

THE OBSERVER

BRUCE DENNIS, Editor and Owner.

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DIVIDING THE WORK.

The local Commercial Club is adopting a plan which we believe will bring good results. Heretofore the entire board of directors have considered everything brought before them and when there was anything to pursue the entire board set out in

pursuit. Under the new plan the board has been segregated into three sections—one section will try to obtain settlers on land, another will look after exhibits and the third will try and locate factories. Each section has three members and the duties of every one of these members is made clear by the president.

As a starter each section is very busy looking up propositions pertaining to its particular line of work. Already a movement is on to erect a proper exhibit hall and keep in tact an exhibit of products in some locality close to the railroad station. If this is accomplished it will be a stride in the right direction for we believe the best thing La Grande has ever done in the way of publicity was to maintain an exhibit hall near the railroad. When that hall was kept in first class shape it attracted much attention and many cities have copied the idea with good effect, while this city, the originator of the plan in the northwest, lost interest in the movement and let her hall deteriorate until the transportation company caused its removal from its premises. A new, nifty building containing a good ex-

hibit is a thing we should all encourage.

SERMON ON "DEATH" STRONG.

Large Audience Hears Stern Discourse on Man's Last Act in Life.

Father Brady's discourse on death at the Catholic church last night was a strong appeal to men and women to look this last act of man sternly in the face and make some preparation for it before the time comes. He cited many instances where persons had led frivolous lives only to make a race with death for the clergyman whose business they supposed it to be to give them a free pass into heaven.

On Friday night there will be a special sermon at which none but women and young ladies over fifteen will be admitted. At the mass this morning upon the Blessed Virgin Mary. Next Sunday at the 8 and the 10:30 o'clock masses he will bless the children. Parents having children under seven years of age are invited to bring them to both of these services. All people are invited to attend these nightly services. Next Sunday at the 10:30 mass the mission for men will open. On Palm Sunday night at 7:30 the missionary will give a public lecture for catholic men and women taking for his subject "The Virginal Birth of Christ."

TELEPHONE ACHIEVEMENTS

Telephone Service of To-day the Creation of the Bell Co.

In no line of human endeavor has the inventive brain of the scientist contributed more to the world's progress than by the creation of the art of telephony, of which the Bell system is the embodiment.

When the telephone was born, nothing analogous to telephone service as we now know it existed. There was no tradition to guide, no experience to follow.

The system, the apparatus, the methods—an entire new art had to be created. The art of electrical engineering did not exist. The Bell pioneers, recognizing that success depended upon the highest engineering and technical skill at once organized an experimental and research department which is now directed by a staff of over 550 engineers and scientists, including former professors, post-graduates students, scientific investigators—the graduates of over 70 universities.

From its foundation the company has continuously developed the art. New improvements in telephones, switchboards, lines, cables have followed one another with remarkable rapidity.

While each successive type of apparatus to the superficial observer suggested similarity, each step in the evolution marked a decided improvement. These changes, this evolution, has not only been continuous, but is continuing. Substantially all of the plant now in use, including telephones, switchboards, cables and wires, has been constructed renewed or reconstructed in the past 10 years.

Particularly in switchboards have the changes been so radical that installations costing in the aggregate millions have frequently been discarded after only a few years of use.

Since 1877 there have been introduced 53 types and styles of receivers and 73 types and styles of transmitters. Of the 12,000,000 telephone receivers and transmitters owned by the Bell Company January 1, 1914, none were in use prior to 1902, while the average age is less than five years.

Within 10 years we have expended for construction and reconstruction an amount more than equal to the present book value of our entire plant.

Long-distance and underground transmission was the most formidable scientific problem confronting the telephone experts.

The retarding effect of the earth on the telephone current often impaired conversation through one mile underground as much as through 100 miles overhead. Overhead conversation had its distinct limitations.

No possible improvement in the telephone transmitter could of itself solve these difficulties.

The solution was only found in the cumulative effect of improvements, great and small, in telephone, transmitter, line, cable, switchboard and every other piece of apparatus or plant required in the transmission of speech.

While the limit of commercial overhead talking had increased from strictly local to over 1,000 miles as early as 1893, it was not until 1905 that conversation could be had over

long-distance circuits of which as much as 20 miles was in underground cables. By 1906 underground talking distance had increased to 90 miles. By 1912 it was possible to talk underground from New York to Washington.

It was then that the construction of underground conduits from Boston to Washington was determined upon,—not that it was expected to get a through underground talk between those places, but in case of storm or blizzard, to utilize intermediate sections in connection with the overhead.

Our persistent study and incessant experimentation have produced results more remarkable still.

We have perfected cables, apparatus and methods that have overcome obstacles heretofore regarded as insuperable both to long-distance overhead and underground conversation.

Underground conversation is now possible between Boston and Washington, four times the length of the longest European underground line. This enabled the Bell System in the recent great storm, so destructive on land and sea, to maintain communication for the public between all the principal points on the Atlantic seaboard.

Telephone communication is established between New York and Denver, is potentially possible between all points in the United States, and by 1915 will be an accomplished fact between New York and San Francisco.

In our use of methods or apparatus, we are committed to no one system. We own, control or have the right to use inventions necessary to operate any system recognized or accepted as the most efficient. The Bell System must always recognize, and in its selection must always be governed by the necessities of a national service, with its complex requirements, which is infinitely more exacting than local or limited service.

These achievements represent vast expenditures of money and immense concentration of effort which have been justified by results of immeasurable benefit to the public. No local company unaided could bear the financial or scientific burden of this work. Such results are possible only through a centralized general staff, avoiding wasteful duplication of effort working out problems common to all, for the benefit of all.

The pioneers of the Bell System recognized that telephone service as they saw it, was in the broadest sense a public utility; that upon them rested a public obligation to give the best possible service at the most reasonable rates consistent with risk, investment and the continued improvement and maintenance of its property.

Without this expenditure of millions and concentration of effort, the telephone art as it exists could not have been developed.

What we have done in working out these great problems in the past should be accepted as a guarantee of what we will do in the future.

THEO. N. VAIL, President.



Spring Manhattans

"The particular dressers' choice in Dress Shirts."

We have just received another shipment of Spring and Summer Styles in this popular fast color shirt.

They fit perfect, laundry perfect and wear perfect.

Prices \$1.50 to \$3.50

Our Mens' Furnishing Department offers a wide variety of High Grade togery for men, young men and boys.

GORDON \$3.00 HATS.
EAGLE BRAND CAPS.
50c to \$1.50.
KEISER NECKWEAR
50 to \$1.50.

STETSON \$4.00 and \$5.00 HATS.
INTERWOVEN HOISERY
25c to 50c.
Fownes Dress Gloves \$1.50 to \$2.50

J. E. TILT SHOES.

Without an equal for fit and service.

\$4.00 to \$6.00.



CONNOLLY DRESS SHOES.

The best \$3.00 values in Dress Shoes for men.

We're showing spring models from four great clothing lines—namely—"Benjamin Washington," "Society Brand," "Hirsch Wickwire" and "Fidelity Fifteens."

ADDITIONAL PERSONALS.

Miss Helen Dougherty of Portland who has been visiting her cousin Miss Henrietta Foley for a number of days, returned to her home in Portland this morning. She came to La Grande with Mrs. J. E. Foley who was in Portland to attend the funeral of her aunt.

Jno. Gunther of Oregon City, left for that place this morning after visiting with friends in the county seat.

Mr. and Mrs. Smith of Huntington who were in the city visiting at the home of Mr. and Mrs. McCurry left this morning for home.

Miss Eugenie Herzebilek of Baker left this morning after visiting at the home of Mr. and Mrs. Matiert for several days. Miss Herzebilek is in this country but a short time and likes it well. She is a native of Belgium.

LOST—Saturday, pair of Glasses. Return to Observer. 3-24-3tp.

Your job printing. Have it done at the Observer office.

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Plasterers and Contractors.
Interior and exterior work of all kinds, Cement Work, Concrete Foundations and Flue building. All work guaranteed.
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Notice of First Meeting of Creditors. In the District Court of the United States for the District of Oregon: In the matter of Charles W. Baker, bankrupt, in bankruptcy. To the creditors of Charles W.

Baker of La Grande, in the County of Union, and District aforesaid, a bankrupt.

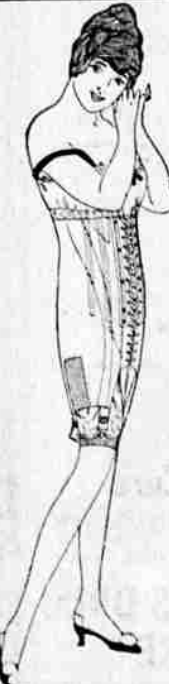
Notice is hereby given that on the 20 day of February, 1914, the said Charles W. Baker was duly adjudicated bankrupt; and the first meeting of his creditors will be held in the office of the Referee in Bankruptcy in La Grande, Oregon, on the 7 day of April 1914, at 1:30 in the afternoon, at which time the said creditors may attend, prove their claims, appoint a trustee, examine the bankrupt, and transact such other business as may properly come before said meeting.

JNO. S. HODGIN,
Referee in Bankruptcy.
March 24, 1914.
(All claims must be verified according to bankruptcy forms before filing.)

3-25-1t.

ATTENTION BREEDERS!

..The grandly bred stallion.. HAROLD WELCOME 2:11 1/4, will stand for service the season of 1914 at the Fair Grounds, La Grande, Oregon. For further information address G. A. Lincoln, owner, or Chas Butcher, trainer and manager, LaGrande, Oregon.



GOSSARD CORSETS

will improve your figure immediately All Styles from \$2. to \$8.50

Mrs ROET PATSON Corsetiere

At the Geo. A. Anderson, Store Phone 41

China and Glassware at Morgan's 10c. and 25c. Store.

La Grande National Bank

Organized in 1887.

DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT. UNITED STATES POSTAL SAVINGS DEPOSITORY.

Capital \$100,000.00
Surplus \$140,000.00
Total Resources \$1,000,000.00

For twenty-six years, in all kinds of financial weather, we have successfully catered to the monetary wants of the people of La Grande and the Grande Ronde Valley.

We respectfully solicit your business.

La Grande National Bank

La Grande, Oregon