

EVERY DAY ADDS NEW BARGAINS

THE FIRST DAY OF OUR "AFTER THE 4TH" CLEARANCE SALE DEMONSTRATED THAT THE PUBLIC IS ALWAYS INTERESTED IN A GOOD THING. THE CROWDS CAME EXPECTING MUCH, AND THEY DID NOT GO AWAY DISAPPOINTED. WE LOOKED OUT FOR THAT. WE INTEND THAT THE CONSTANTLY CHANGING ARRAY OF BARGAINS SHALL MAKE THIS STORE A SHOPPING CENTER THAT MAY BE VISITED WITH MUCH PROFIT TO YOU —AND US—DAY AFTER DAY. UNLESS YOU COME TOMORROW, YOU HAVE NOT SEEN THE BEST. IT IS WORTH YOUR WHILE TO COME EVERY DAY.

Muslin Underwear A large assortment of odd pieces at 25 to 50 percent below regular price.	500 Remnants Including everything from calicoes to silks at practically half price.
Lawn Waists Some very good numbers left \$1.50 values now 88c, \$1.75 values now 98c \$2.50 values now \$1.98	Lawns, Dimities etc 12 1-2c to 18c values now 10c 15c to 20c values now 13c 25c to 35c values now 18c
White Canvas Shoes What remains of these will be put in at HALF PRICE \$1.50 values now 75c \$2.25 values now \$1.15	Silk and Lisle Gloves White, black and tan \$1.00 values now 79c, \$1.25 values now 98c \$1.50 values now \$1.19

THE PEOPLE'S STORE

OPERA HOUSE BLOCK, LA GRANDE, OREGON

WHY FARMERS SHOULD ATTEND THE MASS MEETING

La Grande, Ore., July 15.—(To the Readers of the La Grande Observer, Daily and Weekly.)—That America is advancing in everything is a well known fact to every intelligent man or woman. That America is improving and advancing faster than all other

nations of the earth, is as well known to students of the times. Knowing this, the question naturally presents itself, "What are the people of this community and of Grande Ronde valley doing to keep pace with the advancement of the rest of pro-

gressive Oregon?" From every hand comes the report of progress being made by those localities with resources second to ours in every respect. As a matter of fact this valley is making progress, but at a gait unsatisfactory to the progressive man of business who has his money invested and who depends upon the population of his surrounding territory to make a fair interest upon his investment and a fair and reasonable reward for his effort and labor.

And the reason for this is that there is not being made a concerted unanimous effort to improve the condition. "We are hiding out light under the proverbial bushel." The time is here today, even while you are reading this, to put the Grande Ronde Valley on the map to stay, and be known as Oregon's beautiful, prolific agricultural valley.

How will be put her there? Is the question now being asked by progressive men and women who want to be abreast of the times. I answer without hesitation: ADVERTISE HER MERITS TO THE WHOLE COUNTRY THROUGH THE STANDARD METHODS NOW KNOWN TO EXPERTS IN THAT LINE.

The non-progressive party will ask—the non-progressive are always asking questions and standing in the way of progress—why do we want to advertise? We are doing well enough. The question reminds of an old-time grocer whom I solicited for an advertisement for a paper of which I was

advertising manager. I said to him: "Colonel, I can increase your business 50 per cent by writing your advertisements if you will put an advertisement in this paper." He answered: "Son, I don't want any new fangled ideas in my business. I ain't rich and I don't ever expect to be. I know advertising is a great thing for business, but, dog-gone it, if my business increased I would have to hire another clerk, and I've got all I kin do watchin' the one I got now." Now what do you think of that argument? But this story is not finished. The aforementioned clerk was a bright young fellow and he asked one of the banks in the city to buy the grocery for him. The bank did it and from the day he started I wrote his advertisements for him. He set aside \$1000 for the first two months' campaign. Instead of decreasing his appropriation for advertising he increased it, and his business increased until he had eight wagons delivering goods about the city, and 11 clerks employed in the store. He did nothing but oversee the work and attend to the cash. Today he is the merchant prince of that city and is still advertising. His name is Henry Rithenberger and the city is Leavenworth, Kan.

The man with the old-fashioned ideas carried as good a line of goods as the younger man did, but no one but the few customers he had knew it so the older man waited upon the trade himself and watched his young clerk. The younger man never waited upon a customer. He hired young men to do it and saw to it that each customer was promptly waited on. He installed a cash carrier system and made all the change himself, and did it with less work than his predecessor. He employed the new-fangled ideas.

I simply want to say to Mr. Non-Progressive, that if we can, by new-fangled ideas, increase the present value of this land 50 per cent, then he should have no hesitation about adopting them when little more than his moral support is all that is required. I want to say to the business men of this valley that if, by so-called new-fangled ideas, we can increase the demand for his goods 50 per cent by increasing the population 50 per cent, and at the same time by the same new-fangled ideas keep the present lines of business from becoming overdone, then he should not protest against my new-fangled ideas.

Now, then, to be brief, the Grande Ronde Valley Progressive league is being organized and soon a great mass meeting of farmers, business men and progressive workmen of the valley will be called at La Grande, to discuss the progress of this community. As delegates to that meeting I would like to see the best and most progressive men of your locality. In fact, their very presence at that mass meeting will make plain the fact that they are progressive men, and that they want this country kept in the vanguard of prosperity. Get ready for this meeting. If you have a new idea, frame it into words, and when you come to the meeting get up and make it known, because at this meeting every man is to have his say.

The entire work of the meeting will be given over to the question of "How can we build up our resources, make more business for our merchants, better markets for our farmers, secure better freight rates for the transportation of our produce to markets, and such other questions along the same lines as may come up.

This meeting is to be a prosperity meeting where men will meet each other on equal ground, each getting the benefit of the others' views.

We will secure prominent speakers for the occasion, and the La Grande Commercial club will put forth every effort to make this a grand reunion of the people—old and young—of Grande Ronde Valley.

Yours for prosperity,
P. C. LAVEY,
Manager Publicity and Information Bureau, La Grande Commercial Club, La Grande, Oregon.

BAKER HOT OVER AFFAIR

(Continued from page 6.)

ging match, which, in itself, was short lived.

In a joking mood several La Grande boys got in the way of the demonstration in an orderly manner. When the marching citizens turned around and went the other way, shouting and singing—which was all right, in its way—the La Grande boys were again ahead of the marching line. Once more the procession stopped, but this time a leader of the visitors "swung" at Harris French. French dropped to his knee and the fellow fell over him.

Two blows were landed, after the visitors had precipitated it. Had the visiting delegation taken a joke as a joke and left its slugging artist at home, there would have been nothing but a friendly end of the whole affair.

GIRLS WELL CARED FOR.

Many New Houses Being Built at University of Oregon.

University of Oregon, Eugene, July 15.—(Special.)—Girls at the University of Oregon will be well housed next year. At least three new houses, accommodating between 60 and 70 girls, will be ready for occupancy in September. The Mary Spiller house, named for the first woman connected with the university, is now being completed and comfortably furnished. It will have rooms for 20 to 25 girls, and be under the same general control as the men's dormitory. It is beautifully located on the highest part of the campus, and gives promise of being a most pleasant home.

The Kioshe Tillacum club will have a handsome new home by the opening of the university. The foundation has been completed and carpenters are preparing to rush the building as fast as possible.

It will accommodate between 20 and 25 girls. The Zeta Iota Phi sorority is having a new house built on the corner of 13th and High streets, which will have room enough for 20 girls. The plans call for a very handsome building.

Rooms for rent seem much more plentiful than usual, probably for the reason that the touch of hard times has made many more people willing to rent. These, together with the new girls' houses and the old ones already established, will make it comparatively easy for the university to find good homes for the large number of girls that will enter in September.

DECIDES TO LIVE.

Despondent Girl Attempts Suicide But Medical Aid Saves Her Life.

San Francisco, July 15.—Learning that her mother will be cared for, Louise Jansen, aged 11 and pretty, today decided she wants to live, although she tried to suicide Tuesday after she had been refused credit at the butcher and baker shop.

Leaving a pathetic note for her mother she drank ink. Only prompt medical attention saved her life.

The girl's father was killed in the earthquake. Her mother sought employment as a seamstress and kept the wolf away by hard work. The care of three smaller children devolved upon Louise. When told by her butcher that no more would be charged on her mother's bill, the girl wrote the following note to her mother: "I am sorry to tell you I am dead. The butcher will not trust me, or the grocery store, and I am very sorry, mamma, dear. I know you would scold me, as I am a bad girl. I hope

you will forgive me. You know, dear, God will forgive me. I went to church and said some prayers for us all. I send a kiss to all. Your loving daughter."

Across the front of the note she wrote:

"Please give this to mother."

Then Louise went to the rear of the butcher shop and drank ink which she was carrying with her school books, and fell to the floor.

OPEN BIDS TOMORROW

Tomorrow afternoon, at Washington, D. C., will transpire an act which is of deep interest to La Grande. It is the opening of the bids for the sale of a site on which to erect the federal building. While nothing positive is known as to the number of bids presented and the exact identity of each bid, still there is ample proof that the postoffice department will be presented with several. Just what process will be followed in announcing the successful bidder, is not known but if any one of the bids is accepted, the department will no doubt notify the bidder at an early date.

La Grande went dry June 1, but it was proven over one year ago that there is an abundance of pure, sparkling artesian water in less than 1000 feet below the surface. Why not have artesian city water?



EVERYBODY PRAISES OUR BOTTLING

For a dozen reasons, but here are enough to convince you of the real merit of the product of our establishment. First and foremost, purity of ingredients, including water; second, cleanliness and care in the actual preparations and bottling; third, pricing at only a fair profit to ourselves. Some of the goods we make: Ginger Ale, Eucalyptus, Soda, Mineral Waters, etc.

UNION BOTTLING WORKS

BLUE MOUNTAIN HOUSE

L. A. Livingston Prop. (New Management)

Rates \$1.00, \$1.25, \$1.50
Best 25c meal in the city
Beds 25c and 50c

Only house in the city employing white help only

All outside rooms. Board and lodge \$6. per week
One block from depot.

TRY OUR SERVICE

BIG Business
is being done at the Creditors Big Slaughter SALE at the **RED CROSS Drug Store**

- SOAPS
- DRUGS
- MIRRORS
- STATIONERY
- LEATHER GOODS
- TOILET ARTICLES
- BRUSHES OF ALL KINDS
- RUBBER GOODS and
- DRUGGIST SUNDRIES at
- EXTREMELY LOW PRICES

Creditors Need THE MONEY

FREE
a souvenir postal of La Grande to each customer as long as they last at the **RED CROSS Drug Store**