITE TODAY FOR CATALOG.



Maxwell

R. W. LEIGHTON GARAGE

Absolutely Pure
JAMES E. PEPPER WHISKEY
"Born with the Republic"
America's Oldest and Best Known Whiskey
Nothing Better
Established Since 1780
Grant A. Lincoln
LA GRANDE, OREGON.
Bottled in Bond
6 YEARS OLD
Smooth Mellow Rich