

Hotel Sommer

THE HOTEL SOMMER CO., Lessee

WE CATER TO COMMERCIAL
TRADE

ROOMS WITH BATH

STEAM HEAT

All Modern Conveniences

Best Dining Room Service in Eastern
Oregon.

J. F. DORDAN, Secretary.
A. L. MORRIS, Tres. and Manager.

LUMBER YARD

Headquarters for

Lath, Shingles, Doors,
Sash, Boxes
all kinds of Mill Work

BUILDING PAPER AND OTHER
BUILDING MATERIAL

Measurements
on the



Place of
Business
on the

STODDARD LUMBER CO.

LA GRANDE, OREGON.

Notice to the patrons of La Grande Light and Power Co.

That on and after January 1st we will install a day circuit in this city and take this means of notifying our patrons. Any changes to be made in lights which can not be turned off during the day should be arranged as soon as possible. Those desiring power can confer with us at any time regarding prices of motors, rates, etc. We have motors priced as follows, f. o. b. San Francisco:

1/2 h. p.	\$ 37 75	5 h. p.	\$192 00
1 h. p.	44 50	10 h. p.	279 75
1 1/2 h. p.	95 50	15 h. p.	367 70
2 h. p.	104 15	20 h. p.	452 50
3 h. p.	128 85	30 h. p.	555 65

To this price must be added freight from San Francisco to La Grande.

Shipping weights			
1/2 hp 3 phase	120 lbs	1/2 hp single phase	225 lbs
1 hp "	155 lbs	1 hp "	270 lbs
1 1/2 hp "	242 lbs	1 1/2 hp "	275 lbs
2 hp "	345 lbs	2 hp "	380 lbs
3 hp "	425 lbs	3 hp "	465 lbs
5 hp "	810 lbs	5 hp "	630 lbs
7 1/2 hp "	form K	7 1/2 hp "	form L 670 lbs
10 hp "	form K	10 hp "	form L 820 lbs
15 hp "	form K	15 hp "	form L 1075 lbs
20 hp "	form K	20 hp "	form L 1350 lbs
30 hp "	form K	30 hp "	form L 2300 lbs
40 hp "	form K	40 hp "	form L 2810 lbs

For information call at office of

LA GRANDE LIGHT AND POWER CO.

Give Me an Opportunity

Get hold of a Rock Island System folder, turn to the map, study it a minute or two, and you will get a fair idea of the immensity of the territory traversed by this Company's lines—Minnesota on the North; Texas on the South; Alabama on the East; Colorado on the West.

If you are going East, now or later, will you not kindly give me an opportunity of quoting rates and telling you what our through car arrangements are? Three routes East—via Denver, Omaha and St. Paul.

Rock Island
System

L. B. CORHAM, General Agent,
140 Third St., Portland, Ore.

La Grande Evening Observer

KEY BROS., Editors & Pr ps

Entered at the Post Office at La Grande, Oregon, as Second Class Mail Matter.

Published daily except Sunday

One year in advance.....\$6 50
Six months in advance.....3 50
Per month.....65c
Single copy.....5c

ADVERTISING RATES
Display Ad rates furnished upon application
Local reading notices 10c per line first insertion,
5c per line for each subsequent insertion.
Resolutions of condolence, 5c per line.
Cards of thanks, 5c per line.

ADVERTISING THAT PAYS

The fact that newspapers are read, and widely read, receives sufficient evidence from the wrathful attitude of the public officials of the character of Pennypacker, of Pennsylvania, and Yates, of Illinois. The latter gentleman took occasion, in his last message to the legislature of his state, severely to animadvert on the conduct of the press of Illinois, not because of indecency of their columns, as the New York Evening Post points out, "but because the press makes persistent and successful use of publicity in regard to public men and to matters interesting the public." In other words, that it is the newspaper that is read, and being read has its great influence and effect as Governor Yates, undoubtedly, found when he came before the convention of his party for a nomination and was defeated.

And that brings up the story of the Illinois gentleman who evolved a most brilliant scheme for advertising his magnificent bargains. Procuring, through the boys of his town, an enormous number of cats, he placarded them with his advertisements and turned them adrift in the streets. The result can not be said to have justified his expectations. Instead of going into the homes of the town, the cats took to the back alleys, and the Humane Officer took the enterprising advertiser before the Police Judge, who imposed a fine upon him in restraint of further like exhibitions of advertising genius.

It is not by trick advertising the merchant invites the customer to an inspection and purchase of his wares, but by the newspaper that goes into the homes, giving the news of the day, as it should be given, omitting nothing that is news and commenting on the news in a spirit of fairness. Neither the public servant nor the dealer in goods that will not stand the test of public judgment likes the newspaper that goes into the home—back alley advertising suits them better. But it is the advertising in the home newspaper that brings together the

dealer and the customer, and the public servant in line with his duty believes in the home newspaper and profit accordingly.

It is hard for the people residing in this valley to realize that our brothers in the east are freezing to death. About all we can do is to invite those who manage to live through the winter in the eastern states to come west. There is plenty of room.

La Grande now has a foundry but the town must not stop looking for other industries. A soap factory, a broom factory, or any other kind of a factory which will give employment to one or a dozen men will be of advantage to La Grande. Every little helps.

If the people are bound to remain in the cold belts year after year, it is their privilege. It is also their privilege to do better. Where? Well we can show many reasons why Grande Ronde is the best of all, but anywhere in the great northwest would be a decided improvement over the cold wintry east.

La Grande is entering upon an era of great prosperity, and the citizens should be in position to meet it half way. One of the ways to do this is to have better roads entering the city and better streets in the city. While the streets are being fixed up, the cross walks should come in for their share of attention. When the city has done its part toward repairing cross walks, it should then see to it that the property owners do their part by repairing the walks in front of their property.

This city is starving for high grade entertainment along the lines of a lecture course. Think of it, it has been nearly two years since there has been a lecture of this order delivered in this city. How often our present modes of entertainment are criticised. This is the result of carelessness more than anything else. We are all social creatives and seek that class of entertainment that is provided. There is an opportunity for some one to lead, by way of direction to a higher plane of amusement, that not only amuses but educates the taste for something higher.

CITY ELECTION NOTICE

To Whom It May Concern: Notice is hereby given that there will be a General Election held in the City of La Grande, Union County, Oregon, on Monday the 13th day of March 1905, for the purpose of electing a Mayor, Recorder, Marshal and Treasurer, of said City to serve for one year and one, councilman from each ward in said City to serve for the term of two years.

The polling place in the First Ward will be in the old Council Chamber, and the following named persons have been appointed to act as judges and clerks of said first ward, Judges, Perry Clark, J. L. Curtis, and C. Ralston, Clerks, A. Warnick, Ed Coolidge, and Frank Brown.

The polling place in the Second Ward will be in the Fire Department Building on Elm Street, and the following named persons have been appointed to act as judges and clerks of said Second Ward, Judges, H. W. Stoner, Wm Masterton, and F. S. Newsum, Clerks, Wm Grant, I. R. Snook, and C. J. Vanderpool.

The polling place in the third ward will be in the Gangloff building on Fourth Street north of Jefferson Ave. and the following named persons have been appointed to act as judges and clerks of said Third Ward, Judges, Arthur Williams, Wm Grandy, and R. L. Lincoln, Clerks, Clare Scriber, W. I. Bissonett, and C. L. Thornton.

The polling places will be open from eight o'clock A. M. until seven o'clock P. M. of said 13th day of March, 1905.

Dated this second day of Feb 1905.
Chester J. Nowlin,
Recorder of the City of La Grande
Union County, Oregon.

Today's news today, when you read the Observer.

HAT SALE

Each and Every Hat now in stock at just
Half Price

Come in and Secure a Genuine Bargain

Perfumes, Toilet Soaps and Powders
Switches, Pompadours and Bangs
Novelties Ribbons, and Handkerchiefs

MRS. J. R. FORREST,
Milliner

GIFFIN & HOGAN

UNDERTAKERS

FUNERAL DIRECTORS

Scientific Embalming.
Licensed Oregon and Montana

Experienced Lady Assistant in attendance

The only Exclusive Undertaking Parlors in
La Grande.

Our office is always open

Phone 1751

Office in Lewis Building, opposite Sommer House

REDUCTION SALE

We have made up our minds to sell every roll of Wall Paper in our store before the next spring stock arrives, and in order to insure a complete clean-up we have cut the price regardless of former price.

Wall Paper from 5 cents up

We want to clear the house before March 1st as we expect a carload of Wall Paper to arrive on that date. We have more Wall Paper now on hand than all the other paper houses in the county. Therefore you will have a greater variety to select from. Our present stock is complete.

Stackland & McLachlen
PAINTS, OILS AND GLASS

Farmers' and Traders
National Bank,

LAGRANDE, OREGON

Capital Stock fully paid . . . \$ 60,000
Surplus fund . . . 13,000
Liability of Shareholders . . . 60,000
Responsibility . . . 133,000

We do a general banking and exchange business.
Crafts bought and sold on eastern and foreign banks.

JOSEPH PALMER, President

J. W. SCRIBER, Cashier



Of the delicious quality and superiority of our butter you should get an introduction without delay. It is good enough to provide that extra satisfaction which you have desired for so long a time.

La Grande Creamery Co



WHEN YOUR MEAT COMES

home from our place you know it is going to be good. You can order from us and get just as good meat as if you selected it yourself. We don't have any trouble in picking it out for you. For we keep only

ONE KIND

That's the very best. It's easy to pick out good meat when there is no other kind in the store. So send along your order. It will be filled promptly and to your entire satisfaction.

Bock & Thomas