

WOMEN HURT IN RUNAWAY

TWO STUNNED FROM FALL FROM BUGGY

Prompt Medical Attention Restores the Injured Ones Quickly.

Cove, Ore., Jan. 4.—(Special)—After spending a few hours with the Berkgreen family in Cove, Mrs. Geo. Chadwick, her daughter, Mrs. Georgia Gasset, and grandson Howard Gasset were returning to their home north of Cove a few days ago when the horse they were driving ran away, throwing them out of the buggy on the frozen ground just in front of the Odd Fellows hall. They were picked up unconscious excepting little Howard who only sustained a few bruises on his face. The ladies were taken

into the home of Mrs. George White. Dr. McCown was called and the patients examined and Mrs. Chadwick was found to have a severe sprain and bruise on her right arm and many bruises on her face. Mrs. Gasset sustained a broken rib and a bad cut on the nose. It seems as though they were thrown on their faces as that is where the worst bruises were. The horse was a gentle one that any member of the family had driven for years and what caused the accident was unknown. The buggy was badly torn up, and the runaway animal was caught when she reached the main part of town.

Notice to Stockholders.

The annual meeting of the stockholders of the United State National bank of La Grande will be held at their banking rooms in the city of La Grande on Tuesday, January 12th, 1915, at the hour of 3 p. m. for the purpose of electing a board of directors for the ensuing year and to transact any other business that may come before said meeting.

T. J. SCROGGINS, Cashier.
—Adv. 12-10-11

DEAN SUMNER GIVEN HONORS

CONSECRATION TO TAKE PLACE TOMORROW.

New Episcopal of Oregon Given Splendid Farewell by Chicago.

Tomorrow, January 6th the Very Reverend Dean Sumner will be consecrated in Cathedral of St. Peter and Paul at Chicago, as the successor to the late Bishop Scadding. A large attendance of bishops and clergy is expected to be present and as Dean Sumner was so prominent in civic and social matters as well as ecclesiastical, the cathedral will probably be unable to accommodate all who wish to attend. Three clergymen from Portland have gone to represent the diocese of which the new bishop will be head. He has been the recipient of a multitude of farewell receptions and the like. The editor of the Chicago Commerce has this to say

him: "These concluding days, of a man who is related to nearly fifty differ-

ent Chicago activities, and is passive in none, have their pain as well as pleasure. Farewells pile upon farewells, from friends unorganized and organized, and to each group is an outgrowth of a large heart and fertile mind. In fields religious, civic, and sociological, Dean Sumner's service has been constant as fruitful, and from all these, Oregon summarily withdraws a rare personality—vivid, penetrating, catholic, genuine, joyous; a man to be loved early and forever held dear."

Upton H. Gibbs rector of St. Peter's church esteems the divine highly. "There is no doubt but that Bishop Sumner will be a force for good not only in his diocese, but throughout the state generally, in all that makes

for righteousness, whether civic or personal."

Notice of Dissolution.

Notice is hereby given that the firm known as Pierce & Johnson, carpenters and repair shop, at 1408 Adams, has been dissolved and Mr. Pierce will continue the business, Mr. Johnson re-

turning. Mr. Pierce will collect all bills and pay all indebtedness.

PIERCE & JOHNSON,
By P. M. Pierce.

High Grade Job Printing costs no more than the other kind—Observer

Sherry Theatre--Today

The House of Comfort

Special Feature

THE PRICE OF SILENCE
Featuring Beautiful Alice Joyce

HEARST-SELIG WEEKLY
The World's News

BUNNY BACKSLIDES
Comedy—John Bunny Reduced his Weight

VAUDEVILLE

THE MUSICAL DOUGHTYS
The True-Tone Duo

And the Price is 10 Cents



Get a can today from your hardware or grocery dealer.

Professional Directory

FRATERNAL ORDERS.

A. F. & A. M.—La Grande Lodge No. 41, A. F. & A. M. holds regular meetings first and third Saturday at 7:30 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.

M. B. DONOHUE, E. R.
ADNA B. ROGERS, Sec.

WOODMEN OF THE WORLD—La Grande Camp No. 169 meets every first and third Friday at K. of P. Hall. All visiting neighbors welcomed.

JOHN A. READ, 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. LANDEUM, Clerk.

ROYAL NEIGHBORS—Iris Camp meets every second and fourth Friday afternoons, every month in K. of P. Hall. All visiting members cordially invited.

NELLIE CHARBONEAU,
Oracle.
LILY C. KIMMELL,
Recorder.

REBEKAHS—Crystal Lodge No. 50 meets every Tuesday evening in the L. O. O. F. hall. All visiting members are invited to attend.

LOUISE DOUGLAS, N. G.
ZOE GOLDEN, Sec.

UNITED ARTISANS—La Grande Assembly No. 30, meet regularly every first and third Tuesday of each month in the K. of P. hall. All visiting members are invited to attend.

F. R. SUYDAM, M. A.
NORA M. SHORT, Sec.

L. O. O. M.—La Grande Lodge No. 850, Loyal Order of Moose holds regular meeting every Tuesday night at 7:30 in Moose Home on Adams ave. Visitors always welcome.

ANGUS STEWART, Dic.
F. A. EPLING, Sec.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27 meets every Monday night in Castle hall (K. of P. hall). A Pythian welcome to all visiting Knights.

H. E. DIXON, C. C.
HAL REES, K. of R. & S.

K. OF L. OF SECURITY—Mt. Emily Council No. 2846. Meets second and fourth Wednesday evenings at 8 o'clock in the Fifth floor of the new Foley building. Visiting members are welcome.

ANGUS STEWART, Pres.
CLARENCE E. GRAVES,
Fin. Sec.
ROY E. GREEN, Red. Sec.

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. WARWICK, Sec.

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

W. C. HANSEN, W. P.
L. F. BELLINGER, Sec.

WOMEN OF WOODCRAFT CIRCLE No. 47—Meet second and fourth Tuesday nights of each month at Eagle's hall in Foley Building. All visiting neighbors welcome.

LOUISE HILARY, G. N.
LILLIE ALLSTOTT, Clerk.

AUCTIONEERS.
TOM JOHNSON—Auctioneer, makes a specialty of farmers' stock and machinery sales. "The man that gets you the money." Leave orders at Observer office.

PHYSICIANS AND SURGEONS.

A. L. RICHARDSON, M. D.—Physician and Surgeon; over Hill's drug store. Phone: Office, Black 1362; residence, Main 55.

DR. R. E. L. HOLT—Physician and surgeon; successor to Dr. N. Mallor; corner Adams avenue and Depot street. Phone: Office Main 68; Residence, Main 730.

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

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. Phone: Office Main 2; Residence Main 32.

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 Red Cross Drug Store.

EYE, EAR, NOSE, THROAT SPECIALIST.

DR. H. M. BOUVY—Practice limited exclusively to diseases and surgery of Eye, Ear, Nose and Throat. Also the Fitting of Glasses. Office West Jacobson Bldg. Office Phone Red 3431. Residence Red 2021.

DENTIST.

E. P. MOSSMAN—Dentist; rooms 6 and 7 new West Building. Phone Black 1521; Office Hours 8 to 12 a. m., and 1 to 5 p. m.

OSTEOPATHS.

DR. C. H. DAY—Osteopath—Physician. Over Lily's Hardware Store. Phone Main 63. Residence phone Black 761. Successor to Dr. Zimmerman.

CHIROPRACTOR.

MYERS & KELLY—Graduates of Universal Chiropractic College of Davenport, Iowa. Offices in New Foley Building. Phone Black 1871.

VETERINARY.

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.

ATTORNEYS AT LAW.

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

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.

INTERIOR ENGINEERING COMPANY, Inc.—All branches of Engineering and Surveying. Investigations, Estimates, Reports. L. D. Howland, local representative, La Grande National Bank Building.

UNDERTAKERS.

W. H. ROHNENKAMP CO., Undertaking and Embalming. Strictly modern. Day phone, Black 241. Night phone Red 3971 or Red 3412.

J. C. HENRY—Undertaker and Embalmer; 20 years in business. Day phone, Main 62; night phones, Red 3131, Red 562, Black 3811.

(From the Saturday Evening Post's Advertising Section.)

A Story of Public Service

SOME people believe that advertising merely takes business away from one man and hands it to his competitor. They think that if everybody stopped advertising, business would go on just the same, and things would be cheaper.

It sounds plausible. But it is not true.

Advertising is, of course, much used as a competitive weapon, and a very powerful one. Any method of selling—advertising, show windows, clerks, traveling men—gets business that without the selling effort would have gone to some other firm. Most of us believe that competition is a good thing. It keeps down prices. It keeps up quality. It makes business men more eager to give the public good service. Any economical method of competition ought therefore to be regarded as of benefit to the public. And the economy of advertising purely as a competitive method has been so clearly demonstrated in many industries over a period of years that it need not be discussed here.

The main question, however, is: What does advertising do besides stimulate competition?

As a matter of fact, its chief use lies entirely beyond. It creates new markets, new demands, new desires. It makes possible new products, new ways of doing things, a better national life.

The Story

In one of our large cities, a few years ago, fifty-one per cent of the stock of the local gas and electric company was acquired by a national public-service organization. The way the new management went about its job sent thrills of apprehension through the minority stockholders, who were local citizens. The dividends paid the year before had amounted to \$14,000. Immediately the new board cut the price of both gas and electricity. Figures showed that, with the same consumption as the year before, the total dividends at the new rates would be only \$4,000.

But there lay the difference: The consumption was not going to be the same. The company began a strong campaign of advertising. To the local stockholders this seemed ruinous folly. They reasoned, "Have we not a complete monopoly? We control exclusive franchises on both gas and electricity. Why in the world should we spend money to advertise when we have 'em both coming and going?"

No Competitors

If ever a case existed where advertising solely for competitive purposes would have been absolutely futile, this was it. The company certainly had the city both coming and going. But the answer was, "We are not going to spend money in advertising. We are going to invest money in advertising."

Half pages began to appear in the newspapers. In the course of a year the gas and electric company used more space than any of the department stores, which, of course, had been up to that time the heaviest advertisers in the city.

Cooking schools to show women the merits of the gas range were installed—and advertised. Men who had never thought of the saving of labor and expense

True Public Service

If we believe in a constantly advancing civilization, if we believe that people ought to keep on trying to live a little better and have a little more comfort, a little more convenience and a little more ambition—if our philosophy includes these tenets, then we must believe that whatever shows people the way and rouses their ambition to possess—and to produce in order to possess—is a public service. It is upon that basis that we declare advertising to be, not primarily a weapon of competition, but primarily a means of constructive public service.

possible by using small electric motors in their shops found out—through advertising. Local merchants were shown the increased trade that they could get by having their stores better lighted. Electric signs were popularized.

What Happened?

The first year the advertising sold seven carloads of gas stoves. It sold gas heaters, irons, fixtures and novelties. It put up electric signs and ornamental lighting effects.

In these ways, as well as through the stimulation of ordinary consumption, it very greatly increased the use of gas and electric current.

At the end of the year the total dividends, which estimates had said were going down to \$4000, were \$44,000. At the end of the second year of the same policy the aggregate dividends were \$76,000. And this with all bills for advertising paid. And with the public buying its gas and electricity far cheaper than it ever had before.

But, apart from better dividends and lower price to the consumer, what did the advertising do for that city?

What Was the Effects?

It gave the city better-lighted stores and streets. It put labor-saving devices into hundreds of homes. It cut the cost of operation for scores of small, struggling manufacturers. It showed people how to get and use things that made their lives cleaner and easier. It made in short, a more comfortable, more alert and prosperous community.

What local advertising did in that city, national advertising is doing all the time for the nation. We pick up a number of *The Saturday Evening Post* and, seeing the advertising of 17 makers of men's clothing, we think, "Here are all these manufacturers just advertising against one another." We forget that advertising of ready-made clothing has made this a better-dressed nation, that it has showed hundreds of thousands of men the way to cheaper and better-fitting clothes, that it is always effectively preaching the gospel of the importance of looking well.

Creating Human Activity

Advertising is like the railroad, the trolley, the telephone, the newspaper, the school—a creator of human activity. Like all of these, it is a force for the wider and quicker dissemination of information. It brings within our ken things that we never knew existed, or never thought we wanted. It teaches us to want things a little beyond our grasp and to work a little harder in order to get them. It is like the rifle that the modern Tom Sawyer saw in the window. He had intended to loaf all summer, but he wanted that rifle. In order to get it he had to have money. To get money he went out and painted fences and ran errands and mowed lawns. The knowledge that there was a rifle he could have if he worked for it made him a producer instead of a dependent.