

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 451 Black.

A Suggestion—Hooverize, Purchase Useful Christmas Presents. Hot Paint Electric, a complete line, beautiful and Useful Electric Appliances.

PURE MILK AND CREAM CO. W. Cass, 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, Secty.-Treas.

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 C. R. Simkins, Prop.

1211 Adams Avenue RELIABLE MERCHANDISE -- RELIABLE METHODS. Staple and Fancy Groceries. PHONE MAIN 82

J. G. SNODGRASS GROCERY

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

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 Phone Main 80 Your desire for the best, will be satisfied when you use—Barrington Hall Coffee—We are the Sole Agents.

DUTLI'S BAKERY

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

STANDARD LAUNDRY

1416 Jefferson Phone Main 56 DRY CLEANING, DYEING

HUG'S GROCERY

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

OREGON GROCERY CO., Inc.

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

HARRIS GROCERY

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

CITY GROCERY & BAKERY

105 Depot Street Phone Main 75 THE HOME OF FANCY GROCERIES

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.

ADVERTISING MEANS SUCCESS

There is not a particle of mystery about real advertising. It is simply apprising the public of what we are doing. Each day newspapers of The Observer's circulation talk to 10,000 persons. They discourse with them in the quiet of their homes; upon steamships, railroad trains, in the evening in the lumber camps.

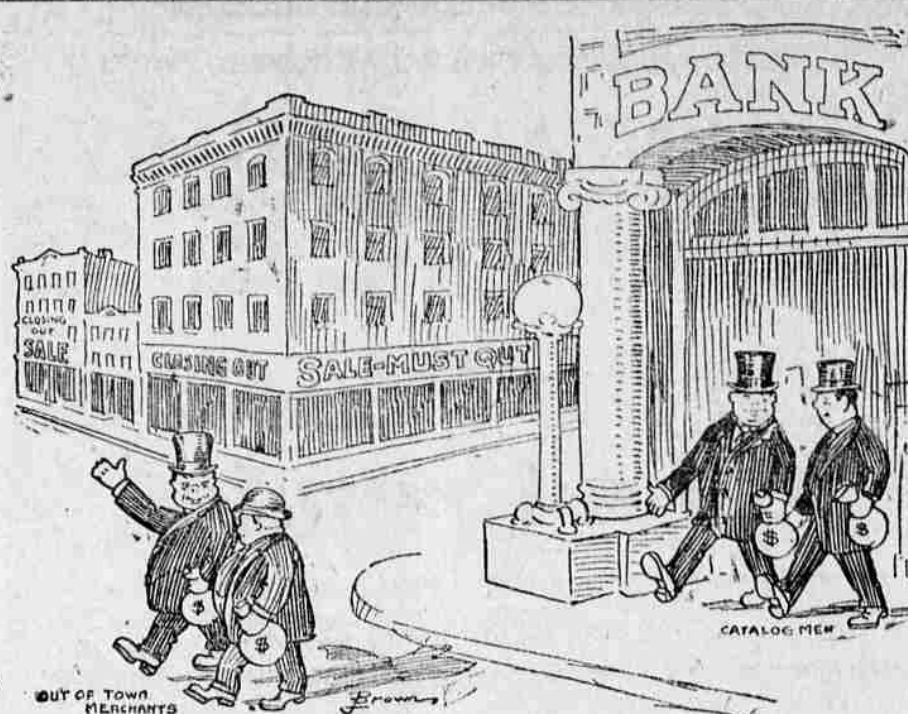
The Observer goes into the house of the well to do and the most humble residence or abode. Its news columns are the advertising columns' dessert, and they force attention to the advertising department from the haughtiest of the haughty as well as the most humble of the humble.

The news service is the link connecting the uttermost parts of the world with the newspaper's fast press, and these send forth the announcements of governments, of armies in the field and of states and municipalities.

Along with these, hand-in-hand, arm-in-arm, go the business messages of the manufacturer, merchant and tradesman, and if it is of value to their business to inform the masses of that which one manufactures or the other sells, then it is profitable to advertise. And if there is a business which can be better served by silence and the darkness of non-publicity, be assured it is not legitimate. The occupation of the "green goods" manufacturer is of that type, but that of a producer of a human necessity is not.

But there is a mystery in the world. How a man can be possessed of sufficient energy and acumen to engage in a legitimate business, keep quiet about it and succeed, is certainly a mystery—and monumental conundrum as well.

There are Union County business men who are living and hoping to succeed under such conditions and practices. But they do not hop along with any perceptible alacrity.



EVERYTHING GOING OUT, NOTHING COMING IN

When everything is going out and nothing coming in, it is time to study deeply. Your community suffers through your home's affliction. It is a notorious fact that mail order houses bait the trap to catch the easy ones. YOUR HOME MERCHANT cannot afford to do this—he cannot take chances on losing your custom.

His prices are right, not by accident, but by honest conception of your needs and tastes. When you send your money OUT OF TOWN, YOU DO NOT derive the benefit of its tax-paying functions. IT IS GONE. It is a thing of the past. IT HAS NO COMMUNITY VALUE. It is dead. BUT, spend it with your Home Merchant, it goes into the Home Bank. There it is paid out to the Home Carpenter, your neighbor, who pays your Home Rancher, who buys his groceries in your Home Town. This kills "Everything Going Out—Nothing Coming in."

TRADE 60 PER CENT BETTER. WHY?

Newspapers tell us that the stores tell them that 'Christmas trade was 60 per cent better this year than last!'

What is the cause? The answer is simple. Payrolls are 60 per cent greater. Were this not a fact there would be no increase in Christmas buying, and yet scores of the stores enjoying this prosperity will continue to buy and sell foreign made products in preference to those of their own factories. It is in this class that help to make Christmas shopping 60 per cent better—in other towns and cities.

Will it ever be possible to pry their eyes open? Can we ever employ a process which will broaden their understanding?

EDITORIAL COMMENT

Both Enemies

The nation is going bone-dry. When the war is over, we vote that John Barleycorn and the Kaiser be exiled to a desert isle. Both are enemies of mankind.—Portland News.

The Dollar Drops

American dollars have dropped to 75 cents at Copenhagen, which is about twice as much as they are worth here, as compared with their former purchasing power.—Richmond Times-Dispatch.

Fixing the Fixers

It is much easier to fix the food prices than to fix the food-price fixers.—Spokane Spokesman-Review.

The Steel Horse

The British minister of agriculture organized an army of farm tractors, placed headlights on them, and plowed day and night for weeks and weeks in the spring of the year. When the harvest was gathered and England found she had enough food to withstand any blockade of submarines for another year, credit was given the tractor as the most effective weapon of warfare yet discovered. France had the same experience. The United States is soon to find that the tractor is a necessity of war.—Portland News.

Holds Him in Oregon

Dr. Kerr may not have been offered that \$9000 a year job, but it is a safe bet that he will have such offers before long, and the increase in his salary will serve to hold him for Oregon for a while, anyway.—Pendleton Tribune.

Safe for Ourselves

Making the world safe for democracy is a good sentiment, but Lord Northcliffe brings it a little closer home to us when he declares that the United States is in the war to make the world safe for the United States.—Kansas City Journal.

Pro-German Arrested

PORTLAND, Dec. 29.—(Special.)—Alleged pro-German remarks by Daniel Haller have made him serious trouble. His case was reported to the Municipal Civil Service Board. It was found that Haller was born in Dietzenbach, Germany, and that in signing civil papers at the time he sought admission to the fire service in 1911, he said his place of birth was Denver,

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

U. LOTTES

1469 Adams Avenue Cigar Manufacturer Phone Main 778 La Flor de Hackman, La Napoleon, C. B. Little H., C. E. H. Cuban Smokers.

C. E. HACKMAN

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

WILSON BROS. TAILORS

Andrew Bros. THE TOGGERY Phone Black 231 LADIES' AND GENTS' CUSTOM-MADE TAILORS "The Best Is the Cheapest." High-Grade Gents' Furnishings, Repairing and French Dry Cleaning

HILL'S DEP'T STORE

1209 Adams Avenue Phone Main 710 The best of everything for Ladies and Gentlemen, Boys and Girls.—The Store of Quality Goods.

SIEGRIST & COMPANY

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

LA GRANDE NATIONAL BANK

1215 Adams Avenue Phone Capital \$200,000, Surplus, \$10,000 President, F. J. Holmes Phone Main 28 Cashier, F. L. Meyers

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

Colorado. He has taken out his first papers. His alleged pro-German statements at the fire station brought about the investigation of the civil service records. Jack Mulhall, the coming Fairbanks, at the Star Tuesday and Wednesday. 12-31/17. Read The Observer classified ads.

SPEND THE HOME DOLLAR AT HOME

If you spend your money for La Grande made goods, government service. It, therefore, is an act of loyalty to or anything grown in or produced in La Grande or the Grande Ronde Valley, you get a chance at the same old dollar. When that dollar goes out of town, it's GOOD-BYE DOLLAR.

IT IS LOYALTY TO HOME PRODUCTS

The government is urging our people to buy their home products, that railroads may be relieved of the burden of transportation and their cars be available for spend your money for that which is made by your neighbor. But manufacturers must advise the people of their manufactures, for how can they supply their wants if not informed of the character of the things which are made at home? Tell the people and they will buy. They want to comply with the government's request.

BUILD VINEGAR PLANTS

Hundreds of tons of cull apples have been shipped into Hood River this fall to be used in their vinegar and cider manufacturing plants for the first time in the history of the valley. Why would it not be a good plan for La Grande to put up a factory? Many carloads of cull apples were allowed to rot on the ground this year, as there was no local market for them.

LA GRANDE PHARMACY

A. Newlin, Manager. Phone Main 40 1302 Adams Avenue WE ARE NO FARTHER THAN YOUR PHONE—Prescriptions, Druggist Sundries, Stationery, Confectionery.

NEWLIN BOOK AND STATIONERY COMPANY

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

HE'S 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!

LA GRANDE LUMBER & MANUFACTURING CO.

Cove Avenue Phone Red 741 Wholesale and Retail Lumber

CHRISTIE & AMSDEN VARIETY STORE

TOYS, TOYS Shop Early for Xmas Presents TOYS, TOYS 1303 Adams Ave. Phone Red 3991

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

CARR FURNITURE CO.

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

THE DALLES SECOND HAND STORE & JUNK SHOP

307 Fir Street Phone Main 723 Dealer in Hides and Pelts—M. Turbinsky, Prop.

CHANDLER EXIDE BATTERY SERVICE

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

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 8, Kissel, Chalmers, Oakland, Cole 8. Marmon and Oldsmobile Adams Avenue -- Phone Main 761

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.

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

DODGE BUICK CADILLAC

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

MAXWELL CARS MAXWELL SERVICE STATION

John E. Anderson, 1110 Jefferson St. Phone Main 71—Union Co. Phone 341

WHY IT PAYS TO TRADE IN YOUR OWN TOWN

Just about every big achievement recorded in history succeeded by reason of well directed co-operative effort.

This is true of towns and communities. Think of any live and prosperous town you are familiar with, analyze the reasons for its growth and advancement and you will find its character to reflect the amount and quality of united effort put forth by the residents in and around it.

Most thriving small towns owe their progress to the support that is given their retail stores by the surrounding community. In saying this we do not urge or expect our readers to patronize their local stores if they can do better elsewhere. We appreciate the fact that you want goods goods and good service along with a fair price. If your local merchants do not deserve your trade on this basis, it is only natural to expect you to trade outside your home town.

We believe, however, that our subscribers' best interests, both financial and social, are dependent on building up with their trade the communities in which they live. Trade kept at home means money kept at home—and money makes community progress possible—progress in which all may share.

Buy of your local merchants when you can do so to as good advantage as you can buy elsewhere. But don't make it hard for your local storekeeper to carry a fresh, up-to-date line of goods by withholding trade you can give him to your mutual advantage. If your home town merchants are well-meaning, progressive men, you may be sure they want your trade and will do everything they can to please you and to give you good service and a square deal every time.