

CLASSIFIED DIRECTORY

FRATERNAL ORDERS.

A. F. & A. M.—La Grande Lodge No. 41, A. F. & A. M. holds regular meetings first and third Saturdays at 8:30 p. m. Cordial welcome to all Masons.

C. W. NOYES, W. M.
A. C. WILLIAMS, Sec.

B. P. O. E.—La Grande Lodge No. 433 meets each Thursday evening at 8 o'clock in Elk's club, corner of Depot street and Washington avenue. Visiting brothers cordially invited to attend.

L. L. UNN, E. R.
H. E. COOLIDGE, Rec. Sec.

WOODMEN OF THE WORLD—La Grande Lodge No. 169 W. O. W. meets every first and third Fridays at 10 o'clock in P. hall. All visiting members welcome.

T. J. ORMOND, C. C.
J. H. KEENEY, Clerk.

MODERN WOODMEN OF AMERICA—La Grande Camp No. 7708 meets on the first and third Thursday evenings of each month in the K. of P. hall. Visiting neighbors welcome.

H. C. BALL, V. C.
W. F. LANDRUM, Clerk.

ROYAL NEIGHBORS—Meets every second and fourth Fridays every month. All visiting members cordially invited.

NELLIE CHARBONEAU, Oracle.
LILLY C. KIMBLE, Recorder.

REBEKAHS—Crystal Lodge No. 59 meets every Tuesday evening in the I. O. O. F. hall. All visiting members are invited to attend.

MARY SIMMONS, N. G.
EVA MONROE, Sec.

L. O. O. M.—La Grande Lodge No. 860, Loyal Order of Moose holds regular meetings, each and every Tuesday night in Moose Home on Adams street. Visitors always welcome.

P. A. FOLEY, D.
E. J. MORRIS, Sec.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27 meets every Monday night in Castle hall, (Old Elks' hall). A Pythian welcome to all visiting Knights.

H. E. DIXON, C. C.
R. L. LINCOLN, K. of R. & S.

O. E. S.—Hope Chapter No. 13, O. E. S., holds stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.

MRS. A. C. WILLIAMS, W. M.
MARY A. WARNICK, Sec.

F. O. E.—La Grande Aerie No. 259 on each and every Friday evening at 8 o'clock in top floor of Foley building. Visiting members cordially welcomed.

JACK NICE, W. P.
L. F. BELLINGER, Sec.

WOMEN OF WOODCRAFT CIRCLE NO. 47—Meet second and fourth Tuesday nights of each month at K. of P. hall. All visiting neighbors welcome.

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A. L. RICHARDSON, M. D.—Physician and Surgeon; over Hill's drug store. Phones: office, Blk. 1362; residence, Main 55.

DR. R. E. L. HOLT—Physician and surgeon; successor to Dr. N. Mott; corner Adams avenue and Depot St. Phones—Office Main 68 Residence, Main 780.

DR. M. E. HALI—Physician and surgeon. Office West-Jacobson Bldg Phone Main 53. Rooms 11-12-13.

DR. H. L. UNDERWOOD—Physician and surgeon. Diseases of the eye a specialty.

DR. DORA J. UNDERWOOD—Diseases of women and children. Office—Adams avenue, over Rec Cross Drug Store.

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DR. H. W. RILEY—Graduate Veterinarian Hospital, 1409 Madison Ave. State Stallion Inspector. Stock inspector for shipment. Home Independent Phone, Black 41. Farmers Co-Operative Phone, Main 17.

CHIROPRACTORS.

G. T. DARLAND CHIROPRACTIC PARLORS—No. 4, Depot St., adjoining Oregon hotel. Phone Red 1751.

ATTORNEYS AT LAW.

COCHRAN & EBERHARD—Geo. T. Cochran and Colon R. Eberhard Attorneys. La Grande National Bank Bldg., La Grande, Ore.

T. H. CRAWFORD; ROBT. S. EAKIN—CRAWFORD & EAKIN—Attorneys at law. Practice in all the courts of the state and United States. Office West-Jacobson building, La Grande, Ore., rooms 9-10.

R. J. GREEN—Attorney-at-Law Rooms 9-10, Sommer Bldg., La Grande, Ore. Practices in all state and federal courts.

ENGINEERS

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MAIL ORDER HOUSE SCARE AGAIN FELT IN NORTHWEST

Serial Letters by Expert Tell How Merchants Can Combat Mail Order Plague.

In the first article of this series the writer set out how mail order and home goods had been compared very carefully. In this article he carries the argument farther telling of the climax to the comparison previously noted. This contribution concludes the first of four.—Editor.

(Publication rights for this series is hereby granted to the La Grande Merchants' Association. — David Powell.)

The writer had occasion to interview one of the merchants who took an active part in the campaign referred to in the preceding installment, and in the course of the talk was told the story of the conversation of the most obstinate mail order buyer in the community.

"Up to the time we started this thing going," he said, "Farmer X—had been trading with me off and on for about ten years. His trade has been mostly 'off;' for whenever he had money enough to buy from the mail order house he did not appear at my store. Four years before he had had a failure. I knew then that I should get his trade; and I did get it. He was out of money and he had to have some one to carry him through the year.

"I got all of his trade for two years, but when he sold his first big crop he came in and paid me off and from that time until the day I 'converted' him I don't think he spent twenty dollars in my store altogether.

"He had long before accepted the catalogue house doctrine that the elimination of the middleman was the only feasible way to reduce the high cost of living, but as is often the case, their cunningly written arguments had created a wrong impression in his mind. It was us Country merchants and not the produce commission man who were the terrible middlemen according to the way he had it figured out.

"Farmer X—was convinced that it was an economic mistake, and he had something more than suspicion that I had been robbing him for years and now that he was on easy street again he was the most persistent mail order booster in the country.

"After we had the exhibit going about a month I found a chance one day to get him into our exhibit room. He didn't want to go. Said it would be no use, that he had done all the comparative investigation he needed to prove where he could get his goods the cheapest. It certainly didn't set well, him saying that, so I thought it was a pretty good time to say a few things to him I had been wanting to say a mighty long time.

"I say: 'Look here X—' you've been a customer of mine for a good many years off and on, and I've been a mighty handy prop for you to lean on a good many times. Of course it is your privilege to buy your stuff where you want to, but it don't seem just fair when I know you can't save any money by doing it. I think I am a fairly good merchant; I buy close and sell fairly; work early and late, and meet my customers with a smile instead of a frown. I not only pay taxes for the support of the local government and every other community interest covered by taxation, but contribute to every other cause for which proper support is sought. If you ever had any produce to sell, any butter or eggs or garden truck, I always bought it from you and gave you the highest market price.

"Now X—I want to ask you a plain straight from the shoulder question; As a honest self respecting citizen, don't you think that this element of personal service that I rendered to you, and every other patron of my store, and for which I make no charge, entitles me to a little shade the best of it in competition with a concern in Chicago who don't give a tinker's d— for anything you have or are interested in beyond the dollar in your pocket?

"Well the result of it was he went along with me to the exhibit room and I spent the whole afternoon going over prices and things with him, and to make a long story short before he left the hall he put himself down as a member of the league and every

since then has been the hardest home trade fighter in the country."

Many other communities were visited which had successfully accomplished the desired end of the various methods, but in all campaigns that we victorious "Educated" was the ammunition invariably used, backed by persistent and intelligent effort.

One quite novel, but none the less effective scheme was inaugurated and carried to a successful issue by the women of B—, a city of 15,000 inhabitants located within easy trolley ride of Cleveland, Ohio.

A Civic Beauty League had been organized by the leading women of the city and to carry out its purpose they appealed to the business men of the town for financial aid, never doubting that for so worthy a cause there would be any reluctance on the part of the merchants to subscribe.

As it so happened, the two or three women most active in promoting the League were very much given to running into Cleveland to buy a large share of their clothing, hats, house-furnishings, etc., and when the matter came up before the Business Men's Association for endorsement, several of the merchants present were of the opinion that this would be a rare opportunity to give those women a well merited rebuke. After some discussion it was decided to appoint a committee to meet with the ladies and explain to them that owing to poor business conditions caused by so much money being spent out of town it would be impossible for the merchants to help them at that time. Though the ensuing conference between the committee and the ladies was held many years ago, the members of that committee still retain very vivid memories of the occasion. After some two hours discussion—on the part of the women—the committeemen retired with as much grace as they could command, but later developments proved that their martyrdom was not in vain.

Being whole-souled sensible American women they readily saw the force of arguments presented by the business men, with the result that very shortly their Beauty League was converted into a "Buy-at-Home" Club composed of women and working girls independently of the merchants, though, of course, the money necessary to conduct their campaign was solicited—and needless to say quite

willingly subscribed—from the business interests of the city.

Through the medium of the local newspapers the women conducted a prize contest for the best ten reasons why people should buy from home merchants, and was opened only to contestants who were not connected

in any way with local business enterprises. As it was desired to create as much interest as possible in the contest the prizes offered were very substantial and so arranged that almost every one sending in an article could feel almost sure of winning something.

The results were more than satisfactory. Hardly a block in the city but contained one or more of the prize winners. The following article won the grand prize of \$250.00 and after being prepared in pamphlet form in the most attractive style printers' art could devise, was placed in the hands of every resident of the city:

"We should patronize our home merchants because it is patriotic. That which prompts a man to don his armor, and if need be to give his life in defense of his country, is patriotism. Patriotism never counts the cost. It prompts the loyal citizens to lend his utmost action to the upbuilding of his country, his state and his city. No greater evidence of true patriotism can be displayed than the expending of your earnings with your home merchant, thus building up and strengthening the institutions of your home city, and adding to the general prosperity of your community.

"Because it will cheapen the prices of merchandise in your home stores. The greater volume of business transacted by a merchant, the smaller will be the margin of profit he will require. By adding to his volume of business you make it possible for him to sell his wares cheaper, thus benefiting yourself as well as the entire community in which you live.

"Because the home store is an employing institution giving work to the sons and daughters of your friends and neighbors. The amount of patronage given such stores will regulate not only the number of persons employed, but the scale of wages paid as well.

"Because a reciprocal relation exists between you and your home merchant. The money you earn is paid you by home institutions. No man can live unto himself. It is a duty we owe to spend our earnings, so far as possible, so that it will insure to the upbuilding of community interests.

"Because your home merchant, desiring your trade tomorrow as well as today, knowing you well, being your neighbor and fellow-citizen, will accord you more courteous treatment, and give your wants more careful at-

tention than the merchant in a strange city to whom you are but a transient customer; an out of town purchaser to whom he can dispose of undesirable wares with perfect safety.

"Because it is convenient. The busy woman can steal an hour from her other duties, go to the local store, and not caring particularly about her gown for such a brief visit, transact her errand in a hurry and be back by the time the children are home from school and John wants his supper.

"Because the home merchant has made a study of his community. He understands its peculiar needs, the wants and tastes of its people. His stock is bought with these facts in mind. He therefore offers better selections for home people, though his stock may not be so large, than the out-of-town merchant whose selections have been made with a view to the tastes and needs of an entirely different community."

The distribution of the pamphlet containing the foregoing reasons, while of course doing some good, was but a minor feature of the campaign. The great effectiveness of the scheme lay in the use made of the bulk of the reasons submitted. It was very generally found that at least one of the ten reasons submitted by every contestant had some especial merit and these were printed on cards bearing the name and address of the person writing it. Watchers were appointed to report the names of every resident of the town returning from Cleveland with a package, and from other sources was learned the names of any one receiving freight or express shipments. By the next mail each of these people would receive one or more of these "reason cards" submitted by some one who lived in their same block or immediate neighborhood. The second offense brought a dozen or so, and a continuance of the practice brought a flood of them at every repetition.

The effects of this persistent bombardment can be better imagined by the reader than described by the writer. Suffice it to say, however, that within the year it was a rare exception to see shipped or carried into the town anything that could be purchased at home.

Many similarly successful cases could be cited, but space forbids. In each of the following four articles of the series, one of which will be published each week in this paper, the writer will treat a different phase of the subject, embodying the results of his studies and observations of the methods employed by the many organizations throughout the country which have successfully solved the problem of mailorder competition.

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