

LA GRANDE EVENING OBSERVER

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Editor and Owner.

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THE NEW OBSERVER

It had been our hope that today's issue of the Observer would present to the people of this community the idea of what the new management has of a country daily and we worked to that end. Unforeseen things happened. Rollers that we shipped over a week ago have become lost

in transit, orders of type which we here certain would arrive by today have failed to show up, and so it goes.

However, in covering the field with tonight's Observer, which is up to the average daily in cities of this size, it goes to every home in La Grande as well as to practically everyone in the valley, we wish to impress upon all that we have come to La Grande for the purpose of assisting in building this community by making for it a live newspaper.

To do this we must have the co-operation and support of everyone who wants to see the Grande Ronde valley advance. Should there be those who have nothing but complaints about the country the Observer will never be able to get along with them, but chances are they are few in numbers.

There is every reason why Union and Wallowa counties should have at least one daily newspaper taking a telegraphic news report each day. The Observer is that paper, and from the way it has been received since the new management took hold we are firmly convinced that the people of this section are desirous of having a representative newspaper in La Grande.

A DISTINCT COMMUNITY

That this should be a distinct community in every respect is apparent when one realizes that there is no city closer than 300 miles away. By that we mean that La Grande must have every convenience that is today considered necessary. Her merchants have seen the need of larger undertakings and there are some very heavy stocks of goods carried here.

If La Grande was located like Salem, or Eugene or Corvallis, large stocks of goods would not be so necessary for there would be a great deal of buying done in Portland, despite anything the local merchant might do. But here it is different. No one could afford to make a trip to Portland to buy a bill of goods, especially when the local merchants throw out such price lists as appear in today's Observer showing the people that goods in La Grande are sold in many instances considerably cheaper than Portland firms sell the same articles.

To be a distinct community nothing should be overlooked for the welfare of the people who stop in this city. This should be the center of a large area and when people from the interior come to La Grande we

should exert ourselves to make them comfortable.

The surrounding towns close by are our neighbors. No rivalry exists and there should be none. The Grande Ronde family of towns depend on the same resources for their future. To cripple one would cripple all, and La Grande people are ever ready to extend to any of the neighboring towns and courtesy that will help along.

Satisfied to be the center of this entire district, La Grande realizes that the building of any of the smaller towns, the addition of even a dozen or more people either to this valley or Wallowa county means a great deal to all concerned.

"THE PAY ROLL TOWN"

The Observer arises to remark that La Grande needs a slogan. Who would know Ivory soap if it had not been attached to the phrase, "It floats?" The Packard car has "ask the man that owns one" Tacoma has "Watch Tacoma grow," and there are many others. But La Grande needs a phrase of her own.

We have been thinking of this since coming to the city and it occurred to us that "La Grande, the

pay roll town" is the proper slogan. There is no claim to originality in this phrase for other cities may also use it, but surely the towns are so few in Oregon that could possibly use it. La Grande would be abundantly safe in filing on the phrase.

If anyone else has a better one let him come forward. No one should be too timid to talk for this is an experience meeting and La Grande is now working under the head of "good of the order" and is open to any suggestion of benefit.

Let the commercial club take this under advisement, if it will, and after deliberation adopt some slogan that will have the right ring to it. Then each individual can wear a button carrying the little phrase. All stationery, all shipments and in fact everything that passes through this city can have a sticker with the slogan carrying La Grande's message to the outside world.

Notice of Sale of State Lands.

Notice is hereby given that the State Land Board will receive sealed bids until 11:00 o'clock a. m. August 1, 1910, for the following described school lands, to-wit:

S 1-3 and 5 1-3 of N 1-3 of Sec. 10, T. 2, S. 2, R. 24 W.

a regularly executed application to purchase and at least one-fifth of the amount offered.

No bids for less than \$15.00 per acre will be considered.

The right is reserved to reject any and all bids.

Applications and bids should be addressed to G. G. Brown, Clerk State Land Board, Salem, Oregon, and marked, "Application and bid to purchase state lands."

G. G. BROWN,
Clerk State Land Board.

Dated April 22, 1910. Apr. 29-Aug. 1.

Will Demonstrate Sun Shine

For one week, beginning Wednesday, May 4, we will give a special demonstration of Sun Shine finish at our store. It will be the business of the special demonstrator to instruct in the method of applying and finishing of any and all kinds of materials, such as picture frames, woodwork, furniture, etc. Watch windows THE GOLDEN RULE CO.

Will Organize Art Class.

All those desiring instruction in water color work for the summer months should phone to Black 3712 or see Miss Blanch Clark.

New Line Corsets Received

We are now offering the best selection of Henderson and Nemo corsets we have ever shown and we cordially invite you to examine them.

There are several new styles that are adapted to the new model gowns now in vogue.

Henderson Corsets

\$1 to \$7.50

Nemo Corsets

\$2 to \$4.50

Where Quality Reigns SUPREME

The secret of the great success of this store is quality. From its beginning some twelve years ago its greatest aim has been to give the highest standard of quality at the lowest possible price. Our many customers appreciate this fact and are assured that whatever they purchase here will be the best for the price. Our stock is complete in every detail and our salespeople will be glad to show you the many new styles for spring and summer.

N. K. WEST,

THE QUALITY STORE

Silk and Dress Goods

Our Piece Goods Department is replete with many new weaves and patterns in Silk, Wool and Wash Goods.

A FEW SPECIALS.

MARAJAH—The new rough weave silk. All colors, 27 inches wide.

50 Cents per yard. HESPER CLOTH—For Skirts and Suits. Yard wide.

30 cents per yard. White Waistings in many beautiful designs.

12.1-2c to 35c per yard. Racquet Cloth—Very desirable for wash skirts and suits. 32 inches wide. All colors.

20 cents per yard. You will find all the desirable new novelties here.



Benjamin Clothes

Oxfords for Ladies

Most Complete Line Ever Shown Here

Utz & Dunn's

\$2.50 to \$4.00



Pingree Oxfords and Pumps

\$3.50 and \$4.00

Pumps, Oxfords, Sandals and Two-strap Oxfords in Patent, Suede, Vic Kid, Calfskin and Tan leather. All sizes, styles and widths.

LET US FIT YOUR FEET.

In Our Millinery Department

We are showing everything that's new in pattern hats, and untrimmed shapes. The best trimmers obtainable are at your service and we feel confident that we can please you.

GAGE PATTERN HATS

Known the world over as standard of fashion and quality.

A new shipment has just been received and are on display in our windows and in the Millinery Department. The styles are exclusive—only one of a kind.

TAILORED HATS

In the new shapes that are so popular in the larger cities. Our showing is more complete than ever before, and as our millinery department is entirely separate from the main store you are assured of as good or better work than at most exclusive millinery stores.



Clothing For Misses

HIGHLAND BLOOMER DRESSES

A new novelty in dresses for girls. A dress and bloomer in one.

Price\$1.10 to \$1.50

GINGHAM DRESSES.

A well selected assortment of colors and styles in sizes from two years to fourteen years.

Prices75c to \$2.50



Black Cat Hose For Misses and Boys. All Weights 25 cents a pair

You can pay more, but what's the use? Oxfords and Pumps. All styles, sizes and prices.

IN THE MEN'S STORE "Quality First" is our motto here as in the ladies store. We carry only such lines as are known the world over for their merit.

Benjamin Clothing for Men

GRAYS are decidedly popular again this season, and we have a splendid assortment of patterns and styles for your selection. Suits \$20 to \$35.

Eiderheimer Stein Clothing for Young Men

To the young man who desires snap and style along with quality, at a medium price this line will appeal very strongly. Suits \$12.50 to \$22.50

Extra Good Clothes for Boys

The best is the cheapest in the long run. That's why we urge you to buy Xtragood clothes for your boy. Suits \$3.00 to \$7.50.

Tilt Oxfords for Men and Boys

We stand back of Tiltshoes and oxfords. They are built for style as well as wear.

GORDON MANHATTAN HATS

Suits Coats



Skirts Jackets

One Piece Dresses

In Silk, Linen, and Lingerie. These garments are very popular and our showing is replete with many neat new styles.

Silk and Crepe Kimonas, Silk and Heatherbloom Petticoats, Kenyon Summer Coats

Muslin and Underwear of all Kinds, Hair Goods and Combs Jewelry and Notions

