

BLUE MT. GRANGE INSTALLS OFFICERS FOR ENSUING YEAR

Blue Mountain Grange held a busy session Wednesday, as officers' reports were submitted; especially the executive committee report showing the work in the grange.

After an excellent dinner, at which cheese from the Alfalfa Cheddar Cheese Co., a present to the grange, was sampled.

Installation of officers took place as indicated. Mrs. George Grout, installing officer, as follows:

C. D. Huffman, W. M.
 J. O. Anson, W. O.
 Mrs. Anna Hoffman, Lecturer.
 Joseph Anson, Steward.
 Arthur Golden, Assistant Steward.
 Mrs. Loolah Redhead, Chaplain.
 Mrs. Susie Williamson, Treasurer.
 Mrs. Mattie H. Golden, Secretary.
 Ernest Holman, G. K.

Mrs. S. A. Kenyon, Cerec.
 Mrs. Maggie Davis, Pomona.
 Mrs. Nellie Smith, Flora.
 Miss Stella Anson, S. A. S.
 C. C. Cate, county farm expert, was present and was asked to talk about consolidating experiment station and poor farm. It was discussed by several of the brothers. Also the following program was heard:

Select Reading . . . Mrs. J. O. Anson
 Recitation . . . Willie Bork
 Reading . . . Mrs. George Grout
 Roll call—What public question should demand the attention of patrons of husbandry, at the present time?

The men thought taxes are the most important and the women thought the prohibition situation should also be watched.

THROW OUT THE LINE.

Give the Kidneys Help and Many People Will Be Happier.

"Throw out the Life Line"—Weak kidneys need help. They're often overworked—they don't get the poison filtered out of the blood.

Will you help them? Doan's Kidney Pills have brought benefit to thousands of kidney sufferers.

Read this Sumpter case: L. Bonney, Sumpter, Ore., says: "Ten years of kidney complaint which started by lifting heavy timbers and a fall which wrenched my back, put me nearly down and out more than once. I went to one physician after another and spent dollar after dollar in the hope of finding something that would relieve me, but all to no purpose.

Doctors told me I had lumbago and other troubles and finally gave up pretending to help me. Sometimes when I tried to lift anything, I collapsed and I was laid up for days. The pain was awful and felt like knives sticking into me. I had about given up hope when I was advised to try Doan's Kidney Pills. Two boxes made me feel stronger and better in every way."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get

Doan's Kidney Pills—the same that Mr. Bonney had.

Doan's Kidney Pills—the same that Mr. Bonney had. Foster-Milburn Co., Props., Buffalo, N. Y.—Adv.

Notice of Stockholders Meeting.

The annual meeting of the stockholders of the Cove State Bank of Cove, Oregon, will be held at the banking room on January 12, 1915 at 10 o'clock a. m., for the purpose of electing directors for the ensuing year and for the transaction of such other business as may properly come before the meeting.

HUGH McCALL,
 Cashier.
 24 Jan 12.

—Adv.

All accounts owing to the Geo. A. Anderson company are now in the hands of M. V. Mefford for collection, and parties owing the company can pay their accounts at the old location of the company in the Gardner building.—Adv. 1 1 1.

Sherry Theatre—Today
 The House of Comfort

Special Feature
 Bulwer-Litton's Great Story
ERNEST MALTRAYERS
BRONCHO BILLY'S DOUBLE ESCAPE
 An Exciting Western Story.
MYSTERIOUS MR. DAVIS
 Comedy—With Sydney Drew

VAUDEVILLE
MR. HAMMOCK
THE IRISH BARITONE
 AND THE PRICE IS 10 CENTS

D. R. FONG MEDICINE CO.
 CHINESE ROOT AND HERB REMEDIES

Cures Bodily Diseases With Root and Herb Treatment
 Phone 762 Free Consultation La Grande Ore.
 1412 Adams Ave.

PICTURES FROM THE WAR ZONE

GERMANS PULLING DOWN A TOTTERING WALL IN LILLE.



This photograph shows how the Germans destroyed Lille in France. The wall left after the house was burned was pulled down and a photographer who was on hand took a picture as the great mass of brick and mortar was crumbling to ruin.

SCENE OF BRITISH RAID AND THE MANAGERS OF IT.



Admiral Jellicoe, commander in chief of the British fleet, and Sir David Henderson, chief of the Royal Flying Corps, managed the raid of the British battleships on Cuxhaven, one headquarters of the German fleet. In answer to great demands in Britain for action, which followed the German attack on the east coast

cities, they sent eight wrecks and a number of aeroplanes over the German port. Bombs were dropped, but according to the German account there was no damage. In fact, that account has it that the only damage was that the British vessels which were repelled by the Germans.

(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.

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.

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.