



OUR COOLING FOUNTAIN IS ALSO A "HEALTHFUL" FOUNTAIN. WE USE PURE SYRUPS AND EXTRACTS IN OUR FLAVORINGS AND OUR ICE CREAMS ARE WHOLESOME.

THERE IS A "DIFFERENCE" IN THE DRINKS DISPENSED FROM FOUNTAINS. TRY OURS AND YOU WILL EASILY TASTE THE DIFFERENCE BETWEEN "OUR" DELICIOUS DRINKS AND ICE CREAMS AND OTHERS YOU HAVE TRIED. AT OUR COOLING FOUNTAIN, LIKE ELSEWHERE IN OUR STORE, YOU CAN "RELY" ON WHAT YOU BUY.

PUBLIC PHONE AND REST ROOM

Levy-Vogel Drug Co. PRESCRIPTION SPECIALISTS.

ENDING OF THE BLUE MOUNTAIN UNIVERSITY

The Blue Mountain University practically went out of existence twenty-four years ago this month when a meeting of the directors was held and it was voted to sell the property to the La Grande school district for the sum of one dollar, but it was stipulated that the district must expend at least \$6000 in providing suitable improvements for school facilities. For nearly ten years previous to that time the old University building had been unoccupied. Every vestige of its former greatness—such as it was—had departed. The building which occupied nearly the same site as that of the present "Central" building, presented an uninviting sight with windows broken and the foundation and walls sinking into decay. The University building was erected in 1874 and was built of brick and was at that time the most pretentious structure in Eastern Oregon. For several years the institution was maintained at a fairly high standard considering the conditions and the many difficulties and limitations in a country as sparsely settled as this section was at that time. After a few years of hard struggle the hopes of sustaining an institution of higher learning were abandoned. But the resolution of the University directors did not go into effect at once. The original proposition was to repair the old building for the use of the La Grande school district. After many delays and much counselling over the matter it was decided to take down the old structure and the "Central" building was erected as a high school, and it was used as such and several of the rooms were allotted to the grade school work. This condition of things was naturally short-

lived on account of the rapidly increasing number of La Grande's school population. The proposal to vote \$75,000 bonds for the present high school building a few years later easily carried, and the original tract of five acres donated by Daniel Chaplin in the early seventies for the University, is now the site of the two buildings and is the property of the La Grande school district. On account of a reversible clause in the original deed, which conveyed the property for educational purposes, Mrs. Chaplin, widow of Daniel Chaplin, was paid \$1500 for her interest in the tract. Twenty-Four Years Ago (From Old Files) Ed Remillard of Union, has sold ten head of horses to eastern parties for \$25 per head. The Sumpter Valley railway will be improved with new rolling stock and will probably be extended into Grant county in a year. Messrs. Jap H. Stevens, Dr. J. J. McDonald, D. C. Kelley and E. L. Eckley are rusticated and incidentally catching fish on the banks of the beautiful blue Looking Glass. A new Catholic church is being built at Enterprise. Mr. Robt. Eakin, the well known Union attorney, was a visitor in the city on Tuesday. At a meeting of Rescue Hose company Wednesday evening O. Ralston was elected president; Wm. Stephan, vice-president; and R. L. Lincoln, secretary. Germans introduced steel arrows discharged from aeroplanes. Use our Want Ad column.

DUNGEON TOPIC FOR LECTURE

RUSSIAN LIEUTENANT, EXILED, HERE SUNDAY

Union Meeting to be Held at Methodist Church Sunday Evening

Lieut. M. Swartzkopensky, formerly an officer and body-guard to the Czar of Russia, will occupy the pulpit at the Methodist church Sunday evening at which time a Union service will be held. M. Swartzkopensky is on a lecture tour of Eastern Oregon, and appears Monday evening in the same pulpit in an address on "My Life and Escape from a Siberian Dungeon." There will be a small fee attached to the Monday evening address, but the union services Sunday are free.

Of the Russian, it has been said that he is the man

Who, after serving his Czar for twenty years, was sent for life to solitary confinement in the prison of Siberia.

Who walked 2500 miles in heavy iron shackles to Siberia and spent one year in a dungeon.

Who escaped from the clutches of the prison guards.

Who will tell you of the escape and of others who died of starvation.

Who can tell you the real facts of life in a dungeon in Siberia.

Who lived ninety-six days, hiding in the wilderness of Siberia.

Who held the high record for target shooting of the Russian army, among 1,250,000 riflemen.

Who brings the message of humanity from the black walls of a Siberian dungeon.

Who has lectured to students in many educational institutions throughout the United States.

Who talks five languages fluently and stands for education and enlightenment.

CHURCH NEWS.

FIRST M. E. CHURCH. (Fourth and Spring Streets) Sabbath School 9:45 a. m. W. C. Wattenberg, superintendent. Morning worship at 11 a. m. Subject: "The Way, the Truth, the Life." 6:30 Epworth League, Rose Sherman, president. Evening worship at 8. Subject: Religious Liberty—sermon by Lieut. M. Swartzkopensky. A union service. Prayer Meeting, Thursday, CHARLES A. EDWARDS, 908 Spring street.

PRESBYTERIAN CHURCH. (Sixth and Washington avenue.) Sabbath School, 9:45 a. m., W. F. Landrum superintendent, Mrs. W. W. Berry, organist. Morning worship at 11. "The Completeness of Christ." Sr. C. E. Service at 7:00 o'clock. "Missions and the World," Mrs. Ritter. Union service at the M. E. church. G. L. CLARK, Pastor. Manse 1310 Wash. Phone B-2021.

M. E. CHURCH SOUTH. Sabbath School 9:45 a. m. Mrs. J. H. Lumper, superintendent; Miss Maud Baker, organist. Morning worship, 11. Subject: Epworth League, 7:00. Evening worship at 8 o'clock. J. H. LUMPER, Pastor. Parsonage 2103 North Fir street.

FIRST BAPTIST CHURCH. (Sixth and Spring) Sabbath School 9:45; Jesse Wiseman, superintendent. Mrs. Helena Williamson, church organist. Morning Worship, 11:00. Subject, "Expectation the Limit." B. Y. P. U. at 7. Subject, "A Causeless Warning." REV. J. J. TICKNER, Pastor. Residence 1407 Sixth St., Phone Red 1811.

ST. PETER'S CHURCH. Holy Communion except first Sunday in the month, 8 a. m. Sunday School 9:45 a. m. Morning Service 11 a. m. Evening Service 7:30 p. m. UPTON H. GIBBS, Rector. Residence 1502 Fifth street.

LATTER-DAY SAINTS. (Tabernacle Fourth and O Sts.) Sunday School, 10:30 a. m. Sacrament meeting 7:00 p. m. M. L. A. at 7:30 p. m. every Tuesday evening with their social hour after class work. Primary Tuesday after school hours. Religion class Thursday after school hours. Relief society every Thursday at 2:00 p. m. CHARLES J. BLACK, Bishop. Telephone Main 754.

CHRISTIAN CHURCH. (Seventh and Pennsylvania Ave.) Bible school at 9:45 Mrs. T. E. French, superintendent; Abbie Green organist. Morning worship at 11 a. m. "Speeding Up." Evening worship at 8. Subject: "The Problem of Problems." Prayer Meeting, Thursday 8 p. m. Leader, H. L. Ford. H. L. FORD, Pastor.

ZION LUTHERAN CHURCH. (Opposite High School.) Sabbath school at 9:45 a. m., William C. Drahn superintendent, Kate

LIEUTENANT M. SWARTZKOPEN Y. WHO LECTURES IN LA GRANDE SUNDAY AND MONDAY



When you are loyal to the Czar you wear gold braid; when you are loyal to the people you wear chains says the Russian—He is shown here in the latter condition.

Mater, organist. Class meeting 9:45; Morning worship 11:00 o'clock. "Is the Decalogue Your Friend or Your Tyrant?" There will be no evening service. WILLIAM C. DRAHN, Pastor. Res. 806 Main avenue.

SAINTE MARY'S R. C. CHURCH. (M and Fourth) Fall and winter schedule of services: Low mass (Sunday 8 a. m. High mass 10:30 a. m., Evening services 7:30 p. m., Low mass (week days) 8 a. m., Confessions heard before low mass and on Saturday afternoon and evening. P. J. DRISCOLL, Rector. Residence, Sixth and K avenue, phone Main 9.

THE SALVATION ARMY. Morning service 11 a. m. Sunday school, 2 p. m. Y. P. U., 6:15 p. m. Evening service, 8 p. m. OLIVE CHILDERS, Ensign. JENNIE CONRAD, Lieut.

CHRISTIAN SCIENCE CHURCH. (In I. O. O. F. Hall.) Sunday service at 11:00, Sunday School at 10:00, Wednesday evening testimonials at 8:00 p. m. Subject: "For Sunday, July 30, 1915 subject: "Love." Golden Text, Psalms 36:7—How excellent is thy loving kindness, O God! Therefore, the children of men put their trust under the shadow of thy wings.

Should La Grande Churches Advertise? This same question, rearranged to fit the community in which it is asked, is being queried of hundreds of religious men. The answer is becoming of one accord these days—they should; at least in other towns this is found advisable.

Between 200 and 300 ministers and advertising men from various sections of the country attended the conference on Church Publicity held in conjunction with the convention of the Associated Advertising clubs of the world in Philadelphia, June 25-30. Some of the speakers traveled hundreds of miles to address these conferences. Each speaker was born of experience and study. There was not one dissenting voice heard to the proposition finally made that the conference assume permanent form as a Commission on Church Advertising and Publicity in order to bring to the whole church the benefits of the best modern advertising methods.

The Convention and the conference on Church Publicity closed too late to permit of an adequate report in this number of the Christian Herald. Such a report, therefore, is reserved for an early succeeding number, and will cover the Convention as a whole with particular attention to the church publicity movement.

The latter conference, after organization as a permanent Commission, elected Rev. Christian F. Reimer of New York, President; Mr. C. Shane of Philadelphia, First Vice-President; Walter W. Cribbins of California and W. Frank McClure of Illinois, Second and Third Vice-Presidents. Rev. Daniel E. Weigle, pastor of the Messiah Lutheran Church, Philadelphia, was made Secretary, and Rev. Samuel D. Price, pastor of Calvary Presbyterian Church, Camden, N. J., Treasurer. In other papers we read things like these clipings: Church Advertising—Pro and Con "It is beneath the dignity of the church to advertise," protests one churchman. "It makes religion cheap to put its appeal alongside that of bisquits, beer, braid and bran," charges another. An empty church cheapens the cause as does an empty store its owner, vastly more than can any consistent publicity that fills it. The late James Creelman told the writer that when he interviewed Pope Leo XIII the Cardinal Prince Hohenlohe said: "We are not worried by the circumscribed quarters of the Vatican, but we are afraid if we do not get much publicity for him the people will forget him, and so we covet the aid of the press." The Canadian government admitted in an investigation that \$70,000 had been expended during a year in the United States for advertising space; but it brought in 100,000 American farmers. Fifteen years ago it would have been undignified for any bank to advertise. Today none neglect to do so, and by this means have developed a thrift and a spirit of economy otherwise impossible. There are sane and unobjectionable methods for churches. "I want my religion and my business to be different. Advertising secularizes the church," said a conservative church official to his pastor. The Word exhorts, "Whether ye eat or drink, do all in the name of the Lord Jesus." Religion, if it is a leaven, ought to be strong enough to spiritualize the things it touches, rather than itself to be deteriorated. Seventy-eight ministers from varied sections and denominations were asked: "Is this church advertising as necessary and fruitful as advertising is in business?" Seventy-five answered "yes."—The Christian Herald. Where Modesty Loses Out. The First Baptist church, Hartford, had a Sunday night audience of eighty. A publicity committee was organized, and now a great audience greets the preacher. Calvary Presbyterian church, Buffalo, found the same result after ten months, and received eighty new members. Rev. D. E. Weigle, D. D., a Lutheran pastor, brought his evening audience of seventy up to five hundred in a few weeks, and at Easter received sixty new members. Binghamton merchants offered the churches all their regular space for one Saturday;

church advertisements filled the paper and Sunday the increase was thirty per cent. A group of Seattle business men promised to do the publicity work for two weeks of special meetings to be conducted by three downtown pastors. They hired a brass band, paraded, burned red fire on street corners, bought space in daily papers, and filled the church. Three thousand persons signed cards and five hundred became members. B. M. Brown, a lay preacher, bought one hundred dollars' worth of space in a Chicago paper and printed therein the Bible verses found in 1 Thessalonians 4:13 to chapter 5:7. The next day two business men met him to announce that as a result they would be avowed Christians. Gipsy Smith tells in his biography of preaching to a few hundreds in a town. Then he hired a brass band and paraded, and after that 5,000 attended. The Salvation Army complain that the motion pictures out-pull their attractions for the drunks. The six-reel picture "From the Manger to the Cross" has led to the conversion of scores when used a reel at a time and followed by a sermon Sunday night.—The Christian Herald.

School of Sharks Seen in Waters Off Coos Bay

Marshfield, Or., July 26.—Captain Alex. Evanhoff, who has just returned from a deep sea fishing trip reports that he saw a school of 50 or more blue sharks. The captain's party caught one shark near Cape Arago measuring nine feet in length. No sharks have been observed near any of the Coos Bay bathing beaches.

Use our Want Ad column.

Meritol ADARA TRADE MARK
PILE REMEDY
is a scientifically prepared medicated paste in tubes for proper use; also tablets for internal use in same package. A remedy which you can use yourself. Sold on its merits. Ask us. Sold only by us, 50c and \$1.00.
LEVY-VOGEL DRUG CO. La Grande, Oregon

The Mothers
Bright Finish
THERE is always a charm and individuality about the old spoons which the early makers forged and wrought by hand. Absolutely plain, bright polished silverware is always rich and impressive and in our Mothers Patters we have given the look of chasteness and dignity which the hand wrought spoon had. Designed from a very old pattern it is a perfect reproduction of the style our forefathers used and loved so well, and meets the demand in every way for a plain, bright finished Colonial pattern.
Made in Sterling Silver only, and stamped with the Trade Mark: Lion, Anchor and letter G.
Which insures quality and purity of design
Siegrist & Co.

"Telephone It"
Why waste time and energy when a telephone will save both.
The greatest amount of work accomplished correctly, with the least amount of energy, in the shortest possible time is—EFFICIENCY—
A Telephone will do this. See us about it.
HOME INDEPENDENT TELEPHONE CO.

WALLOWA LAKE PARK
The Switzerland of America
JOSEPH, OREGON
For Rest and Recreation
Spend your vacation among the pines and snow capped mountains. The ideal summer resort of the Northwest.
Boating, Bowling, Dancing, Bathing, Etc.
Rates: Tent with beds and bedding, \$5.00 per week and up; room \$8.50 per week and up; \$5.50 meal tickets, \$5.00.
EXCURSION RATE
1 1/3 Fare for Round Trip at all Stations on O.-W. R. N. Co.
Wallowa Lake Amusement Co.