

DRUG STORES OF CITY RANK HIGH

Five Firms Here Listed Among Finest in Entire State of Oregon

Ordinarily, it is exciting to know when it can be said of a city that one of its institutions is among the finest in the state. But La Grande's five drug stores may truthfully and with pride make the unusual statement that all of La Grande's five drug stores rank among the finest in the state. It would be hard to find, in any city, five more completely stocked and equipped, more modern and beautiful stores.

The Red Cross drug store, on Adams avenue, adjacent to Hill's department store, is the oldest drug store in point of ownership, although not the oldest store existing today. The Glass drug store, which for many years was operated by E. O. Silverthorn, La Grande's pioneer druggist, has the honor. W. H. Reuter has for the past 17 years been owner of the Red Cross and has, during that time, built up a drug store which he and L. A. Wright of Union, for one year a partner, began in 1910, to one of the city's leading and best established businesses. The Red Cross in its early days needed the look and the equipment for which had been in the city until they installed apparatus about a year after their opening. In the subsequent years, Mr. Reuter has built up an exceedingly heavy business in that branch of the work, being the only drug store which includes dispensing of their services, and drawing not only from La Grande but surrounding towns, but from the neighboring country for special dispensing and enlarging work in which they have gained, from years of reliable service, a wide reputation.

Complete Pharmacy Service. Mr. Reuter is a registered pharmacist, having graduated in 1917 from the University of Illinois in the school of pharmacy. From 1907 to 1919 Mr. Reuter made his home at Union, where he was employed by Mr. Wright.

The business here includes not only a complete pharmacy service but a general drug store equipment, including toilet articles, gift line, books, stationery, and a complete magazine department. The Nyl products are handled by Mr. Reuter. William Houghton, a registered pharmacist, has been with the Red Cross for nearly 10 years. Four more experienced druggists, including Mr. Reuter, who has been with the business for some time, and drug clerks are employed.

Glass Drugs. Glass Drugs, Inc., has literally "grown up" with La Grande, for its name is everywhere almost as soon as the new town of La Grande developed a real business existence and has enjoyed a steady growth and development along with the city itself. It was the present Glass Drugs company that was known for so many years as Silverthorn's Family drug store. Previous to the time Mr. Silverthorn became owner of the business, it had been owned both by Watts & Son and the Forster Drug company.

Business Volume Increases. Mr. Silverthorn purchased the building from the former owners 21 years ago and immediately began extensive improvements, including the installation of a fountain, which at that time was one of the finest in Eastern Oregon. When he began the business, it was doing a \$20 business daily. Mr. Silverthorn built it up until it did an annual business of \$15,000. For the following years Mr. Silverthorn conducted his business, which, so appropriately called the "family drug store," included practically every line of goods that is usually associated with the drug business. In about 1921, Mr. Silverthorn sold to G. M. Hickey and retained for a short time.

After being out of the business one year, Mr. Silverthorn, with Lynn C. Wright, who had been with him as clerk since he was a boy of 12 years, formed a partnership and in 1922 bought the Portland drug store, which is known today as the Silverthorn-Wright drug store. Mr. Hickey, one year after purchasing the Silverthorn Family drug store, sold to George H. Glass, J. H. Morris, and E. McManus, who were joined three months later by Ed Allen, who purchased a stock from Mr. Glass. In February of 1924, Mr. Murray sold his stock to Mr. Glass, Mr. McManus and Mr. Allen, who continued to operate it until April, 1926, when Mr. Hickey again became interested by purchasing Mr. Glass' stock. Mr. Hickey is still actively connected although he makes his home in Portland. Mr. Glass left La Grande for Portland where he also makes his home. Mr. McManus and Mr. Allen, with a complete staff of three assistants now conduct the business.

Large Window Frontage. Improvements which gave the company the largest window frontage of any store out of Portland were made last summer when the complete Adams avenue side was torn out and brick replaced with beautiful glass display windows, which the company keeps especially attractive with appropriate drug displays. Brunswick Panatropic photographs, featuring a full line of machines and records, were added last November to the stock, which includes all pharmaceuticals and a complete line of drug store products. The business is growing constantly and with the recent improvements which included both exterior and interior remodeling, makes the Depot and Adams corner one of the most attractive in the city. The Silverthorn-Wright drug

A WELL-KEPT RESIDENCE ON EAST ADAMS AVE.



This handsome little home, surrounded by its beautiful, well-kept yard, is one of the prettiest places along East Adams avenue. It is occupied by Mrs. Joe Oliver, at 2003 Adams avenue, and its appearance is typical of the pride in home beautifying that is general throughout La Grande.

electric refrigeration plant and also the first English walnut show cases in the city. The pharmacist department is managed by Ed and Eugene, both of whom are registered pharmacists. They became agents about two years ago, for the first products. A complete magazine line is included in their stock which is complete and modern in every respect.

The installing of these new show cases last winter makes the store one of the most beautiful in the city.

The three brothers have made their home here for a number of years, all being graduates of the La Grande high school and Oregon or Washington colleges.

Declares Flowers Do Fall in Love

LONDON (AP)—Flowers have hearts and often fall in love, says Sir Jagadis Bose, Indian scientist, who is lecturing in London. Sir Jagadis says he hopes to

Plan Airmail To Serve East Indies

AMSTERDAM, Holland (AP)—The Royal Dutch Air Mail Navigation company has presented the Netherlands government with plans for the establishment of a regular air mail service to the Dutch East Indies.

The intention is to conduct the service with eight machines, and one departure weekly. It is estimated that a load of 300 kilograms, comprising some 75 letters to the gto, at a surcharge of 20 cents per letter would yield a revenue of some \$12,500, which should produce a profit over expenses.

He says he can illustrate the effect of drugs on flowers and trees and show how the death of one flower may cause another to pine away and die.

THE PLAYLE OIL COMPANY'S HOME



This business block on East Adams and Greenwood street is made beautiful by the building of the home of the Playle Oil company, one of the largest businesses of its kind in all Eastern Oregon. Attractive buildings are made additionally charming in appearance because of the background of trees. In the center may be seen a large picture of Wallowa lake, the company taking this means of advertising the scenic resort. The Playle company business includes vulcanizing, greasing, draining, sale of oil, gas and tires, and nearly every service that the motorist desires.

WILLYS KNIGHT

The "70" and the Great Six

YOUR NEW CAR

IT MUST POSSESS THESE FEATURES TO BE ABREAST OF MODERN MOTOR CAR PROGRESS

Your new car must have four-wheel brakes to insure safety in driving on the speeded highways. In a year from now a car without 4-wheel brakes will have practically no trade in value. It must have forced feed lubrication to all main, connecting rod and cam bearings and also the timing chains. It must have large spun bearings backed by bronze to be able to stand up under modern driving. It must have a water pump to keep the motor cool under every condition. These paramount features and many others are found on every model of the Whippet—the lowest priced modern car on the market. Oversize balloon tires, advanced body designs in a wide variety of striking color combinations make the Whippet and Willys-Knight beautiful to the eye and at the same time give you assurance of the best that modern engineering can offer.

A Line of Fours and Sixes Completely Covering The Market

Whippet		Willys-Knight	
"F"	"6"	"70"	Great Six
Coupe \$789	Coupe \$ 973	Coupe \$1524	Roadster \$2180
Coach 789	Coach 973	Coach 1524	Cabriolet 2570
Sedan 889	Sedan 1053	Sedan 1724	Sedan 2570
Landau 919	Landau 1103	Cabriolet 1724	Foursome 2570

All Prices Delivered in La Grande—Ready for the Road.

Gettings & Hanks

La Grande

OVERLAND
Whippet

Elgin

Fours and Sixes



Let us look over your brakes

Before It's Too Late

If you neglect giving proper attention to the brakes on your car it is very possible that they will fail you at a critical moment—and then you'll be sorry—but it will be too late to avoid an accident with attendant personal injury and property damage. Drop around today—we'll test your brakes carefully and make the necessary adjustments. If they need relining, we are equipped to do an expert job with

RUSCO LINING

Jack Brandt

Rusco Brake Service Station
Corner Jefferson and Elm