

ALFALFA HAY

BALED AND IN THE STACK

Carload of Tono Coal Just Arrived

See Us if you need Coal and Hay

SMITH-NOBLE PRODUCE CO.

Home Ind. Phone M. 734
Union County M. 291

LA GRANDE, OREGON.

LET US DESIGN BUILD AND ERECT
YOUR MONUMENT OR MARKER

Vermont Marble & Granite Works

Corner Cove and Jeff. Ave.

Phone Red 61

REAL MYSTERY OF WAR

A NEW JERSEY WORKSHOP HOLDS THE SECRET

WHAT'S EDISON DOING?

Orange, N. J., Aug. 21.—(Special)—Here is the wonderful war mystery!

More thrilling than trench capture! More important than wheat! More romantic than air duels! More engrossing than these and all the rest, because it is still a mystery.

What is the mysterious, secret invention Edison, America's wizzard, has perfected to destroy the U-boats? This is the big question mark of the entire world war.

Here are the facts:

Had Marvelous Scheme.

1: Almost a year ago it was widely announced that America's electric genius had a marvelous scheme by which electric rays would set off explosives a great distance.

2: Several months ago a prominent member of the naval consulting board of experts announced American

inventive genius was about to turn against Germany a mysterious destructive agent that would rid the sea of U-boats.

3: July 14 Edison himself, in one of his rare statements, issued to his subordinates, said cryptically: "We now have all the rebellious elements under control. Today will be remembered as the time when we removed the last jinx from the record."

Way To Detect U-Boats.

4: July 20 the navy department permitted the announcement that a device to detect U-boats 10 miles away was nearly perfected.

5: A high government official said only a few days ago that Edison had just completed a task that would make him the greatest man in the world.

6: The Westinghouse company, leading makers of electric appliances, is enlisting 1000 men willing to be absolutely locked in from the outside world, holding no communication with it, for 10 months, making "war munitions."

7: Edison, white-haired, had been working for months, 16, 18, 20 hours a day, in a veritable frenzied debauch of sleepless nights and days, on the submarine problem before he made his electrifying announcement.

What Is the Conclusion?

8: No government official will say a word. Now—what is the conclusion?

1: Was the announcement of the new rays of remarkable power somebody's dream?

2: Was the naval consulting board expert either a liar or a maniac? The board is not made up of that kind of men. Furthermore, his statement was not denied.

3: Did Edison boast wildly when he said he had solved the last war puzzle? Well—you can number 100 magical inventions from Edison's brain. Can you number one boast?

4: Was the navy department talking through its hat when it said U-boats were unmasked 10 miles away?

Were Right or Wrong?

5: Is the high government official who said Edison had finished a job that would "make him the world's greatest man" crazy?

6: Is the Westinghouse company turning itself into a prison because it believes that will attract labor in these times of labor shortage?

7: Why doesn't some high official put these speculations to rest by an official denial of them all?

Isn't it plain, that, instead of more than the facts being revealed there exist more facts than have even been hinted at?

Jules Verne predicted the U-boat.

Light Ray May Be Ready

John P. Holland built it.

H. G. Wells, in his "War of the Worlds", told how the invading inhabitants of Mars used against the earth folk



North Beach
The REAL REST RESORT of the North Pacific Coast is now reached by Rail or Steamer from Portland.
LOW ROUND-TRIP FARES via UNION PACIFIC SYSTEM
and a New Beach Folder upon application to nearest O.W. R. & N. Agent, or by writing
Wm. McMurray, General Passenger Agent, Portland

a powerful light ray that burned everything in the path it swept.
Is Edison ready, through a Westinghouse-made machine, to turn this light on the German sharks?
The wonderful war mystery is the most gripping war thought today.
It will be the greatest world news item soon.
Wouldn't you like to know, in advance, just what it is?

LODGE NIGHT NEW LIBERTY FOR RUSSIAN MEN
Petrograd, July 20.—(By mail)—(United Press)—Under the regime of the Czar no secret societies of any sort were permitted to exist and lodge night was a pleasure unknown to Russian males.
It has developed there are some 10,000 Masons in Russia, who, held lodge meetings behind guarded doors. Steps are being taken to form a national organization.

ALFALFA HAY

Ninety per cent of the hay in Walla Walla County, in all probability, has been sold to cattle and sheep men, leaving a very small percentage to be shipped out.

I am extra fortunate in having about two thousand tons of strictly number one leafy alfalfa hay to dispose of. I can sell the same within ten days to be shipped away, but much prefer to see the sheep and cattle carried through until spring, as I realize that there will be a big stock loss the coming fall and winter unless properly fed.

I can furnish feed ground for the most of this hay. You can ship your stock to Portland via the O-W. R. & N. on a "feed in transit" rate, and stop and feed my hay with no extra charge.

Hay will be \$25.00 before January first. You can get this hay from me, if you speak in time, for \$20.00 per ton. First come, first served.

Phone or Write

E. C. Burlingame, Farmer
Walla Walla, Washington

THE ADVERTISING NEWS, Week Ending July 14, 1917

ADVERTISING AND DEMOCRACY

BY W. T. MULLALLY

MACLAY & MULLALLY, Inc.

What made the Liberty Loan a success?

Not patriotism, for patriotism is the emotional effect of some stimulating cause—it has first to be aroused. Not the bankers, for the bankers had to be protected. Not the individual workers for the Loan, for the war would have been over before they could have reached the nation's millions.

What force alone made possible the reaching, educating, convincing and inspiring to action of over 3,500,000 people, and the over-subscription of the Loan by more than three-quarters of a billion dollars—all within thirty days?

Advertising did it!

Here was the mold in which public opinion was cast; here was the bellows which fanned into a mighty flame the smoldering embers of patriotism, the wand which transformed sentimentality into active support the vehicle by which the ideals of democracy were conveyed to the consciousness of a nation.

The Mouthpiece of Civilization

Here was an implement which fashioned enthusiasm out of indifference, loyalty out of prejudice, enlightenment out of ignorance.

Here was Advertising—the mouthpiece of civilization, the spokesman of humanity, the dynamic force which welded together the nations of the world and arrayed them against the enemies of liberty and progress.

With the emblem of freedom adorning its crest Advertising took up the battle gage for Democracy.

It illuminated with the wondrous light of Truth the common cause of right and justice, and with its dazzling rays it fastened the impotence of blindness on those who would be earth's overlords.

Without advertising, the Liberty Loan never could have been floated.

Advertising has made itself so great and prominent a factor in the success of this initial loan that it has already foreshadowed the part it is to play in the next issue of three billion dollars.

Honor to the Advisory Board

All honor to the National Advertising Advisory Board, and the corps of tried and proven advertising men who gave their services to the Government, and enabled it successfully to carry its tremendous responsibility?

With past experience as a guide, the success of the next loan is assured, if a seasoned advertising executive is placed in charge of an adequate appropriation.

That the world has reached its present stage of progress and enlightenment is due solely to the dissemination of intelligence—Advertising.

The idea of a world democracy lived and was

expressed even before the fifteenth century, but was held back by physical handicaps—because it lacked a proper medium of communication, the tools of advertising.

That the desire to perpetuate thoughts and ideas in some imperishable form existed in the earliest ages is shown in the crude and labored efforts to record them on stone. The development of the great agents of publicity is interestingly described in Victor Hugo's Notre Dame. No power on earth is equal to that of Publicity.

Few people reach their conclusions through their own reasoning faculties, but have absorbed thoughts and ideas coming to them through one or another channel of publicity—even those thoughts that govern their entire lives.

So has a great nation enunciated a living truth through the perpetuating and immortalizing force of Advertising.

With so powerful a weapon at hand we can face the future with full assurance of ultimate victory, yet realizing the grave problems to be met.

Will Make Next Loan a Success

We know that because of Advertising the next loan will succeed, as will every subsequent loan. We know that Advertising is striking terror to every craven heart, and stimulating every courageous one.

Autocracy has been overthrown because it could not stand the light of publicity—an agent which it has always endeavored to control.

Democracy has survived because Advertising is both its handmaiden and standard bearer. What would have been Russia's fate if Advertising—publicity—had not enlightened her, if President Wilson's message had not formed the basis of an inspiring propaganda which reached even the soldiers in the first line of trenches?

So has a great nation enunciated a living truth through the perpetuating and immortalizing force of Advertising.

Given Death Blow to Autocracy

Through Advertising the peoples of the earth have given a death blow to autocracy while vitalizing the forces of democracy. With its power well harnessed and ready to our hands we boldly face the future, and though we fully appreciate the grave and bloody nature of the problems before us, we know that "Victory is sure to rest with Truth, for Truth, crushed to earth, will rise again. The immortal years of God are hers; but Error, wounded, writhes in pain and dies amid her worshippers."

The world must be made safe for democracy. This message must be carried to the world, it must be placed where he who runs may read; and only Advertising, in its broad sense, can render this service.

WAR MARS NEW YORK HARBOR EXCURSIONS

New York, Aug. 21.—(By United Press)—The war has put pep into harbor excursions. No longer does the small motor launch, the cat-boat or houseboat wend its way down the harbor unchallenged and unmolested. One really appreciates the fact that America is "in" after a water jaunt.

Every craft, large or small, is held up by the government patrol boats and asked for an account of itself. Of course the large steamers are easily discernible and therefore not stopped.

But woe betide the private yacht or craft of any description that attempts to get by. It may cruise along for miles, its occupants smiling at the thought of putting one over on Uncle Sam. At this juncture a business like little patrol boat is liable to come alongside. A murderous looking mounted gun may be seen and from the boat a stentorian voice directs that the craft put back and report to the mother ship. And the craft that tried to run the gauntlet goes back.

Another stern reminder that the United States means business is the buoys marking the position of the great steel chain extending across the harbor. The chain is designed to take care of any U-boats that come this way. The harbor is an unhealthy place for a becalmed sailboat. 'Twould be decidedly unhealthy, the authorities will tell you, to allow your boat to bump into any stray floating object. Mines are no respecters of ships.

"War's a nuisance," is the way one fair sailor expressed it.

O. A. C. DIRECTOR NAMED

Corvallis, Ore., Aug. 21.—(Special)—The announcement of the appointment of Orlo D. Center, director of University extension, Idaho, is made by President W. J. Kerr, of the Oregon Agricultural College. Mr. Center is a trained extension director and has also had extended experience as farmer and experiment man.

ALICEL NEWS ITEMS.

Alicel, Ore., Aug. 20.—(Special)—Miss Edlie Smith of Elgin, and Giles Van Housen of Alicel were married at the home of the bride Sunday. The bride was dressed in embroidered, white, crepe-de-chine. The dining tables were decorated with Tiger Lilies, Pansies, Sweet Peas and Ferns. The ceremony was performed by H. J. Richards of Alicel. The guests present besides the immediate relatives of the bride and groom, were: Ethel Hughey, North Powder; Hazel Graham, Elgin; H. R. McKennon and wife, Alicel; and Rube Zweifel, La Grande. The couple returned to their home in Alicel Sunday evening, and are now at home to their many friends.

SPECIAL WHILE THEY LAST

Shram 2-qt. Jars at 50c per Doz.

Get your Blackberries now as about another week will clean them up

We have some extra nice apricots, by the crate

Now is the time for making your pickles. We have every thing you need—mixed spices, mustard, cloves, cinnamon, celery seed, pepper, etc.

Please phone your orders early. Do not wait until the delivery is about ready to go. Give us a little time to put the orders up.

CALL MAIN 35

HUG'S GROCERY