

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 PAID 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 ELECTRIC Presents. Hot Point Electrics, 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.

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 64 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

WHITE GROCERY

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

DUTLI'S BAKERY

317 Fir Street Your Home Bakery. Blue Ribbon Bread. The best quality of bread, pies, cakes and cookies. Phone 736

STANDARD LAUNDRY

1416 Jefferson DRY CLEANING, DYEING. Phone Main 56

HEADQUARTERS FOR PEERLESS SYRUP

A Home Product — Made of Granulated Sugar. Pt. 20c; Qt., 37 c.; 1/2 Gal., 4 1/4 Lbs., 70c.; 9 1/2 Lbs., \$1.25. Phone Main 35 HUG'S GROCERY Phone Main 35

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 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.

U. LOTTES

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

WILSON BROS. TAILORS

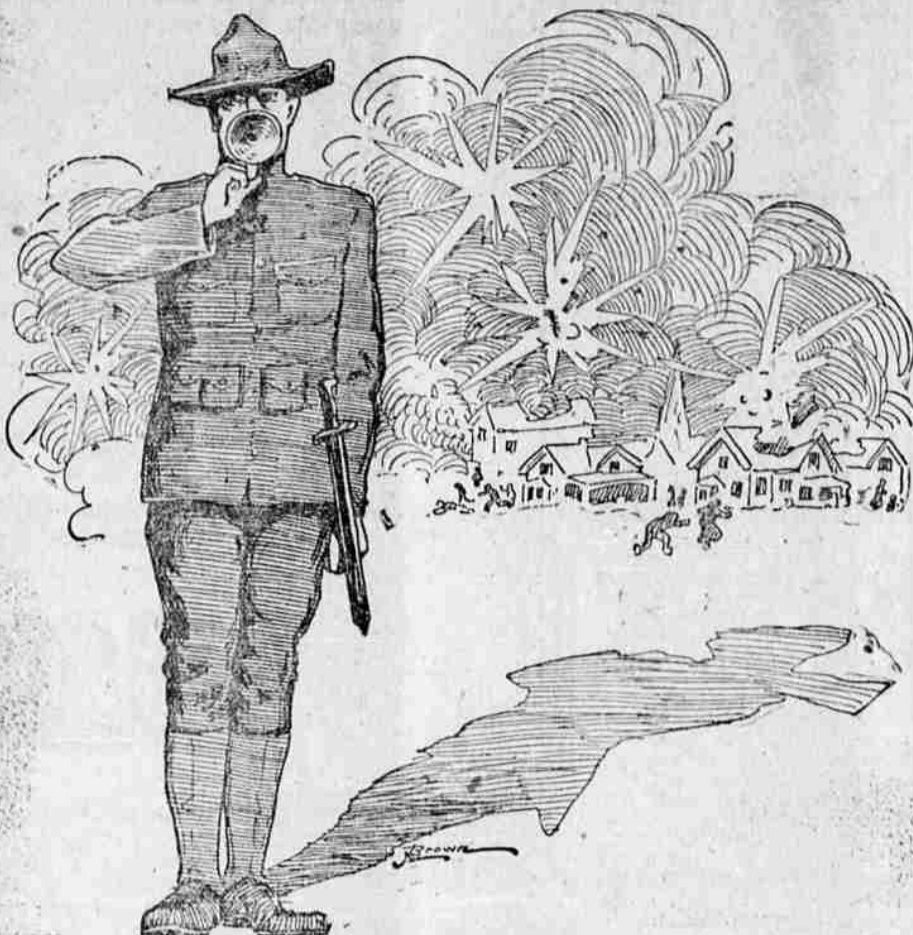
New Foley Building Cleaning, Pressing and Hat Blocking. Phone Black 1761

COMMUNITY CO-OPERATION

In these days when all of us are asked to be thrifty and saving, one of the first things we think of is to buy less and to save as much as possible on each purchase when we do buy. As a matter of fact, this is a good plan to follow at all times; but there may be a tendency on the part of some of us to carry on our search for "bar-gains" too far from home.

We don't want to forget that the trade we take away from our own community helps to build up some other community or city from the growth and prosperity of which we do not ourselves get any benefit. If your home town merchants ask you a higher price than you are asked to pay by outside merchants for the same line of goods, it isn't any more than fair to discuss the situation with your home storekeepers, giving them a chance to explain why their prices are higher than those you can buy for elsewhere. There may be some reason that will be worth while learning about—some difficulty which you can help straighten out to your advantage as well as theirs, if the matter is brought up for frank discussion.

You and your family and your neighbors like to trade at an up-to-date store. If such a store can be made possible by co-operation between you and your neighbors and your local merchants—if a strong pull-together feeling can be established in your community—then that community will be progressive, will forge ahead towards better streets, better roads, better schools, better places of amusement, better and more influential churches, better social and business advantages for yourself and your young folks. It is this spirit of community co-operation that almost invariably results in good for all concerned if it is kept alive and actively participated in by one and all.—Oregon Farmer.



THE ASSEMBLY

Do you hear the call of the nation to Hooverize, to economize wherever possible? To help relieve the congestion on the railroads. To, as much as possible, purchase all of your requirements locally. To relieve, whenever possible, the railroads of the work of hauling freight for short distances and use motor trucks. To purchase home-grown vegetables and fruit, to buy home-manufactured products? Patronize home industries wherever and whenever possible.

BUYING IN HOME TOWN GOOD MOVE

MERCHANTS IN SMALL CITIES AND TOWNS FACE SERIOUS SITUATION

MAILORDER MAN CAN BE DEFEATED

Failure of Merchants to Expand and Prosper Would Retard Communities in Which They Live and Do Business.

(From the American Press, N. Y.) There is no question but that the merchants of the small cities and towns are facing a serious situation as a result of the increasing competition offered by the mail order houses. So much has been said and written about the mail order evil that it has become somewhat of an old story, and, like all old stories, it does not receive the attention it deserves. The merchants and the newspapers of small communities have "ensued" the mail order houses for a good many years, and the public, seeing the local merchant still continuing to do business at the old stand in much the same old way, has been inclined to look upon the merchant's call for help like a cry of "wolf."

It is probably true that most merchants in small towns are still doing business in about the same old way in spite of the mail order houses and that few of them probably have actually been driven out of business by the catalogue houses, but the point which the buying public has not grasped is that these merchants ought to be doing business in a fashion much better than "the same old way," and the reason that they are not as a class is because they are not receiving the support of the people of their communities.

Another point which the people of the smaller communities have seemingly overlooked—and it is the crux of the whole proposition—is that the failure of the local merchants as a class to prosper and expand in line with the general industrial and economic development of the country is not a matter of so much importance to the merchants themselves as it is to the other citizens of the community in which they are doing business.

People say that they are under no obligation to support the merchants in their town. Probably this is true in some cases, but they are under obligation to themselves and to their wives and children to maintain such prosperous conditions in their communities as will enable them to earn a good living for themselves and their families. The question of whether an individual merchant sinks or swims may not in itself be a matter of general concern, but it is

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

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

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

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

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

a matter of the greatest public concern, as it affects the general prosperity of the community.

In spite of all that has been written about the mail order evil, many people do not grasp these fundamental ideas.

The aim should be to show the buyer how he or she will profit by buying at home instead of from a mail order house, both directly through obtaining better and more dependable values for the same money, and indirectly through the improvement of general business conditions in the community.

Do you realize the value of white space in advertising? The eye runs to solid whites and solid blacks.

THE DAY OF THE AUTO TRUCK COMING

Auto dealers are beginning to realize that the day of the auto truck is here. The Government is going to give preference to truck shipments as the motor truck is the only logical solution of the present transportation problem. Already a ruling has gone forth prohibiting the railroads from transporting certain commodities for distances less than 100 miles. This causes the motor truck to be a national necessity. It means that the farmer, the manufacturer, the contractor, the merchant and all commercial organizations must have motor trucks. Factories are clamoring and pleading for freight equipment and the railroads are taxing their facilities to the utmost to supply them, but the railroads cannot supply the demand and the answer is motor trucks for hauling and transporting a large number of commodities over distances of from 75 to 150 miles. The day of the motor truck is here.

HOW YOU GETTING 'LONG?

I knowed a whole-souled feller once, way back in Illinois, who had

LA GRANDE PHARMACY A. Newlin, Manager. 1302 Adams Avenue. Phone Main 49. 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 Who? 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! .....

CHRISTIE & AMSDEN VARIETY STORE A Specialty on Fine Candies — Bargains in Millinery 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 722. Dealer in Hides and Pelts—M. Turshinsky, Prop.

CHANDLER EXIDE BATTERY SERVICE LEIGHTON'S GARAGE. Phone Main 757. 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 Hardware Bldg., Phone Black 471

OVERLAND—WILLYS KNIGHT Galloway-Rees Co., Adams and Fir Streets. Phone Main 777.

106 Fir Street RUBY CYCLE SHOP Tel. Black 1211 Tire Vulcanizing. Motor Cycle and Bicycle Repairing. Indian, Henderson and Excelsior Motor Cycles.

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 341

awake and liberal advertising business men.

A Fine Thing. Do not satisfy yourself with the impression that the Commercial club is a fine thing for the other fellow to keep going.—Weston Leader.

THE FORUM

HELP THE ARMENIANS La Grande, Ore., Jan. 12, 1918.—(To the Editor of the Observer.)—Among the slogans which the Allied nations have used in the present war, none has greater meaning than that one so popular among the French—"Never Again." This is to be the last war; we all trust. But is it? Not unless the gang of Potsdam pirates as Henry VanDyke calls them, are forever discredited and their wicked cruelty proven as futile in accomplishing the permanent results in the political world which they had hoped for as it is despicable from a moral standpoint. And just there is a reason, little thought upon, perhaps, why we should be thrice ready to assist the stricken and starving remnant of Armenians still existing, whose lives are now directly dependent upon the generosity of the American people. The Kaiser wants them to die, therefore let us keep them alive. While resident in Armenia I did not fail to note the complacency of the German diplomacy toward Turkey at the time of the Armenian massacre which then horrified the rest of the world, and I was aware that the efforts of England and France in behalf of justice toward them were finally relaxed because Germany would not co-operate, but I little thought at that time that the world was particeps criminis with the Turk. Now, however, there is not the shadow of a doubt but that the most frightful persecution ever endured by any race in history, deliberately planned for and abetted,

locally executed by the joint action of both Teuton and Turk and indeed that it was the "Potsdam pirates" who persuaded and the Turk who hesitated.

By all means there are other motives, higher ones truly, which move us to help these poor people. If we are Christians there is the Master's word: "Inasmuch as ye have done it unto one of the least of these, ye did it unto me." If we are human, with humane hearts, here is a needy fellow-man, yes, two million of them, whose lives are in our hands, according as we give or do not give so they live or die.

The nation which first adopted Christianity must not be allowed to perish utterly. These are the higher motives, but after all there is solid satisfaction in the thought of many of us at the thought that by helping to re-establish this ancient race (and that it is a strong and virile and altogether worthy race, I can personally testify) we may disappoint the Kaiser and show to him and his "gang" that their villainy is futile and that cruelty does not gain empire even on Turkish soil.

H. L. UNDERWOOD. A stirring photodrama built on a vital problem. "Hate" at the Star, Saturday and Sunday. 1-14-18 Prefers Chamberlain's. In the course of a conversation with Chamberlain Medicine Co.'s representative today, we had occasion to discuss in a general way the merits of their different preparations. At his suggestion I take pleasure in expressing my estimation of Chamberlain's Cough Remedy. I have a family of six children and have used this remedy in my home for years. I have never had the "only cough remedy not the shadow of a doubt but that the most frightful persecution ever endured by any race in history, deliberately planned for and abetted,