

# SAVE MONEY

**Dry Goods, Shoes, Millinery,  
Ladies' Ready-to-wear Apparel,  
Men's and Boys' Clothing,  
Hats, and Furnishings, all  
AT SUCH TINY PRICES that  
You Can SAVE MONEY on Everything**

**THE PEOPLE'S STORE**  
OPERA HOUSE BLOCK, LA GRANDE, OREGON

## HOW LA GRANDE GOT EVEN

The results of the splendid Fourth of July celebration in La Grande has gone abroad. It has been the subject matter for newspaper news items and editorial space. One of the most glowing tributes paid to the city appeared in the Pendleton East Oregonian yesterday. It is concise, sharp and a true statement of facts. That publication puts the celebration in the following color:

Shortly after the recent election in

which Union county voted prohibition by about 600 majority, the Fourth of July celebration committee of La Grande started out to collect a fund for a celebration.

The committee called on the leading business men of the city and was met with a hearty response until finally a saloon man was asked to contribute a mite to the fund.

Then the Fourth of July committee got the riproaringest roaring and

loudest round of abuse and vilification that ever startled the quiet atmospheric peace of the best town.

This saloon man called a number of his fellow roasters together and singly and collectively they abused the Fourth of July committee and told them that La Grande should never again hold a celebration of any event; that the saloons had heretofore contributed practically all the funds for such events and that now that saloon patronage would be withdrawn and the patriotism of the business men and people in general would wither away and dry up and Fourth of July celebrations, charity balls, Commercial association banquets and other public entertainments were things of the past in La Grande.

But about this time the Fourth of July committee came to its senses and began to get mad. And then they told the saloon men a few things which would not be suitable for publication, at least in Pendleton.

But then and there the committee resolved to have the biggest, best, most entertaining, most attractive, most successful Fourth of July celebration in the history of La Grande. And that is what they did.

The parade was the best and longest, the music was better, the exercises were better, the crowd was more pleasantly entertained, everything was carried out in a vigorous, business-like manner and La Grande really had the best celebration in her history.

And there wasn't a dollar of any

saloon man's money in the fund, either. The Fourth of July committee got even.

## THE BUILDING OF A CITY

TERSE SENTENCES FROM PEN OF LA GRANDE'S BOOSTER.

Manager P. C. Lavey Outlines the Policy Which He Will Pursue in Boosting La Grande Abroad—Tells Less Than He Knows and Forces Visitors to See More Than They Expected—Logical Method to Pursue in Boosting.

(By Manager P. C. Lavey of the La Grande Boost Club.)

The building of a city is like the building of a great business institution. A city must have the goods to deliver according to its advertising, and it must deliver them when the purchaser calls to examine the goods and purchase them.

As an example of this we will take for instance, the merchant who uses the columns of the local papers of his town or city to advertise a special sale of goods. In his anxiety to dispose of these wares he offers this certain line at a very low figure, and in his description of the goods he lauds them to the very skies, causing the prospective purchaser to go to the store expecting to find something far better than the merchant really has to offer—the merchant was honest enough in his intentions when he wrote the advertising, but he left nothing for the customer to be surprised at, he had overtold the story, had keyed up the expectations of the customer until the latter expected more for his or her money than he really had to offer. The customer was disappointed and went out of the store, met his or her friends, and without a single thought of injuring the merchant in any way, told of the disappointment and lost the merchant not alone the patronage of the first party, but of the second persons whom she told, and so on down the line of friends of each of these persons, until the poor, well-meaning merchant's sale was a failure and his reputation for veracity injured.

The merchant did not blame himself, he blamed the papers and told the advertising solicitor that advertising did not pay, and that he would advertise no more.

He had simply overstepped his mark, had overtold his story, had told it all; had left nothing for the purchaser to be surprised at, and as a consequence had reaped the harvest as told above.

Applicable to a City.

A city is in the same boat as the merchant. Its advertising must be done along the same lines as that of a great business house. It must have the goods to deliver and the goods should be even better than the advertising describes. Its advertisements must not tell all of the story—something must be left to surprise the newcomer and cause him to say: "This is far better than I expected."

When any man or woman makes that statement they are pleased and are always easily persuaded to purchase property or make their home in such a place.

Advertising must be honestly written, whether it be for a private business or for a city. The promises of an advertisement must be lived up to strictly or the integrity of a firm or of a city is questioned and to have this done means ruin to the advertiser.

Cities are built by men. No matter what a city's resources are, it takes men to build it up—strong men; honest men,—men who have the will power to fight the knocker (a few of whom infest every town or city, no matter how large or small) men who stand shoulder to shoulder in the interests of their home city, regardless of all other differences or questions, private or public. Strong men always win. The knocker is always put on the run, because a knocker cannot prosper; cannot bear to live among progressive men of business. In such surroundings the knocker becomes a stranger on a great desert. Let us make La Grande a great desert for the professional knocker if he is found here.

Let us do honest advertising. Honest boosting of our resources, and

when our prospective customers come here looking for a future home, we will be well repaid to hear the words, "Why, this is better than I expected."

## STREET LIGHTS SEEM CERTAIN

SUCCESS MEETS EFFORTS OF THE COMMERCIAL CLUB.

About Half the Business Men Have Been Waited Upon and Response Has Been Excellent as Far as Asked for—Cost Each Business Man One Dollar Per Month—Lights Make Life.

President John Collier, of the Commercial club, is meeting with success in his canvass for funds to maintain the additional street lights. The plan is to have each merchant donate \$1 per month. This trivial sum will insure that brilliancy which was commented on during the Fourth of July celebration.

Just as soon as the business men to the number of 75 have subscribed to the fund, the lights will be turned on at night. Lights are life-makers. Denver is the most noted of lighted cities in the United States, and the dazzling brilliancy that meets the stranger when he steps on the main avenues is invariably a friend-maker, on the spot. While La Grande cannot afford the extremely brilliant hue of Denver, it can nevertheless illuminate the principal business streets in a manner highly complimentary to the

city and at a sum that should not be noticed at all.

It is hoped to have the additional lights burning in a day or two.

## WORKING ON CHARTER

The water committee of the city council met last night and began the work of revising the city charter in order to remedy the defects of that instrument in regard to the power of the city to incur indebtedness. The committee, which consists of Williamson, Meyers and Bay, were unable to complete the work last night, but will meet again next Tuesday and try to finish the task so that their recommendations may be handed to the council at its regular meeting on the following evening.

**Drummers Against Saloons.**  
Louisville, Ky., July 8.—Traveling men of the country, members of the national organization known as the Gideons, will begin an active warfare against saloons at their convention in Louisville July 24 to 26.

## YOU SPEND

Too much time obtaining information from uncertain sources, unless you are using Polk's Gazetteer of Oregon and Washington, complete information of every town in the two states and a classified business directory.

## GRANDE RONDE MEAT COMPANY

PHONE US YOUR ORDERS

TWO PHONES

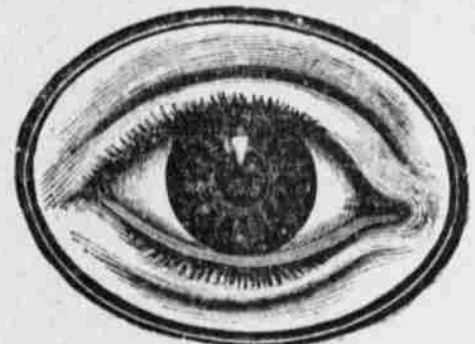
City Meat Market Main 50

Fir Street Market Main 48

Our large trade permits us to handle only the best of everything to be found in a first class market.

Try our home made Bacon, Hams and Lard.

## GLASSES THAT FIT



THE

EYE

ARE ONLY AVAILABLE

AT HEACOCK'S

REFERENCES: Ask any one I have fitted.

## CREDITORS SALE ON

THE ENTIRE STOCK SACRIFICED  
SALE WILL LAST UNTIL JULY 18

RED CROSS DRUG CO.

## THE OREGON FIRE RELIEF ASSOCIATION

A HOME COMPANY 34,000 MEMBERS  
\$28,000,000.00 INSURANCE IN FORCE

A Mutual Company can Save You from 40 to 50 per cent on Your Insurance

J. W. OLIVER, AGENT, La Grande, Or.  
Cor. 6th St and Washington Ave