

COLORADO'S NEW GOVERNOR WHOM COUNTRY WILL WATCH.



Governor G. A. Carlson of Colorado will be watched over the country by labor organizations and capitalists anxious about the great coal strike. What some persons have called civil war has existed in Colorado for several months in the fight between the mine owners and their employees. Federal troops have put down dis-

order, but they were sent to the state only because the militia was unable to cope with the situation and the governor did not seem able to compel them. The new governor will be given a chance to see what he can do. If he is able to handle the situation federal troops will have nothing to do.

LIBRARY HAS HAD BIG RUN

PAST YEAR HAS SEEN MUCH INTEREST.

New Year Starts Off With Record-break Week in Attendance.

La Grande's public library is freely used. Such a fact becomes clear when perusal is given to the annual report of the librarian, Miss Iva Emily Head. During the year there were circulated 15,800 books and the yearly attendance was 23,389. The largest circulation of the year was in January when 1657 books were taken out and the attendance was 2585.

On the heels of this splendid showing come signs of an even greater record the coming year. Last week saw the largest circulation in the history of this library, avers Miss Head. There were 644 books checked out for reading purposes. The attendance during that week was 820.

Read the advertisements, too.

SAGE TEA TURNS GRAY HAIR DARK

It's Grandmother's recipe to bring color, lustre and thickness to hair when faded, streaked or gray.

That beautiful, even shade of dark, glossy hair can only be had by brewing a mixture of Sage Tea and Sulphur. Your hair is your charm. It makes or mars the face. When it fades, turns gray, streaked and looks dry, wispy and scraggly, just an application or two of Sage and Sulphur enhances its appearance a hundredfold.

Don't bother to prepare the tonic; you can get from any drug store a 50 cent bottle of "Wyeth's Sage and Sulphur Hair Remedy," ready to use. This can always be depended upon to bring back the natural color, thickness and lustre of your hair and remove dandruff, stop scalp itching and falling hair.

Everybody uses "Wyeth's" Sage and Sulphur because it darkens so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and draw this through the hair, taking one small strand at a time; by morning the gray hair has disappeared, and after another application it becomes beautifully dark and appears glossy, lustrous and abundant.

—Adv.

Want Ads.

YEARS AGO the crier announced the auction sale—then came the hand bills and their "hit or miss" results—today the effective way is the Want Ads—they hit the mark. That's what counts.

MODERN Steam heated rooms and apartments for rent 1606 Wash. Ave. 12 21 Imp.

FOR SALE—A good jersey milk cow, inquire 1202 Corner Sixth and G avenue. 1 12 tf.

FOR SALE—Good potatoes for family use 55c per sack, our well sorted potatoes \$1.00 per sack delivered. La Grande Investment Co. 1 12 12t.

MILK COWS FOR SALE—Frank McKennon. Phone Home Ind. 25x2. 1 12 6t.

FOR RENT—Two nicely furnished housekeeping rooms with bath. Two blocks from center of town. Phone Black 3901 or 1512 Adams Ave. 12 24 tf.

WANTED—To buy young calves. Phone Black 962. 1 12 6t.

WANTED—Boarders, with or without rooms. Very close in. 1620 Sixth street, opposite Baptist Church. Mrs. Etta Wines. 12 26 Imp.

FOR RENT—Housekeeping rooms. Red 962. 11-3tf.

For Sale—Five dozen Leghorn pullets. Main 87. 2-6-tf.

SALESMEN WANTED—To sell our fruit and ornamental nursery stock, roses, shrubbery, etc.; exclusive territory; liberal cash advance weekly on orders; Free outfit. Yakima & Columbia River Nursery Co., North Yakima, Wash. 1 7 6t.

FOR RENT—Five room modern house, good location. Ask Geo. W. Perry. Perry, Oregon. 1 9 6t.

WANTED—Work by first class carpenter, satisfaction guaranteed. Will work reasonable. Need the money. Box 134. 1 9 4t.

FOR RENT—Five room modern cottage. Apply F. W. Pattison. 1 9 tf.

LOST—Between the Co-Operative

store and Bock's meat market, a small black purse, containing a key and some small change. Keep the change and return the key to Dr. Starba. 1 11 tf.

IN PENDELTON.

Statements of Pendleton Citizens Are Always of Interest to Our Readers.

To many of our readers the streets of Pendleton are almost as familiar as those of our own town, and we are naturally interested to read of happenings there. The following report from a well-known and respected citizen will be helpful to numbers of men and women here in La Grande.

William McGregor, prop. blacksmith shop, 711 Lillith St., Pendleton, Ore., says: "Kidney complaint came on me suddenly and I got so bad that I couldn't bend my back to shoe a horse. The kidney secretions were filled with sediment and painful in passage. I had no strength at all and my back was lame and sore. One of my family who had been cured of kidney trouble by Doan's Kidney Pills, advised me to use them and I did. In a short time, all these troubles left me and I was able to work all day with ease. My health is fine now and my back is strong."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that

Mr. McGregor had. Foster-Milburn Co. Props. Buffalo, N. Y.—Adv.

The accounts of the Geo. A. Anderson company are due and payable to M. V. Mefford who has offices in the former location of the company in the Gardiner building.—Adv. 1 2 tf.

Bad Cold Quickly Broken Up.

Mrs. Martha Wilcox, Gowanda, N. Y., writes: "I first used Chamberlain's Cough Remedy about eight years ago. At that time I had a hard cold and coughed most of the time. It proved to be just what I needed. It broke up the cold in a few days, and the cough entirely disappeared. I have told many of my friends of the good I received through using this medicine, and all who have used it speak of it in the highest terms." Obtainable everywhere.—Adv.

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Try This for Neuralgia

Thousands of people keep on suffering with Neuralgia because they do not know what to do for it. Neuralgia is a pain in the nerves. What you want to do is to soothe the nerve itself. Apply Sloan's Liniment to the surface over the painful part—do not

rub it in. Sloan's Liniment penetrates very quickly to the nerve, soothes the nerve and allays the inflammation. Get a bottle of Sloan's Liniment for 25 cents at any drug store and have it in the home—against Colds, Sore and Swollen Joints, Lumbago, Sciatica and like ailments. Your money back if not satisfied, but it does give almost instant relief.

E. RIESLAND, Plasterer and Contractor. Cement work of all kinds, Foundations and Flue construction. Cement block a specialty. Call and see these blocks at E. C. Davis' Marble Shop. Phone Red 671.

FARM LOANS

Reasonable Rates

SECURITY LAND & SAVINGS COMPANY, La Grande, Oregon

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.

(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

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.

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.