

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.

REMINGTON UMC
REVOLVER and PISTOL CARTRIDGES

MOST men use their revolvers but seldom. Yet they hold pronounced opinions about their ammunition—due to the force of example!

That is Remington UMC opinion. You see your guide with a belt full of Remington UMC. You find your dealer handing you Remington UMC as a matter of course. You hear the men at the Pistol and Rifle Club insisting on Remington UMC as strongly in .22 caliber shorts as in the .45 automatics.

There's a thought here for every man who is shooting any kind or make of pistol or revolver. Remington UMC Revolver or Pistol Cartridges are produced for every standard make and caliber of arm.

Sold by Sporting Goods Dealers in Your Community
Clean and oil your gun with REM OIL, the combination Powder Solvent, Lubricant and Rust Preventive

THE REMINGTON ARMS UNION METALLIC CARTRIDGE CO., Inc.
Largest Manufacturers of Firearms and Ammunition in the World
Woolworth Building, New York

ENGLAND'S SEA LORD FORMER STATION AGENT.

(By Lowell Mellett, United Press Staff Correspondent)
London, Aug. 1.—(By mail)—They used to say that the fastest thing on the B. & O. was the Royal Blue Limited. They were wrong. The fastest thing on the B. & O. was a young hired hand named Eric Geddes. Naturally it

wasn't known then, but the appointment of Vice-Admiral Sir Eric Geddes—the same young hired hand and not a whole lot older—to be ruler of the navy that rules the Wave ought to prove it.

If the new First Lord of the British Admiralty had a middle name it would be Speed. If he accomplishes the same results in the Admiralty that he has accomplished in other branches of the government this much is certain: British naval officers will cease to marvel at the hustle of the American navy; they'll be too busy speeding up their own.

Sir Eric was born in India forty-one years ago. He was educated at Edinburgh Academy and Oxford Military College. When 17 years old he went to America. He worked in southern lumber camps a bit, then for the Carnegie Steel company in Pittsburgh and became a switchman and afterwards a station agent on the B. & O. in West Virginia. Four years later he left to go back to India.

In India he entered the service of the Rohilkund & Kumaon Railway, building a railroad through the jungle, a job that made him something of a reputation. Thirteen years ago Sir George Gibbs, general manager of the Northeastern Railway cabled him asking if he was prepared to accept a place on the Northeastern staff.

"Starting Monday," Geddes replied.
In a short time he was appointed deputy general manager. Lord Kitchener saw him in 1915 and enlisted his aid in speeding up munitions. When the Ministry of Munitions was created with Lloyd George in charge he made Geddes Deputy General Director. Early in 1916 he was transferred to the war office as Director of Military Railways.

Called on to assist in the preparations for the Somme campaign he was transferred, at Sir Douglas Haig's request, to France as a member of the Commander-in-Chief's staff, with the title of Director General of Transportation and the rank of Major-General.

Lord Peel raised the question of the propriety of replacing a military officer with a civilian.

"But," said Lord Derby, "the civilian in this case is Sir Eric Geddes."

That settled it.
In May of this year it was decided his energy was needed in the Admiralty. The post of Controller was created, a little job that called for meeting the combined requirements of the Admiralty, the War Office, the Ministry of Shipping and other government departments with respect to design, construction, alterations and repairs of warships and other vessels of all classes and the requirements of the admiralty with respect to armaments and munitions. So he ceased to be a Major-General and became a Vice-Admiral.

But Lloyd George came to the conclusion that Sir Eric didn't have enough to do and now has made him First Lord and the real ruler of the Queen's Navy.

"Central" Appreciates Your Kindness

There are three operators concerned in every telephone call—you, the party you are talking to and "central."

All three parties must co-operate if the best service is to be had.

The telephone operators are human, just as you are.

Being human, they appreciate kindness and courtesy, but resent unkindness and discourtesy just as any of us do.

Kindness begets kindness, courtesy creates courtesy and patience encourages patience.

If you wish to get the best out of your telephone, make it a point to be kind and courteous to the operators.

HOME INDEPENDENT TELEPHONE CO.

Sheriff Is Arrested.

Russellville, Ky., Aug. 22.—(Special)—Sheriff James N. Taylor, a member of the Logan County exemption board, and J. W. Edward, County Judge, were arrested here today by a Deputy United States Marshal on the charge of conspiring to violate provisions of the selective draft law.

Chronic Constipation

It is by no means an easy matter to cure this disease, but it can be done in most instances by taking Chamberlain's Tablets and complying with the plain printed directions that accompany each package.

Adv.—8-1-17

J. B. Colt, of Portland returned home Monday after visiting his brother at Summerville for a short time

Mr. and Mrs. S. E. Maharry and son Virgil, of North Powder spent Sunday here visiting Miss Martha Miller.

LEGAL NOTICES

Notice of Meeting of Board of Equalization

Notice is hereby given that the County Board of Equalization for Union County, Oregon, will convene at the court house, La Grande, on Monday, September 11, 1917, and publicly examine the assessment roll, correct all errors in valuation, descriptions or qualities of land, lots or other property, as assessed by the county assessor, and it shall be the duty of all persons interested to appear at the time and place given.

All persons having grievance regarding the 1917 assessment may appear before such board and present their affidavits containing grounds for complaint. All such affidavits must be presented during the first 15 days of the meeting of the board.

U. G. COUCH,
Assessor for Union County.
Adv.—8-20 to 9-11.

Auto For Sale
Paige - Six, Seven Passenger
—Good As New—
A Great Bargain
Inquire at **IMPERIAL HOTEL**
Phone Black 641

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 effort 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 3,000,000 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.

Drafted Men Will Have No Luxuries

BY GEORGE MARTIN

Washington, Aug. 22.—(United Press)—Loving mothers, sweethearts and kind friends must not load down drafted men with clothes and comforts when they start to camp September fifth. Provost Marshal General ruled. Trunks are forbidden. Suit cases and handbags are frowned upon. The war department recommends that men bring only the necessary toilet articles, one change of linen and underclothing in a neat, small bundle.

SOLDIERS' MAIL MUST HAVE RIGHT ADDRESS

Washington, Aug. 22.—(Special)—Mail for American soldiers in France will not be forwarded unless the addresses show the company and regiment or the name of the separate unit to which the soldier belongs.

Postmaster-General Burleson directed postmasters today to return to senders all mail not addressed in that manner. The American postal agency in France has been swamped with mail bearing such addresses as "somewhere in France," "care the American expeditionary forces," etc.

Postal authorities in France, England and Canada have taken similar action.

... Ask Anyone Who Has Used It

There are families who always aim to keep a bottle of Chamberlain's Colic and Diarrhoea Remedy in the house for use in case it is needed, and find that it is not only a good investment but saves them no end of suffering. As to its reliability, ask anyone who has used it.

Adv.—8-1-17

TRAINING CAMP FOR ARMY BAKER

New York, Aug. 22.—(United Press)—Arm bakeries for troops in training here are to be established at Gettysburg, Pa., Washington; Syracuse, N. Y.; and Fort Ethan Allen, Vt., by the quartermaster's department. Capt. John C. Pegram is enlisting 1010 bakers. There will be a total of 10 bakeries. Later big army bread factories will be placed along the American lines of communication in France.

Stomach and Liver Troubles

No end of misery and actual suffering is caused by disorders of the stomach and liver, and may be avoided by the use of Chamberlain's Tablets. Give them a trial. They only cost a quarter.

Adv.—8-1-17

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