

Published Daily Except
SUNDAY
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Editor and Owner

United Press Telegraph Service

SUBSCRIPTION RATES
Daily, single copy..... 5c
Daily, per week..... 15c
Daily, per month..... 55c

Entered at the postoffice at La Grande
as second-class matter

This paper will not publish an article appearing over a nom de plume. Signed articles will be revised subject to the discretion of the editor. Please sign your articles and save disappointment.

LA GRANDE IS TOO MODEST.

It was the Oregonian a few days ago that said, "over in the Grande Ronde valley where people have been raising excellent fruit and have been too modest to say anything about it."

And that is the truth. Give Grande Ronde valley the Hood River "speleers" or the Medford bunch, who disregard modesty as the ballet dancer disregards propriety and the Grande Ronde valley will be heard of around the world in a very short time.

We must strike the happy medium between Medford's bunch and our own timidity. We must begin megaphoning and keep it up. The goods are here to deliver. Land is cheaper today in this valley than it should be, and much cheaper than any place else in the entire northwest.

We need an unanimous spirit to push forward on some slogan that will bring results. Forget any local situation that may not exactly please you, forget any quarrels you have had with a neighbor, and stand in line for a campaign of honest effort—for what? Not to delude the house-seeker, not to force a skin game on the public, but to implant that splendid truth in the minds of all who will hear and be convinced.

It is the most important thing to the valley at the present time, and necessary we would suggest that each citizen put his foot on his modesty, loosen up his lungs, shake hands with his neighbor and say, "we are going in this game to win."

FAVORING IMPROVEMENTS

It is decidedly refreshing to see the attitude of property owners on the question of municipal improvement. When paving was first talked of not a few citizens raised an objection. They thought it was useless to spend money in that way, for had not the old streets done good service in the past? The same element thought the old board sidewalks had been good enough for them to walk upon and why expend money for concrete walks, and so on down the line of things that are needed.

But there is a happy change overcoming almost all of those who felt as above described. They are seeing things in a different light. Just who lifted the veil, we cannot say but it has been lifted. Now, instead of complaining against paving the people residing in certain districts are naming the kind of paving desired, and throughout the city the spirit of progression is noticeable and marked.

It has ceased to be a question of whether or not La Grande will pave, but has reached a point as to how much La Grande will pave, and there is a possibility that this city before she is through will have put in hard surface pavement over a larger area

than any town Boise. Between Portland and La Grande, would not that sound first? La Grande has more paved streets than any other Eastern Oregon city?

Portland's baseball season is opening with the best interest ever shown on the coast, San Francisco not excepted. This is another indication that Portland is getting to be a really big town. When a city fails to take to the national game and does not do any "rooting" it is a certainty that the growth is not a healthy one, or it has not yet matured.

Still, the defeat of the republican congressional candidate in that New York district was not unexpected. Just remember what a load the party has been carrying in New York for some time, and to add to it all came the charge and proof of bribery in one section of the state.

Senator Aldrich says he will retire from politics and refuse to be a candidate to succeed himself. Now, that is the proper position for the aged senator to assume. Mr. Aldrich is anything but a lovable character so far as the west is concerned.

Senator Hale, also says he will not run again. If this personal refusal campaign keeps up perhaps Bob La Follette and Joe Bristow will be left to run the senate chamber without opposition.

Roosevelt film at Star Theatre April 28. No extra charge for admission.

Notice of Sale.

Notice is hereby given that the undersigned, executor of the last will of Angus Shaw, will on Saturday the 23d day of April, A. D. 1910, at 2 o'clock p. m., at the Angus Shaw farm at Summerville, Oregon, sell at public sale to the highest bidder for cash, the following personal property, to-wit: 1 mower, 1 buggy, 1 hack, 1 surrey, 1 single harness, 1 range, 1 heating stove, 1 dozen chairs, 1 organ, 2 bedsteads, 1 stand table, 1 leaf table, 1 folding bed, also numerous other articles in the way of house furniture, carpets and farm tools and one cow. Also 1 sulkey plow.

ANGUS SHAW, Jr.,
Executor.
4-12-23.

LADD CANYON NEWS

Ladd Canyon, April 21—(Special)—Word has been received here that John Graham, who went to Eureka Springs, Ark., February 7th, to have a large gland cancer removed from his neck, has returned as far as North Powder, where he will probably remain all summer with his nephew, Roy Graham, who accompanied him. Although the cancer was successfully removed he is in very poor health. Friends are hoping to see him again regain his health and resume his farming here. His brother, Albert, drove down here one day last week on business.

Mr. and Mrs. Oscar Crossen of La Grande, visited here one day last week with Mrs. Crossen's parents, Mr. and Mrs. John McCauley.

L. W. Drumsmith and crew of men are again at work improving the roads.

Messrs. Frank McClure, James Mulholland and Frank Counsel together last week dehorned their cattle. Most of them were milk cows. Messrs. Dick Peebler and Sam Braden are baling hay on the T. F. Sherwood place.

The ball game which was to have been played here Sunday between La Grande and the Ladd Canyon boys was not played, owing to the fact that La Grande failed to appear. Quite a crowd was out only to be disappointed.

Sunday, Mrs. Lucy Graham chaperoned a party of young folks to Barney's Canyon, where the day was spent in roaming over the hills in search of wild flowers and lunching in an old cabin. Nearly all returned home with a large bunch of flowers. They were: Kittle Mulholland, Verdie Graham, Maude Banton, Irene Mulholland, Henry Counsel, Edward Graham and Tommy Crawley of La Grande.

Did you see what happened at Rochester, New York—the republican candidate was badly beaten by a democrat. Great Heavens.

HEACOCK'S—The only place in Union County where you can get a new lens exactly like yours in less than three or four days. Office over Newlin's Drug Store.

Office Next Door.

All subscription and advertising accounts due the La Grande Evening and Weekly Observer to April 16th, 1910, are payable to Geo. H. Currey, who has opened an office next door to the Observer building in the Thornton brick building, where he may be found for the next 30 days.

5-21-tf.

At Salverthorne's... will find an... serving all... are served in the East and elsewhere

WILCOCK BROTHERS

Quick Transfer

Phone... Day, Red 781
Night Black 1271.



If your teeth need attention or if your mouth is not in a normal condition it will be to your interest in more ways than one to see Dr. Stevenson. They say that Dr. Stevenson reduced the price of extracting in La Grande from \$1.00, which it has always cost you, to fifty cents. He gets a fair fee for his other work but it is less than you formerly have paid. The busy office can afford to give its patrons the benefit.

STEVENSON'S DENTAL OFFICE

Notice to Contractors.
Notice is hereby given that sealed bids will be received at the office of the Recorder of the City of La Grande, Oregon, for the construction of 42,920 Cu. Yds. of macadam pavement, to be constructed according to the plans and specifications now on file in this office. Bids will be received until 4 o'clock, p. m., May 4th, 1910, and must be accompanied by a certified check for 5 per cent of the amount of the bid. The Council reserves the right to reject any and all bids.
D. E. COX,
Recorder of the City of La Grande.

Merchants! Save \$10,000

In 1907 the Merchants of Oregon saved over \$10,000 by carrying a part of their insurance in their own company, the Oregon Merchants Mutual Fire Insurance Association, of Dayton, Oregon. In 1908 they will save \$15,000. During the same period their neighbors were handing over \$1,500,000 in profits.

In the Oregon Merchants Mutual you get: INSURANCE AT COST A LIMIT TO YOUR LIABILITIES PROMPT SETTLEMENT OF LOSSES

W. OLIVER, Agent

Seattle, April 21—Stu... University of California and the University of Washington meet today in eight-day competition on Lake Washington.
HEACOCK'S—The only place in Union County that you can get a new lens exactly like yours in less than three or four days. Office over Newlin's Drug Store.

Strawberries

WE HAVE THEM IN NOW

We BANANAS AND Now SWEE ORANGES Have

Asparagus H. H. Lettuce Rhubarb Radishes Spinach Celery and Green Onions

CITY GROCERY AND BAKERY

YOUR EYESIGHT AND YOUR HEALTH

We do all our own grinding. Broken Lenses Replaced While You Wait



Our Plant is the Largest Most Complete and Most Modern in Eastern Oregon

We Have Optical Machinery for Making Every Kind of Tests of the Eyes

3 years in La Grande and all my glasses are giving satisfaction. Ask anyone.

Some Symptoms of Serious Eye Trouble

- Dimness of vision
- Seeing spots, specks, etc dance before your eyes
- The atmosphere seems foggy
- You may see better some days than others
- See better sideways than straight ahead
- See objects double or multiplied
- Pain in or about the eyes
- Constant or periodic headaches



HEACOCK'S GLASSES ARE GUARANTEED — Frames kept in repair and lenses exchanged for one year without extra charge.

HEACOCK'S EYESIGHT SPECIALIST

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A NEW ONE-PIECE COMBINATION Wash Dress for Children Latest Models

We have on sale this splendid innovation in children's dresses.



With this ingenious little dress, a child can be quickly and comfortably clad.

Skirt, waist and bloomers all joined to one belt. Bloomers are concealed by the full plaited skirt. The dress opens all the way down the back, permitting it to be laid perfectly flat when ironed.

They are made of chambrays, percales and ginghams, stunning little models — the selection of patterns and colors is extremely wide and varied — we call especial attention to these beautiful plaids — all latest designs — most remarkable values

N.K. West The Quality Store

Absolutely Pure
Grapes Give the active principle of
ROYAL BAKING POWDER
The only Baking Powder made from Royal Grape Cream of Tartar