

# 1912

# RESOLVED

That we will endeavor during the year 1912, as we have since the organization of this bank, to devote our time, skill and capital to promoting the welfare of the bank and its customers.

**U. S. NATIONAL BANK**  
La Grande, Ore.

## Newspaper Advertising Pays

(By O. E. Moran.)

No man has reached the acme of business success. Heights that we do not dream of will be attained by twentieth century merchants. I am one of those who believe that there is no limit to the possibilities of human achievement. This is the frame of mind one gets into after looking at such stores as Wanamaker's in Philadelphia and New York, Seligman-Coopers company in Chicago and New York, and Macy's in New York. The vast scope of such enterprises—the magnificent system, the quick, alert business wit that it takes to direct them—these give one confidence in future successes. These great stores owe their growth to advertising—to the diffusion of store news for which we are the finest stores and the biggest bargains if people know nothing of them. The science of advertising is in its infancy. It is growing in importance and efficiency every day.

It need to be a speculative venture. Now it is a scientific certainty. Advertising is merely telling people in a telling way what you can do for them. If you tell them often enough and in the right way, there is no possibility of failure.

No man ever yet made a success of business without advertising of some sort. Maybe he didn't call it advertising, but it was advertising just the same. Advertising primarily consists in letting a lot of people know you are in existence and what excuse you may have for it. When a man goes into business he has some cards printed and when he meets an acquaintance thereafter he pokes out a card and says: "When you're down my way, drop in."

That's advertising.

The trouble is that you can't repeat the operation often enough—personally. What you can do is to put the card and the remark, more or less

elaborately expressed, into a paper of large circulation, and have it handed to hundreds of people all in one day. The difference in men that makes one do this and another refuse is small. That is, it looks small at the start. It's like most all little things. When you stop to analyze it you find that it grows into proportions of great magnitude. An advertisement in a paper is a little thing, but it goes into hundreds of homes, and tells hundreds of people just what you most wish them to hear.

### AT THE CHURCHES.

#### St. Peter's Church.

Third Sunday after Epiphany.  
Holy communion ..... 8 a. m.  
Sunday school ..... 10 a. m.  
Morning service ..... 11 a. m.  
Evening service ..... 5 p. m.  
UPTON H. GIBBS, Rector.

#### Methodist Episcopal Church.

Morning sermon at 11 o'clock, the theme, "The Joy of the Lord." Anthem accompanying, "Lift up Your Heads, O Ye Gates."  
Sunday school at 9:45; Epworth league at 6:30; evening sermon, 7:30.  
J. D. GILLILAN, Pastor.

#### First Presbyterian Church.

Sunday school, 9:45 a. m. Superintendent, C. A. Small.  
Preaching, 11:00 a. m. and 7:30 p. m.  
Junior C. E., 3:00 p. m.  
Christian Endeavor service, 6:30 p. m.

Sunday is the beginning of special evangelistic services under the direction of Rev. Geo. W. Arms, Jr., the pastor-evangelist for Eastern Oregon. Mr. Arms has been having splendid success in his work and good things

are expected from this special effort. He will preach each evening the coming week. The services will begin at 7:45. All are cordially invited to attend and are assured if they attend splendid sermons.  
REV. S. W. SEEMANN, D. D., Minister

#### Central Church of Christ.

Morning subject at 11:00, "Jacob's Vow and Ladder." Evening subject at 7:30: "When the Angels Came to Sodom." Bible school at 10 a. m. Junior society at 3:30. Christian Endeavor at 6:30. The concert of the famous De Moss Lyric Bards has been postponed to next Thursday evening, the 25th, when the people of La Grande will have opportunity to hear, at this church, these well known popular musicians, who have traveled in many lands and sung to crowded houses during the past forty years. See further notice.

Lutheran services will be held next Sunday afternoon at two o'clock in Zion's Lutheran church on M street.

The same will be conducted in the English language by Rev. Theo. Schonenberg, traveling missionary of the Pacific Synod of the Lutheran church, and all brethren and friends of the Lutheran faith, no matter what their mother tongue may be are heartily invited to be present. After the services a short special meeting will be held for the purpose of effecting an organization and a large attendance of the brethren of the Lutheran faith is desired.

## ORCHARD CARE

(Continued from Page Two)

that it is carried by these tools we have only to go into a pear orchard which has been carelessly pruned, during the growing season and we can find plenty of infections made in this way.

### Essential Duties Summarized.

In conclusion we can safely say that some of the most important things for the fruit growers of the Grande Ronde valley to remember in pruning are: First, to prune each spring before growth starts but not when branches or twigs are frozen; second to disinfect the pruning tools after each cut in a pear tree or whenever blight is found in an apple tree; last, but not least, to study the habits of fruiting of the various fruits and not to prune without knowing how or why.

Any letters of inquiry relating to any farm or orchard problems are always welcomed by the Eastern Oregon experiment station.

### COLDS VANISH

The Sensible Overnight Remedy for Sensitive People

After you have upset your stomach with pills, powders and vile nostrums and still retain possession of that terrible cold, do what thousands of sensitive people are doing. Do this:

Into a bowl three quarters full of boiling water pour a scant teaspoonful of HYOMEI (pronounce it High-o-me) cover head and bowl with a towel and breathe for five minutes, the soothing, healing vapor that arises.

Then go to bed and awake with a clear head in the morning. HYOMEI does not contain opium, cocaine or any harmful drug. A bottle of HYOMEI inhalant costs 50 cents at the

## Classified Advertising

FOR RENT—Furnished rooms, with heat and bath. Inquire 1806 Fourth street. 1-19-4t

FOR RENT—Four room house, furnished. 1606 Fifth street. Inquire at 1806 Fourth street. 1-19-4t

FOR SALE—Singing bird and cage. Inquire 1104 M avenue or phone Black 832. 1-17-3t

### WANTED.

Good strong girl for body ironer. One with experience preferred. Apply Cherry's New Laundry.

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

STRAYED OR LOST—One small sorrel mare. Weight about 800 lbs. Owner can have same by calling at my place one mile east of town. B. P. Courtney. 1-165t

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

# GIRLS Wanted

We can give employment to four girls wanting work.

Apply Sunday or Monday morning

**CHERRY'S NEW LAUNDRY**

Newlin Drug company and druggists everywhere. Guaranteed for catarrh, asthma, croup and catarrhal deafness.

### Beware of Ointments for Catarrh That Contain Mercury

Mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free.

Sold by Druggists. Price 75c per bottle. Take Hall's Catarrh Cure for constipation.

### UNION COUNTY ABSTRACTS

J. R. OLIVER, Proprietor  
The Reliable Abstract firm of Union County.  
FIRE INSURANCE, MORTGAGE LOANS



In the matter of the care of the teeth, the old maxim, prevention is better than cure is doubly true. Ask your dentist about the proper care of the teeth and mouth and if he is properly informed he can give you some valuable advice. This bit of advice is valuable to you and if you do not realize it now you will at a later date.

J. E. STEVENSON, D. D. S.



IF IT IS SKILL  
IF IT IS PRICE  
IF IT IS THE BEST

Cleaning, Press and Dyeing work you want then this is the place. We handle the celebrated Woolley and Co.'s clothing, the best on earth for swell dressers. If you want to be well dressed then order your suit from our new spring samples now on display at the Elite Cleaning & Dyeing Parlors.

CARTER & MYERS, Props

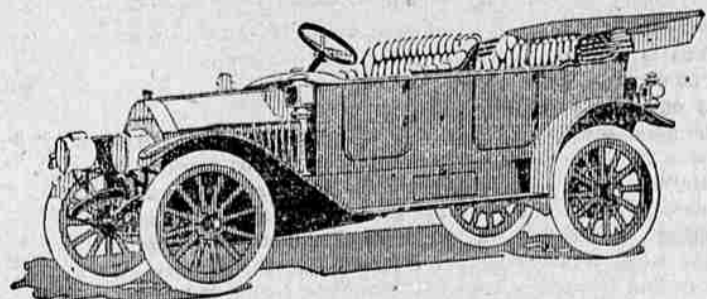
---"yes, 36 horsepower"  
---"yes, only \$1280"  
---"yes, it is the only car of such horsepower ever sold within \$500 of the price"

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 horse power Maxwell Special, \$1280

INVESTIGATE THIS NEW MAXWELL SPECIAL—REALIZE ITS SUPERIOR QUALITIES—COMPARE WITH OTHER CARS NEAR THIS PRICE, ITS 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