

THE OBSERVER'S COMMUNITY PAGE

THE BUSINESS MEN OF LA GRANDE ARE VITALLY INTERESTED IN THE GROWTH OF THE COMMUNITY HAVE INVESTED THEIR CAPITAL HERE, ARE ALL EMPLOYERS OF LABOR, HELP TO SWELL THE PAYROLL AND CIRCULATE THE HOME DOLLAR. THEIR GOODS ARE EQUAL TO THOSE OF THE BIG CITY STORES. DEAL WITH THEM. KEEP YOUR MONEY AT HOME. BOOST FOR LA GRANDE, UNION AND WALLOWA COUNTIES—A GREATER, BETTER, MORE PROSPEROUS EASTERN OREGON

NASH ELECTRIC CO.

Phone 481 Blac.
House Wiring, Motors, Vacuum Cleaning, Electric Irons, Washers, Etc.
Most complete line of Electric Appliances in the County.
Contracting and Electrical Supplies. Estimates furnished.

PURE MILK AND CREAM CO.

W. Casa, Proprietor.
Retail Department, 1708 1-2 Sixth Street, Deliveries to all parts of the city. Phone us. We do the rest and you get the best. Phone Red 1971.

BLUE MOUNTAIN CREAMERY

E. D. Selder, Pres.
G. C. Hopkins, Secy.-Treas.
Main 60
Blue Mountain Butter, Cream, Milk, Buttermilk, Ice Cream

L. LUDWIG, MEAT MARKET

Meats, Fish, Poultry. 219 Fir Street. Main 747.

THE J. D. LYNCH COMPANY

One Block East of Depot
FUEL AND DRAYAGE
HOUSEHOLD GOODS
PACKED AND STORED
Phone Main 10

C. L. THORNE, GROCER

Home Phone Main 54
GROCERIES, FRUITS AND VEGETABLES
Our Motto: Promptness and Courtesy.

THE MAMMOTH GROCERY

1211 Adams Avenue
C. R. Simkins, Prop.
RELIABLE MERCHANDISE -- RELIABLE METHODS
Staple and Fancy Groceries
PHONE MAIN 82

J. G. SNODGRASS GROCERY

1118 Adams Avenue
Agent for Chase & Sanborn's Teas and Coffees
Phone Main 43

WHITE GROCERY

305 Fir Street
BE PREPARED—Join the army of satisfied customers. We have our own Delivery.
Phone Main 42

PATTISON BROS.' GROCERY

1110 Adams Avenue
Your desire for the best, will be satisfied when you use—Barrington Hall Coffee—We are the Sole Agents.
Phone Main 89

DUTLI'S BAKERY

317 Fir Street
Your Home Bakery
Blue Ribbon Bread
The best quality of bread, pies, cakes and cookies.
Phone 738

HUG'S GROCERY

1104 Adams Avenue
Try Our 25c Carrot — Try it.
Phone Main 35

OREGON GROCERY CO., Inc.

Jefferson St. Wholesale, Main 14. Royal Club Pure Food, Royal Club Impies Quality — The Best of Everything in Canned Goods.

HARRIS GROCERY

408 Fir Street
Groceries, Meats, Fruits and Vegetables.—(Once a Customer Always a customer)
Phone Main 70

CITY GROCERY & BAKERY

105 Depot Street
E. Polack, Prop.
THE HOME OF FANCY GROCERIES
Phone Main 75

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.

LA GRANDE NATIONAL BANK

1215 Adams Avenue
Capital \$200,000, Surplus \$40,000
President, F. J. Holmes
Cashier, F. L. Meyers
Phone Main 28

STANDARD LAUNDRY

1416 Jefferson
DRY CLEANING, DYEING
Phone Main 56

U. S. NATIONAL BANK.

Caters to Small Depositors and the Laboring Man's Needs Especially—Nine Years of Successful Work.

The U. S. National Bank commenced business nine years ago on February 9, 1909, with a fully paid up capital of \$100,000 and during its existence it has made a specialty of catering to the needs of the small depositor and that of the laboring man.

During the nine years it has been doing business in La Grande through its careful consideration of its customers and its safe and sane business policy it has accumulated resources in excess of \$1,000,000 and it has loaned out over \$700,000 to assist local industries. All of this money has been received and again placed in circulation in its Home Community and has been kept in circulation. Without such a strong financial institution, backed by a wise but liberal business policy, and run by officers who have a complete grasp of the local situation and conditions, it would have been impossible to accumulate such a sum, largely from small savings and place it out where it would be of the greatest benefit to our community.

Wm. Miller is president of the bank and J. C. Henry is vice-president. The responsible and executive position of cashier is occupied by T. J. Serogin, who has two assistant cashiers, C. R. Harding and C. H. Conkey, the former now with the La Grande hospital unit. The executive is ably assisted by the ad-

vice of a capable and conservative board of directors consisting of Geo. T. Cochran, Wm. Miller, T. J. Serogin, U. G. Couch, J. L. Caviness, J. J. Conley, A. L. Richardson and Judge J. C. Henry.

Musical Beginnings.

Mrs. Boyton caught a glimpse of her young son going to the library one afternoon concealing something behind him. Upon investigation, she discovered he had a new porous plaster which he had found in the medicine closet.

"Why Edmund," said the mother, "what in the world are you going to do with that plaster?"

"I am going to see what tune it will play on the piano, mother," replied the boy.—Puck

Pro and Con.

In these days of soaring prices only the price of liberty had not changed. It is the same today as it was in '61.

Many a girl who enjoys fooling with a soldier's rifle couldn't score 16 in the kitchen range.

In a small town it is harder for a grass widow to live above suspicion than under a bowling alley.

It is much better to think proudly of what we are going to do tomorrow than to dwell fondly on what we have done today.

Selling the truth in these days is just as essential as telling the truth.

A war garden is a place where people cultivate some thought and a whole lot of blisters.—Puck.

It Passes for Farmers to Go to College
In an article about education on the



DON'T GET FASCINATED

Don't get fascinated with the catalog order book. You cannot SEE the goods that are advertised. The prices may LOOK cheap. If they are CHEAP, YOU ARE NOT GOING TO GET VALUE RECEIVED. Also, figure that you have to remit cash in advance and pay express, and wait for delivery. Is it fair to your home merchant to buy in this manner? Don't you owe it to those about you, to your home town, to have the very best of everything your money will buy? If you buy of your home merchant, you can see, feel and try your merchandise. You have an option on that piece of business for the time. Not so with catalog goods—you buy sight unseen.

The La Grande stores have stocked up with the best class goods, both for Christmas presents and for general use during the winter season. Patronize your own merchants who have their money invested in heavy stocks THAT YOU CAN SEE.

The home merchant pays taxes, employs clerks from your home town, places the money you pay him into circulation again in your own community. The dollars you send away are LOST to this community.

REMEMBER, THERE ARE ONLY 12 MORE SHOPPING DAYS BEFORE CHRISTMAS. SHOP EARLY.

Rough Work.

Milk bottles don't last half as long as they used to. A Philadelphia milk dealer has been making exhaustive researches into the life of the milk bottle, and he has discovered that five years ago a milk bottle made thirty trips before being smashed whereas the milk bottle of today succumbs to decay after fifteen trips. In other words, the world is nearly twice as rough as it was five years ago.

Milkmen slam down the bottles more roughly, housekeepers bang them about with increased violence. In some circles people have shown an increasing tendency to pick up milk bottles and throw them recklessly at each other in the heat of an argument, instead of settling the argument by clear logic and cold reason. The startling growth in individual roughness has been matched by a like increase in national roughness. Where individuals wreck more milk bottles than ever before, nations squirt poison gas at each other and drop bombs on defenseless towns. Ah, for a return of those gentle, happy days when each milk bottle was good for thirty-five trips. May the pendulum swing back so far that thirty-five trips will be the average of every milk bottle.—From the Thanksgiving Puck.

Myrtle Point—\$25,000 steel bridge across Coquille river completed.

U. LOTTES

1116 Jefferson
A GENTLEMEN'S RESORT—Cigars, Tobaccos, Lunches, Soft Drinks and Confectionery.
Phone Black 51

C. E. HACKMAN

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

BLACKMON MILLINERY

Opposite Newlin Book Store
The Only Exclusive Millinery in La Grande.
Phone Red 481

WILSON BROS. TAILORS

New Foley Building
Cleaning, Pressing and Hat Blocking.
Phone Black 1741

Andrew Bros. THE TOGGERY
LADIES' AND GENTS' CUSTOM-MADE TAILORS
"The Best is the Cheapest." High-Grade Gents' Furnishings, Repairing and French Dry Cleaning
Phone Black 281

HILL'S DEPT STORE

1209 Adams Avenue
The best of everything for Ladies and Gentlemen, Boys and Girls.—
The Store of Quality Goods.
Phone Main 716

SIEGRIET & COMPANY

1110 Adams Avenue
Jewelers
The Largest Jewelry Store in Eastern Oregon.
Phone Red 91

LA GRANDE PHARMACY

A. Newlin, Manager.
1302 Adams Avenue
WE ARE NO FARTHER THAN YOUR PHONE—Prescriptions, Druggist Sundries, Stationery, Confectionery.
Phone Main 49

NEWLIN BOOK AND STATIONERY COMPANY

1114 Adams Avenue
Let us supply your books, office supplies and Stationery needs.
Telephone Main 67

EE'S GOT 'EM

What? The best line of Birthday, Wedding and Xmas present.
Who? Frank Harris, the Art Man.
Why? The only exclusive Art Store in Eastern Oregon, SEE!

LA GRANDE LUMBER & MANUFACTURING CO.

Cove Avenue
Wholesale and Retail Lumber
Phone Red 741

CHRISTIE & AMSDEN VARIETY STORE

TOYS, TOYS Shop Early for Xmas Presents TOYS, TOYS
1303 Adams Ave.
Phone Red 3891

F. L. LILLY

Adams Ave. Main 756
Hardware, Ranch and Mill Supplies, Building Material, Stoves, House Furnishing, Etc.

W. H. BOHNENKAMP CO

1301 Adams Avenue
Hardware and House Furnishing Goods, Wall Paper, Paints and Oils, Builders' and Plumbers' Supplies, Cutlery, Guns, Ammunition, Fishing Tackle.
Phone Black 241

CARR FURNITURE CO.

1317 Adams Avenue
The largest furniture and house furnishings store in Eastern Oregon.
Everything for the Home or Office.
Phone Main 770

THE DALLES SECOND HAND STORE & JUNK SHOP

387 Fir Street
Dealer in Hides and Pelts—M. Turahinsky, Prop.
Phone Main 722

CHANDLER EXIDE BATTERY SERVICE

LEIGHTON'S GARAGE
EXIDE BATTERY SERVICE STATION. OXY-ACETYLENE WELDING. MACHINE WORK.
Phone Main 737

MITCHELL REPUBLIC TRUCKS

The B. C. Hamilton Garage, Jefferson and Fir Streets.
Both Phones: M. 790; M. 430.

AUTO ELECTRIC SERVICE CO.

Willard Service Station. Both Phones. 1515 Adams.
ED G. RIESLAND, Prop.

DANIEL AUTO COMPANY

Al Daniel, Mgr.
Dort, Reo, Monroe, King & Kissel, Chalmers, Oakland, Cole & Marmon and Oldsmobile
Adams Avenue -- Phone Main 741

LIBERTY SIX CHEVROLET

Geo. B. Richardson, Foley Hotel Bldg., Phone Black 471

OVERLAND—WILLYS-KNIGHT

Galloway-Rees Co., Adams and Fir Streets.
Phone Main 777.

INDIAN Motor Cycles and Bicycles. RUBY'S CYCLE SHOP.

Motorcycle and Bicycle Supplies and Repairing.
GASOLINE AND OILS.
Washington and Depot St.
Phone Red 651

DODGE BUICK CADILLAC

Smith's Garage
Depot, Opposite Elks Club.
Phone Black 1751

MAXWELL CARS MAXWELL SERVICE STATION

John E. Anderson, 1110 Jefferson St. Phone Main 71—Union Co. Phone 841

HAYNES—VELIE

C. A. McCrary's Garage
1117 Washington Street
Phone Main 758. Second-Hand Cars Bought and Sold

Duty of the Individual

By DEAN DAVID KINLEY
Vice President of the University of Illinois

The war calls for sacrifice. From some it has taken life. From others it has taken things dearer than life. From others still it has taken the small thing we call property. What it may take from you and me is yet to be seen. How great is our spirit of sacrifice? Shall we be ready, when our country and humanity and God call us, to say that all that we have we sacrifice and dedicate to our ideals of duty and loyalty? In this hour of our country's need, in this day of world suffering, I would impress upon university men and women particularly the thought that their highest duty is the sacrifice of what they have to their country's call. The spirit of sacrifice is ennobling. Out of it great good comes, great deeds arise and leadership is established.

The duty of sacrifice and service rests upon us all. In the providence of God to whom much is given from them much shall be required in this day of world trial. If not given willingly it will be taken. If it must be taken the individual who loses it loses also the spiritual nobility that marks the individual who is ready to sacrifice for and serve his fellow men. If the leaders in thought, those who have gone farthest in education, fail, how shall we expect those whose privileges have been fewer or less to rise to the height of the idealism that is the need of the hour? Duty is not general; it is specific. It rests on the individual and not on some fictitious group called society. It is an individual matter and each one must search his own heart to find whether he is living up to the ideals and spirit of the God of his father and mother. Service, sacrifice, is the prerogative and the duty of the soldier, the citizen and the Christian.

Oregon Trunk and S. P. & S., Hill lines, show increase of 51 per cent in freight tonnage over same month of 1916.

North Bend—The Buehner Lumber Co. planning large planing mill and finishing plant.

Palm olive oil factory at Portland to be enlarged.

Alberta Engine and Machine Works launched the steamship Margit Nov. 3.

But for the shipyard strikes Portland would have launched two ships a week for the last ten weeks.

Vale—Good oil signs with strong paraffine base in wall here at depth of 708 feet.

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.