

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.

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.

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

MODERN WOODMEN OF AMERICA—La Grande Camp No. 7703 meets on the first and third Thursday evenings of each month in the K. of P. hall. Visiting neighbors welcome.

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

L. O. O. M.—La Grande Lodge No. 860, Loyal Order of Moose holds regular meeting every Tuesday night at 7:30 in Moose Home on Adams ave. Visitors always welcome.

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

O. E. S.—Hope Chapter N. 13, O. E. S. holds stated communications the second and fourth Wednesday of each month. Visiting members cordially invited.

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

K. of L. OF SECURITY—Mt. Emily Council No. 2646. Meets second and fourth Wednesday evening at 8 o'clock Moose hall. Visiting members are welcome.

WOMEN OF WOODCRAFT CIRCLE NO. 47—Meet first and third Wednesday evenings of each month at the Moose hall. All visiting neighbors welcome.

PYTHIAN SISTERS of Rowena Temple No. 9 meets every second and fourth Friday evening at K. P. Hall.

PHYSICIANS AND SURGEONS

DR. R. E. L. HOLT—Physician and surgeon; corner Adams avenue and Depot street. Phones—Office Main 68; Residence Main 730. Hours 11 to 12 a. m.; 2 to 5 p. m.; 7 to 8 p. m.

DR. H. L. UNDERWOOD—Physician and surgeon. Diseases of the eye speciality. DR. DORA J. UNDERWOOD—Disease of women and children. Office—Adams avenue over Red Cross Drug Store.

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

DR. J. L. INGLE—Osteopathic physician. DR. MARGARET INGLE—Diseases of women; care and feeding of children. Offices Rooms 37-38-39 New Foley Bldg. Office hours 10-12 a. m.; 2-5 p. m., and by appointment. Office phone Red 3181; residence phone Red 601.

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

DRS. DARLAND—Chiropractic parlors 4th and Depot street. Phone Red 1751.

DR. H. W. RILEY—Graduate Veterinarian Hospital. 1409 Madison Ave. State Stallion Inspector. Stock for shipment. Home Independent Phone Black 41 Farmers Co operative Phone, Main 112.

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

R. J. GREEN—Attorney at Law Rooms 14-15, Palmer-Roesch Bldg., La Grande, Ore. Practices in state and Federal courts.

E. W. EASTMAN—Lawyer—Office Rooms 1 and 3, La Grande National Bank Building.

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

J. L. SLATER, Architect and Superintendent. Room 21 West-Jacobson Building.

H. E. ROSKAMP, Contractor and Builder, La Grande, Ore., Phone Red 1981.

"PAY-UP WEEK" NEXT MONTH IS A NATIONAL AFFAIR

(Merchants Trade Journal.) February 21-26 inclusive will be National Pay-up Week. This great big national movement will be advertised extensively. Many methods of promoting it will be adopted.

What promises to be the greatest organized effort ever inaugurated to better local business conditions in every city, town and community throughout the country is National Pay-up Week, which will be from February 21-26 inclusive.

Surely no long argument is needed in order to justify the necessity of such a movement. Every retail merchant, doctor, lawyer, preacher, every one appreciates the fact that there is an enormous economic waste in our present credit system, or rather the lack of system.

Credit is a convenience, a great strong arm of business, until such time as it is abused, and then it becomes a tax on all of us. The man who either cannot or will not pay his bills, by that very act forces the rest of us to pay them for him.

Every retail merchant appreciates the situation, and certainly every merchant in every line of business will welcome this national movement. Merchants, it's up to you to make of this Pay-up Week what can be made of it. If in your town it does not accomplish big results, you will be to blame.

In the April, 1915, issue of the Journal, we published an article telling about Pay-up Week as instituted in the little city of Waukon, Iowa. Since that time we have received dozens upon dozens of inquiries from individual merchants, merchants associations, chambers of commerce, commercial clubs, manufacturers, jobbers and others from all of the country, asking for information concerning Pay-up Week.

As a result of the information the Journal has been able to give on this subject, a number of towns have followed Waukon's lead in putting on a Pay-up Week, and now the Journal is glad to announce that plans have been completed for making Pay-up Week a national event, and the date is February 21-26 inclusive, 1916.

Every retail merchant, every manufacturer, every preacher, doctor, lawyer, blacksmith, every individual, should be interested in this movement. The plan has been tried. It has turned a large amount of money into the hands of the persons to whom it belonged. In Waukon, a town of but little over two thousand population, the merchants received on accounts in one week a little over \$50,000.

Mind you, this \$50,000 was standing on their books. Much of it was old; much of it had been given up; but because of the enthusiasm engendered through the advertising used in promoting Pay-up Week, these people could not resist the pressure, and they went in and paid their bills. True, not all of this \$50,000 was old accounts. The facts are, people running current bills seemed anxious to pay their bills. Merchants, do you realize that millions upon millions of dollars are standing out this way, and millions and millions of dollars can be collected during National Pay-up Week, February 21-26?

The very fact that this has been made a national affair, the very fact that newspapers all over the United States will be talking about it, promoting it, the very fact that everybody in the United States is in line on it, is going to give it an impetus that nothing can stop. Right in your town you can make this thing "clear the slate," almost, if you will. Call your commercial club together. If you haven't one, get the merchants together. Talk it over. Lay your plans now. Don't wait. One great trouble with the average town is they do not get into the game at the right time. They wait. They seem to be hoping that somebody will come along and do these things for them.

A large amount of advertising matter of a peculiar type has been prepared for this occasion. There are illustrative stamps already gummed that merchants should use on every letter that goes out. One of them should be put on every package that leaves your store. The druggist ought to stick one on every bottle that goes out of his store. The physician should have these stamps along and put them on every prescription he writes. Put them every place. Then in addition to these, posters that are to be pasted up and nailed up will be furnished. These are of peculiar color and peculiar shape. Then there are banners and a lot of other special material that is ready for you—it's yours.

The whole movement is being promoted and backed by the National Association of Merchants Trade Journal Readers. This organization includes merchants in practically every town in the United States. This association is doing this because it feels it ought to be done. In order to illustrate the point more forcibly: Let us tell you that out in Colorado when those strikes were on, when the people of the state thought that financially there was no money, they felt that they were simply bankrupt, somebody started a Pay-up movement and to the surprise of the people of Colorado money enough was uncovered to pay hundreds and hundreds of thousands of dollars of bills. It wasn't that Colorado didn't have the money, but it went into hiding. When this state-wide movement was gotten underway, this money came out and it paid bills, and it saved Colorado from an embarrassing situation.

Bulletins are being sent out to about two thousand newspapers. These papers are in every state covering every corner of the country. They will be getting busy. Mayors are going to be asked to issue proclamations calling attention to National Pay-up Week, February 21-26 inclusive.

Now in summing the matter up, National Pay-up Week will become a national affair. The date is February 21-26 inclusive, 1916. It is promoted by the National Association of Merchants Trade Journal Readers.

Advertising matter, including stamps already gummed, to go on every letter, every package, to be stuck every place and any place, are ready. Posters to be pasted up and tacked up are ready. These posters are of a peculiar shape and peculiar color. Other advertising matter is ready. The Journal's traveling men, covering every section of the United States, are continually handing out advertising matter. The Journal is using these stamps on its own mailing matter, on its own stationery.

What about the merchant who doesn't do a credit business? Well, he can benefit by it. When people go to pay their bills they are going to buy; they are going to feel better. It is going to bring money out of hiding, and the merchant who does a cash business will get some of it. Possibly he of all men should be interested in it.

There isn't a wholesale house, or a manufacturer, in the United States but what ought to get out and put their whole energy back of this thing. Let's make it a banner week in the lives of the American people that will be remembered as long as we live. For once let's do something big.

By the way, the illustration on the stamp shows a circle of men handing a \$5.00 bill from one to the other. The wording is such as to show that the \$5.00 bill goes the circle. Every man pays his bill with the one \$5.00. The stamps are attractive. You will be proud of them; you will be glad to use them. These stamps are put up in books of one hundred stamps each, all perforated and gummed, ready to use. One thing that is needed in the retail business today is for the merchants to begin to do something big, something national, something that is big enough that it will hit hard, something that will attract attention.

Every tick of the clock brings you nearer your ambition—a bank account will aid you

NEARLY EVERY MAN possess the power to hew out his own financial destiny. But his success depends largely upon his ability to save money. This is where WE can be of REAL SERVICE TO YOU. Start an account with us today. THE UNITED STATES NATIONAL BANK. "The bank that takes care of your interests." Capital \$100,000.00 Surplus \$17,000.00 Deposit \$426,000.00. BOARD OF DIRECTORS Geo. T. Cochran Wm. Miller T. J. Scroggin C. T. Bacon U. G. Couch A. L. Richardson J. F. Conley J. L. Caviness Judge J. C. Henry

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. WANTED—Completely furnished modern six room house; close in; will lease. Call Mrs. Leiter, care Hotel Foley. LOST—One auto tire chain. Return to Lynch & Stewart.—Adv. 1-7-16. FOR SALE—Good White sewing machine at a bargain; first-class condition. Call Red 22.—Adv. 11-23-16. WANTED—Woman Cook, middle age woman preferred—Call Home restaurant. 1-13-16. WANTED—House work will go out by the day—Call Red 3962. 1-13-16. WANTED—Life companion for a man between 30 and 40. Communicate with A1, care Observer.—Adv. 1-15-16.

INSURANCE WHY DO YOU USE IT? You insure because you want to relieve yourself of a heavy and uncertain liability. The risk and uncertainty is assumed by a financial company that operates on such a large scale that the laws of average occur.

WHAT INSURANCE IS SAFEST? Insurance in an old-line corporation is by far the safest and best, and in the long run the cheapest. WHY? 1st, because they have large securities and capital guaranteed by the government; 2nd, they write such an extensive amount of insurance that the law of averages removes the danger of a few large losses upsetting the company, a menace always hovering over small companies; 3rd, an old-line company completely assumes your risk, while if you insure in a mutual company or society you still carry a percentage of your own risk and assume the same percentage of all the risks insured by the company and automatically you become liable as a member of a concern over whose operations you have practically no control.

LET US WRITE YOUR INSURANCE. Whether it is FIRE, PLATE GLASS, AUTO, LIFE, ACCIDENT AND HEALTH, BONDS or any other form of INSURANCE the applies. We have strong companies, we write on equitable rates, we prompt attention, and offer reliable and experienced services. GEORGE HUNTINGTON CURREY, Manager Insurance Department.

Geo. H. Currey HE WHO MOVES REAL ESTATE 108 Elm St La Grande Oregon Opposite Y. M. C. A. Phone, Black 2001

A TELEPHONE---BUSINESS

The man without a telephone in his place of business is behind the times, and fails to get his share of trade. Be up-to-date and get a telephone. Home Independent Telephone Company