

The Observer's Classified Ad. Page is The People's Market Place

FOR RENT FURNISHED
FOR RENT—Apartments furnished or unfurnished.—The Darland Apartments, 4 Depot St.—Adv. 5-19-tf.
FOR RENT—Two room furnished house on O avenue. Phone Black 562.—Adv. 6-12-tf.
FOR RENT—5 room furnished house. Close in. Red 3851.—Adv. 6-25-3t.
HELP WANTED—Female.
AN INTELLIGENT person may earn \$100 monthly corresponding for newspapers; \$40 to \$50 monthly in spare time; experience unnecessary; no canvassing; subjects suggested. Send for particulars.—National Press Bureau, Room 4296, Buffalo, N. Y.—Adv. 5-21-tf.
WANTED—Waitress at Home Restaurant.—Adv. 6-27-tf.
WANTED—Chambermaid wanted at once at Savoy.—Adv. 6-27-tf.

HELP WANTED.
MANY GOOD POSITIONS can be had by any ambitious young men or young woman in the field of railway or commercial telegraphy. We want a number of young men and young women to prepare for the telegraph service to fill vacancies caused by unusual drafting of young men for the Signal Corps. Prepare to help your country. Write today for full particulars.—THE RAILWAY TELEGRAPH INSTITUTE, Portland, Ore.—Adv. 6-6-1mo.
HELP WANTED—Male.
AN INTELLIGENT person may earn \$100 monthly corresponding for newspapers; \$40 to \$50 monthly in spare time; experience unnecessary; no canvassing; subjects suggested. Send for particulars.—National Press Bureau, Room 4296, Buffalo, N. Y.—Adv. 5-21-tf.
FOR SALE—Farm.
FOR SALE—Modern dairy ranch, 6 miles from La Grande, 160 acres, well watered, good improvements, 30 acres in cultivation. Price \$25 per acre. Will take small town property as part payment and give terms on balance. See or write Ed Stringham, R. F. D. No. 2, or phone 1X6, La Grande, Oregon.—Adv. 6-25-tf.

FOR SALE—Real Estate.
Twelve room furnished modern house in best residence section of the town. House pays \$70 per month and furnishes 5 nice rooms for family use. Owner must sell at once as health of member of family compels him to leave and will sell at a bargain. Comparatively small cash payment required. Balance can be paid monthly out of income from property. Address X, care Observer.
FOR SALE—Farm Lands.
The Government needs farmers' as well as Fighters. Two million three hundred thousand acres of Oregon and California Railroad Co. Grant Lands. Title reverted in United States. To be opened for homesteads and sale. Containing some of best land left in United States. Large copyrighted map, showing land by sections and description of soil, climate, rainfall, elevations, temperature, etc., by counties. Postpaid one dollar. Grant Lands Locating Co., Box 610, Portland, Ore.—Adv. 6-22 D-W. 3-mo.
FOR SALE—Player Piano.
FOR SALE—Milton player piano with music roll, in fine condition. Apply 1904 First street.—Adv. 6-21-tfpd.

FOR RENT
FOR RENT—Modern 5 room house, 1504 Seventh. Inquire Dr. Richardson.—Adv. 5-22-tf
FOR RENT—Nice clean housekeeping rooms. Call Red 1311.—Adv. 6-11-1mo.
FOR RENT—Two room housekeeping apartment, very reasonable. Red 3092.—Adv. 6-21-tf.
LOST AND FOUND
LOST—Bunch of keys. Finder please return to C. B. Miller, Room 27, Foley Bldg.—Adv. 6-22-tf.
WANTED—Situation.
NEAT, refined woman wishes institutional or laundry work. Address P. O. Box 617, La Grande.—Adv. 6-27-4t-pd
FOR EXCHANGE—Real Estate.
FOR SALE—Moving to Portland, or wish to? Write to us or call. We sell, trade or rent Portland property. NEUHAUSEN & CO., 703 Lewis Bldg., Portland, Ore

PROFESSIONAL DIRECTORY
OSTEOPATHIC PHYSICIANS.
DR. J. L. INGLE—Osteopathic physician. Third floor New Foley Bldg. Hours 10-12 a. m.; 2-5 and 7-8 p. m., and by appointment. Office phone, Red 1761; residence Red 881.
DR. MARGARET INGLE—Osteopathic physician. Diseases of women and children and obstetrics.
VETERINARY
DR. H. W. RILEY—Graduate Veterinarian Hospital. 1409 Madison Ave. State Stallion Inspector and Inspector of stock for shipment. Home Independent Phone, Black 41. Farmers Co-operative Phone, Main 112.
ATTORNEYS
CRAWFORD & EAKIN—T. H. Crawford and Robert S. Eakin, Attorneys at law. Practices in all the courts of the state and the United States, Office, West Jacobson building, rooms 9-10-17. La Grande Oregon.
COCHRAN & EBERHARD—Geo. T. Cochran and Colon R. Eberhard Attorneys. La Grande National Bank Building.
R. J. GREEN—Attorney at Law. Rooms 12-13, West-Jacobson Bldg., La Grande, Ore. Practices in all State and Federal courts.
R. J. KITCHEN—Attorney-at-law. The new Foley building. Practices in all State and Federal Courts. Phone Red 3681.
E. W. EASTMAN—Lawyer—Office West-Jacobson building. Phone Black 1801.
CONTRACTOR AND BUILDER
H. E. ROSKAMP, Contractor and builder, La Grande, Ore., Phone Red 1981.
ARCHITECTS.
C. B. MILLER—Architect, room 27, New Foley Bldg. Phone Red 1871.
FRATERNAL DIRECTORY
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.
LOCKE B. MOE, W. M.
A. C. WILLIAMS, Sec.
B. P. O. E. ELKS, La Grande Lodge No. 433. Lodge meets each Thursday evening at eight o'clock. Home and club privileges cheerfully extended to all Brother Elks.
NORMAN DESLET, Exalted Ruler.
ADNA B. ROGERS, Secretary.
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.
W. D. MC CARTHY, C. C.
DELILE GREEN, K. of R. & S.
MODERN WOODMEN OF AMERICA—La Grande Camp No. 7702 meets on the first and third Thursday evenings of each month in the K. of P. Hall. Visiting neighbors welcome.
H. E. DIXON, V. C.
W. F. ASHMAN, Clerk, (Y. M. C. A.)
WOODMEN OF THE WORLD—La Grande Camp No. 169 meets every first and third Monday at Eagles' Hall. All visiting neighbors welcome.
ROBERT McLANE, C. C.
JOHN A. READ, Clerk.
L. O. O. M.—La Grande Lodge No. 850 Local Order of Moose holds regular meeting every Wednesday night at 8 p. m. in Eagle hall next to Elks' Bldg. on Washington Ave. Visitors always welcome. Dues payable at Youn's Sweets.
GEO. YOUNG, Dict.
HARRY SWART, Sec.
O. E. S.—Hope Chapter No. 13, O. E. S. holds stated communications the second and fourth Wednesday of each month. Visiting members cordially welcomed.
MYRTLE A. BROUGHTON, W. M.
MARY A. WARNICK, Sec.
ROYAL NEIGHBOERS—Iris Camp meets every second Friday afternoon and every fourth Friday evening, every month in K. of P. Hall. All visiting members cordially welcomed.
MINNIE BUNTING, Recorder.
NELLIE V. VINACKE, Organizer.
K. & L. OF SECURITY.—Mt. Emily Council No. 2646. Meets second and fourth Thursday evening at 7 o'clock at Eagle Hall. Visiting members are welcome.
C. E. STITT, Pres.
C. W. COOK, Fin. Sec.
DOPPEY BEAUMONT, Rec. Sec.

Money Should Be Measured
Not only by what it will buy but by what it will earn.
Spending all of one's income often gives only momentary satisfaction. Regrets are almost sure to follow.
Spending less and saving money regularly creates a reserve that is a source of constant inspiration and permanent benefit.
Determine to save as well as spend, and open a Savings Account—NOW.

Cove News Notes
Harold Van Vlack Enlists in Marine Corps—Cove Is Proud of Her Soldier and Sailor Boys—Dr. McCown Enlists in Base Hospital Corps—Miss Bonnie Severs Is Much Improved—Big Sum Raised for Red Cross.
Cove, Ore., June 28.—(Special)—Harold Van Vlack, one of our Cove boys while in Portland, enlisted in the United States Marine Corps and has been transferred to the Marine Barracks at Mare Island, Cal., where he will remain under instruction about three months and will then be transferred to duty elsewhere. According to a letter received by Harold's mother from the Major General Commandant, George Barnett, the Marine Corps looks very carefully after the

health, habits and general welfare and interests of their men. Under ordinary conditions they have opportunity for study and if so inclined to fit themselves for positions in civil life.
Cove is proud of the fact that at least a dozen of her boys have answered to the call of their country and that there are others who are ready to go.
Dr. and Mrs. McCown returned from Portland last week where the doctor went as representative to the Masonic Grand Lodge and Mrs. McCown attended the Eastern Star Lodge. Before returning Dr. McCown made a trip to Vancouver, Wash., for the purpose of taking the examination for the Medical Reserve Corps and was appointed to a Base Hospital Corps, organized in Portland and headed by eminent and well known physicians connected with the University of Oregon. This corps

consists of 24 doctors, 75 nurses and 200 attendants. The doctor will hold himself in readiness to go whenever the call comes and will leave his practice here in triumphant hands.
Miss Mildred Trindall, of Salem, is a guest at the home of Miss May Stearns.
Miss Bonnie Severs is very much improved and if able will be brought home in a few days. Miss Florence Severs is in La Grande taking care of her.
Miss Lucy Comstock, who has been attending college at Aurora, Ill., for the past four years and from which she graduated, receiving her diploma and degree of Bachelor of Arts, returned home last week Monday. Miss Comstock took up the general course of study at college, specializing in language and has accepted the position of 2nd assistant in the Cove high school for the ensuing year.
Miss Rose Custer left last Monday for Douglas, Arizona, to visit friends during the summer and winter and will take a course of training preparatory to going to the front as a Red Cross nurse.
Mrs. Greenough went to Enterprise Monday to visit her husband and sons.
Miss Florence Severs returned home from New York City Saturday. Miss Severs recently graduated from the Library school of the New York Public Library since which time she has held a position in the Columbia Library in New York but owing to the illness of her sister, Miss Bonnie, was called home.
Ray Baker, who left for Monmouth two weeks ago to complete his normal course, found upon his arrival there that he had sufficient credits to graduate and was encouraged by the faculty to take the summer course at the state university in Salem where he went immediately.
Fred Conklin is visiting relatives in Wallawa.
Mr. and Mrs. Geo. Miller have returned from Maceneba hall Monday evening showing "The Adventures of a Boy Scout" in five reels. The views were of a high class, depicting scout work. The scouts received many new ideas and an increased stimulus in their work.
The boys netted about \$20 which will be placed in the treasury until the fund is sufficient to purchase their scout suits.
Mrs. Corp entertained her daughter, Mrs. Simeon Van Schoonhoven, of Enterprise, last week.
Miss Katie Houx is attending the Chicago university devoting her time to the study of extension work.
Improvements have been made in the Cove garage in the way of reinforced floors.
Cove opera house has received 100 new opera chairs. This is only the beginning. Mr. Thorson, who now owns the building is preparing to make many more changes for the betterment of the building.
Cove is preparing for a Fourth of July celebration in the good old fashioned way. An attractive program is being prepared. One of the prominent features of the day will be a picnic dinner.
A large number of people were in attendance at the Odd Fellows and Rebekah convention held in Cove the 22nd and 23rd of June. Cove lodges did everything in their power to promote the happiness and enjoyment of their guests and from all reports we believe they succeeded.
Mrs. Trueblood and son Paul returned to their home in Prairie City Monday afternoon after a two weeks' visit here with her many friends.
Leslie Peck and Tommy Conklin have returned home from Columbia Valley and report scarcity of fruit and work there.
Cove's Red Cross team is out making the best of the last day of the drive for the Red Cross fund and by night expect to have passed the \$1200

line. Enthusiasm is running high in all branches of this work in Cove and the membership roll is rapidly increasing.
The Woman's club met Thursday afternoon at the library building to transact some important business.
Born to Mr. and Mrs. Alfred Ingram Tuesday June 26th a seven pound girl.
Preliminary arrangements for the new Methodist church are progressing satisfactorily. Donations are coming in, the sketches are near completion and though many other important matters are occupying the minds of the people the new enterprise is being steadily carried forward.
Wm. Motley, formerly of Cove who has been teaching school at Cripple Creek the past year, has been visiting his brother, Lee Motley, and old friends here for several days. Mr. Motley recently applied at Washington, D. C. for a commission in the Signal Service Corps and was referred to Fort Omaha, for which point he is now on his way.

United States National Bank
La Grande Oregon
REBEKAHS—Crystal Lodge No. 59. Meets every Tuesday evening in the I. O. O. F. Hall. All visiting members are invited to attend.
DILLIE RANDALL, N. G.
ROSA GLASS, Sec.
KHALED TEMPLE NO. 170—Dramatic Order Knights of Khorassan. Instituted Feb. 20, 1914. Meets the third Friday of each month at K. P. hall. All visiting Volaries welcome.
H. C. REES, Secretary.
PYTHIAN SISTERS—Rowena Temple No. 9 meet every Tuesday night in Knights of Pythias hall. A cordial welcome to all visiting Sisters.
DELLA HARNDEN, M. E. C.
MINNIE STANFIELD, M. of R. & C.

How Much Can You Earn As An Ad-Writer?
Perhaps it has not occurred to you that you might be able to EARN MONEY AS A WRITER.
You have not classed yourself as a confrere of Kipling, or of Irvin Cobb. You have read of the high prices commanded by some of these top-notch writers for their work—but it has never dawned upon you that there are other forms of WRITING which yield great rewards, often greater than those won by popular authors.
Yet this is true. Among your own acquaintances there are, doubtless, men and women who have earned very high rewards for good writing. We refer to people who write SUCCESSFUL ADVERTISEMENTS.
A man has some real estate to sell. He may need to make a quick sale, and is willing to sacrifice something of the value of the property for the sake of the quickly realizing some cash. That property may be worth a great deal more to one buyer than to another. His problem is to find the man to whom it is worth most. He writes a classified ad. If he strikes the right note, gets his selling argument "over," he enlists the interest of the right man in his offering, makes the sale at a fair price and incurs no great sacrifice of money. The ad costs a few dollars, perhaps—and earns for him hundreds.
The same thing happens with advertisers in other lines of the classified. To be able to write a message or an offer clearly, forcibly, convincingly—that is to be able to command a very great reward AS A WRITER.
HOW MUCH CAN YOU EARN AS AN AD WRITER?
Why not test the matter in connection with something you have to sell, or with something you want?

Oakland To Have Advertising School
Oakland, Cal., June 28.—(Special)—"The reason that storekeepers who pose as business men claim that it does not pay them to advertise is because they don't know how to advertise." Thus spoke Walter W. Cribbins, President of the Pacific Coast Advertising Men's Association, this morning, in speaking of the plans for the annual convention to be held in Oakland, July 22, 23, 24 and 25. Continuing, he said:
"Any man can buy advertising space in a newspaper or on a hitching post, but it takes real, honest-to-goodness brains to fill the space, if a man wants customers to patronize his store.
"Too many storekeepers have the wrong idea of advertising; they believe that because they had an ordinary business card copied in a newspaper once, and people did not fall all over themselves to buy their goods, that advertising is an absolute waste of money.
"To successfully advertise a store a merchant must study weather conditions, the effect of current news is having on the minds of those people he would like to sell his goods to, etc. Advertising does not mean printer's ink alone. It means courtesy to the customer. The successful business man does not advertise rain coats when there is no prospect of rain. Neither does he make cigars or an old pipe and blow the smoke in his customer's face. Nor does he allow a saleslady to chew gum and at the same time try to wait upon a customer. Only a genius can chew gum and at the same time sell goods; and geniuses don't work in stores. New customers are hard to get, and old ones are not easy to hold. Advertising is a business, not a game, and it requires the real, serious study of all the elements of a business to advertise intelligently. For instance, there is no use of a merchant advertising if he does not tell the truth about his merchandise. He can fool a customer once. But the customer will never believe any advertisement the merchant publishes at a later date. It is also folly, too, to spend money for newspaper advertising and permit the clerks to drive the customers away by being discourteous.
"This year we are going to make the annual convention a business man's school, and business men from all the Western States are invited to attend the sessions and learn how to successfully advertise their business, how to increase their profits, and how to avoid the little things that spell disaster."

WOMEN WHO WEAR "Sa Camille"
FRONT LACE CORSETS
know what it means to be correctly corseted. They enjoy the ultimate of figure improvement, their health is promoted, and they are at all times perfectly comfortable.
You are cordially invited to enjoy a fitting of these superb corsets.
A complete line of new spring models just received.
Priced at \$2.00 up
MRS. ROBT. PATTISON
Corsetiere
Res. 1702 Oak Phone Red 3221



It Is An Old Story But Never The Less It Is True
WE SELL FOR LESS
That is what crowds of people remark daily
MY HOW CHEAP!
You will say that, too, if you will come in and look our stock over
If you want new or second-hand furniture, come across the track and teach your dollars to have more sense
HARRIS FURNITURE CO.
Phone Red 3171
Across the Track H. B. Harris, Prop.

CHICHESTER'S PILLS
THE DIAMOND BRAND
Ladies! Ask your Druggist for Chichester's Diamond Brand Pills to cure all ailments.
SOLD BY DRUGGISTS EVERYWHERE

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