

THE OBSERVER'S COMMUNITY PAGE

THE HOME MERCHANT. Who Is He?

He is the chap who gives you credit when you are financially broke, and carries your account until you are able to pay—

He is the chap who gives you back your money, or makes exchange, when you are not satisfied with what you have bought—

He is the chap who stands behind his guaranty and makes restoration of all losses that you may sustain on the goods you buy—

He is the chap who meets you at the door with a handshake, and lets you out with a message to the kids and a real come-again good-bye—

He is the chap who greets you on the street every day in the year and takes a neighborly interest in your family and your affairs—

He is the chap whose clerks and bookkeepers and other employes live in your town and spend their money with you and with other home town people—

He is the chap who pays heavy taxes to help support your town schools and build your streets, and maintain your fire departments and police departments, and parks, and lighting and water service—

He is the chap who helps support your cities, churches and hospitals and charity organizations and your lodges and commercial clubs, and who talks for your town, and boosts for your town every day in the year—

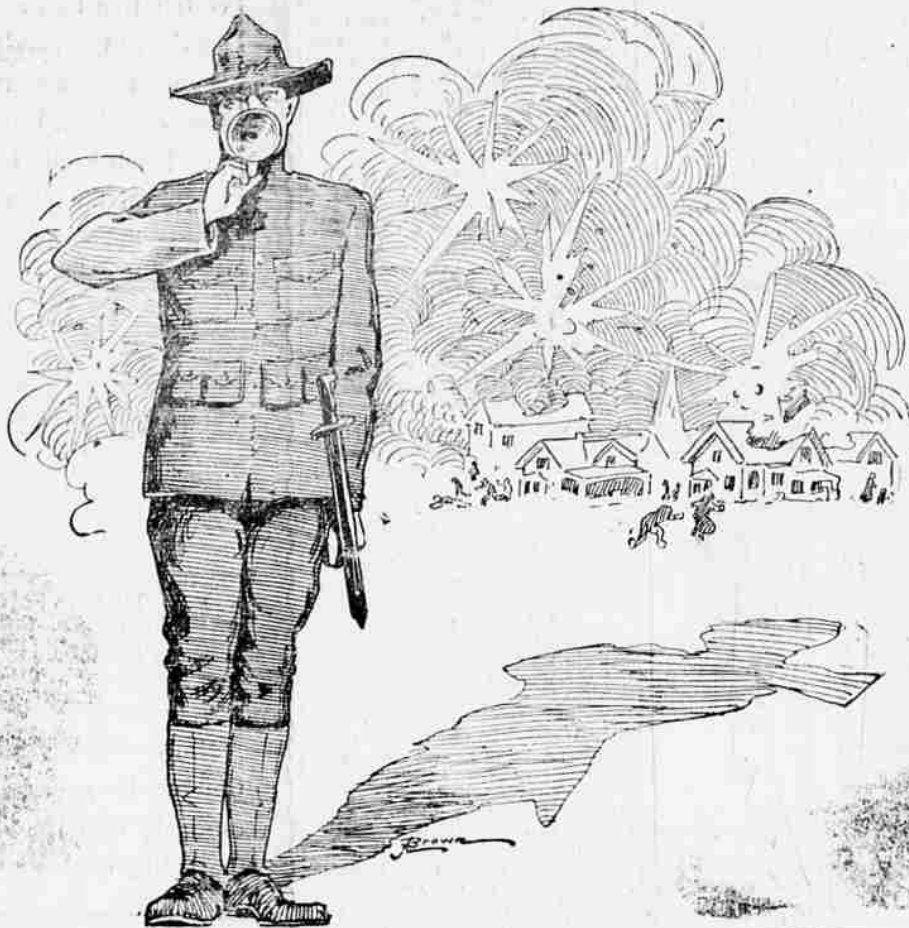
He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees and tombs, as far as human feet may tread with the dead—

He is the Home Merchant—your neighbor—your friend—your helper in time of need—

Don't you think you ought to trade with him, and be his friend and helper in his time of need?

Don't you know that every dollar you send out of town for merchandise is sent to strangers—to men who have never spent a dollar in your town?

You don't save much, frequently nothing, when he send your money out of town, and don't you know that the growth and prosperity of your town depends very largely upon the success and prosperity of the home merchants? Out-of-town people judge our city by the appearance of our stores and the degree of enterprise shown by our merchants, and our home merchants cannot succeed unless home folks give them loyal support.—From Opportunity.



A Call To Arms

DO YOU hear it? The world is afire. Your country, your state, your town, your home is threatened by the bloody sword. Listen to the call, what it means to You. Our unpreparedness as a Nation to meet contingencies in 1917 is reflected in our home life—we must act—immediately. We must CO-OPERATE, BIND OURSELVES TOGETHER. In our HOME LIFE, our TOWN LIFE, to preserve our National existence. Every week, by story and picture, the needs of our community will be shown. Obstacles to be overcome, drawbacks, stumbling blocks to progress must be removed, overcome. If we are bold in hurting someone because that someone is in the way of progress, we are but doing our duty. We stand for progress, and our allies are truth and advancement. Your home town needs you. This is a call to arms—"preparedness" in order that we may soon be in "readiness." Read these weekly announcements. Arm yourself to co-operate. This town must be bigger and better, that our homes may be happier and our community more prosperous.

These Concerns are Devoted to Up-building the Interest of Union County and Surrounding Territory. Their Interests are Your Interests.

THE MAMMOTH GROCERY
C. R. Simkins, Prop.
1112 Adams Ave. Phone M. 82

LUX
Pure soap in flakes. Will not shrink woollens. Guaranteed pure and to contain no injurious chemicals.

The J. D. LYNCH COMPANY
1215 Jefferson Ave. Phone Main 10

Auto delivery, Transfer, Packing and Forwarding, Coal, Wood, Feed and Fireproof Storage.

W. H. BOHNENKAMP CO.
1301 Adams Avenue Phone Black 241

Hardware & House Furnishing Goods, Wall Paper, Paints and Oils, Builders and Plumbers Supplies, Cutlery, Guns, Ammunition, Fishing Tackle.

J. G. SNODGRASS GROCERY
1118 Adams Avenue Phone Maine 43
Agent for Chase & Sanborn's Teas and Coffees

WHITE GROCERY
305 Fir St. Phone M. 42
BE PREPARED
Join the army of satisfied customers. We have our own delivery.

HUG'S GROCERY
1104 Adams Ave. Phone M. 35
Try Our 25c Caracal Try It

PATTISON BROS. GROCERY
1110 Adams Avenue Phone Main 80

Your desire for the best, will be satisfied when you use.

FARRINGTON HALL COFFEE
We are the Sole Agents

U. LOTTES
1116 Jefferson Phone B. 51
A Gentlemen's Resort
Cigars, Tobaccos, Lunches Soft Drinks and Confectionery.

LA GRANDE LUMBER & MFG. CO.
Cove Ave. Phone R. 741
Wholesale and Retail Lumber

C. E. HACKMAN
Cigar Manufacturer
1409 Adams Ave. Phone M. 778
La Flor de Hackman, La Napoleon, C. B. Little H., C. E. H. Cuban Smokers.

BLACKMON MILLINERY
Opposite Newlins Book Store.
Phone Red 451
The Only Exclusive Millinery in La Grande.

SIEGRIST & COMPANY
Jewelers
1110 Adams Ave. Phone R. 91
The Largest Jewelry Store in Eastern Oregon

LA GRANDE PHARMACY
L. C. Edwards, Prop.
1302 Adams Avenue Phone Main 40
WE ARE NO FARTHER THAN YOUR PHONE
Prescriptions, Druggist Sundries, Stationery, Confectionery

La Grande National Bank
1215 Adams Ave. Phone
Capital \$200,000 Surplus \$40,000
President, F. J. Holmes.
Cashier, F. L. Meyers.
Phone Main 28.

HARRIS GROCERY
408 Fir St. Phone Main 70
Groceries, Meats, Fruits and Vegetables.
(Once a Customer Always a Customer)

The CITY GROCERY & BAKERY
E. Polack, Prop.
105 Depot St. Phone M. 75
The Home of Fancy Groceries

NEWLIN BOOK AND STATIONERY COMPANY
1114 Adams Ave. Tel. Main 67
Let us supply your books, office supplies and Stationery needs.

WILSON BROS. TAILORS
New Foley Building Phone Black 1761
Cleaning, Pressing and Hat Blocking

THE DALLIES 2nd HAND STORE AND JUNK SHOP
307 Fir St. Phone M. 722
DEALER IN HIDES & PELTS
M. Turshinsky, Prop.

HES GOT EM
What? The best line of Birthday, Wedding and Xmas presents.
Who? FRANK HARRIS The Art Man
Why, The only exclusive Art Store in Eastern Oregon SEE!

HILL'S DEPT STORE
1209 Adams Avenue Phone Main 710
The best of everything for Ladies' and Gentlemen, Boys and Girls.
The Store of Quality Goods.

United States National Bank
La Grande, Ore.
The Bank That Takes Care of Your Deposits.
We have Safety Deposit Boxes for rent. The only Safe Place to keep your Liberty Bonds.

DUTL'S BAKERY
317 Fir Street Phone 736
Your Home Bakery
Blue Ribbon Bread

The best quality of bread, pies cakes and cookies.
home or office.

CARR FURNITURE CO.
1317 Adams Avenue Phone Main 770

The largest furniture and house furnishings store in Eastern Oregon. Everything for the

OREGON GROCERY CO., Inc.
Jefferson St. Wholesale, M. 14
Royal Club Pure Food, Royal Club Implies Quality—The Best of Everything in Canned Goods.

STANDARD LAUNDRY
1416 Jefferson Phone M. 56
DRY CLEANING, DYEING

HOW FARMING CAN BE MADE PROFITABLE IN THE GRANDE RONDE

One old timer has proved that a 10 acre ranch in the Grande Ronde Valley will give a comfortable living to a family. Barney Oldenburg settled in La Grande 30 years ago, but 5 years ago he purchased his present home,

10 acres near the county farm, he had less than \$50 cash but good credit and bought the 10 acres for \$310 per acre and agreeing to pay 8 per cent.

There is only Barney and his wife but between them they are rapidly paying off the purchase price and have plenty to eat and wear.

This year notwithstanding the bad weather they have raised good crops 1-4 acre produced 3 tons of squash and one ton of pumpkins, and they are sold at \$30 per ton. 1-2 an acre will raise nearly 10 tons and Barney will get between \$15.00 and \$20.00 per ton for his carrots. The balance of the ranch is planted to potatoes,

Summer cabbage, onion, and the usual garden truck and has produced good crops which have all been sold locally at good prices.

Barney also keeps 2 cows and about 60 chickens as well as a good brood sow, he has sold \$150.00 of pork this year and his hens give him eggs and chickens for the table as well as some for the market, while the cows net him nearly \$20.00 per month as well as supplying his table with good butter and plenty of milk.

As Barney says any man with ten acres of Valley land plus a little common sense and not afraid of doing a fair days work, can live better and

save more than a man on days pay, and if he has any children to help with the work he can be independent and have money in the bank especially if he can pay for the ranch or at least half of the purchase price, as interest does not earn any money.

Read the ads that you may KNOW when, what and where to buy.

BE A BOOSTER

BUILDING ON LARGE ADDITION
W. H. Bohnenkamp's Tire Service Station on Jefferson St.

The W. H. Bohnenkamp Company have built a large addition in the rear of their Adams street hardware store. The new building is a one story brick 60 x 120 with 16 foot ceiling and will be used as a Goodyear Service Station. It is amply lighted by large windows on three sides. A concrete floor will be laid in the spring.

One of the Jefferson Street corners will be occupied by the Grande Ronde Vulcanizing Company and the other

by C. W. Bunting a local representative of the Holt Tractors.

A shop in the rear 24 x 40 will be devoted to taking care of the Harley Davidson Motorcycles.

No auto work outside of tire repairing will be done in the building, but a full line of repairs, also bicycle work etc. will be done.

A thoroughly equipped and comfortable Ladies' rest room will be added as soon as the building is finished. All building and interior work has been done by day labor.

Classified ads solve your want problems.