

LA GRANDE EVENING OBSERVER

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CHAUTAQUA.

There will be four Chautauqua assemblies in Oregon during the present month—at Gladstone Park, near Oregon City, as for many years past; at Asland, also for many years, and one each at La Grande and Albany, for the first time this year, remarks the Oregonian. These meetings will be in progress continually at one place or another until July 24 at which date the Willamette Valley association will close the year's full programme of lectures, music, study games and ideal cutting privileges under the Chautauquan banner.

As an educational device or opportunity to study the Chautauqua plan appeals favorably to students; as an outing it appeals to parents of young children, while its social features—safe and sane—meet the approbation of thoughtful, observant people who realize the difficulty of providing safe and pleasant social intercourse between young people, outside of the restraining influences of the home. For these and other reasons that present themselves it may be assumed that the four Oregon Chautauquas scheduled for the present month will be well attended. The spirit of the organization is right. Its entertainments are wholesome and enjoyable. Its management is above reproach and the expense of attending it with the entire family is relatively small to those in its immediate vicinity.

"HEAD-OF-THE-LAKE"

One place of more than ordinary importance in Oregon is Joseph and the lake. This year there was a Fourth of July celebration held there and according to those who attended from La Grande; it was one of the greatest events of the kind ever witnessed in Eastern Oregon.

For a number of years celebrations have been held there and each year the crowd is larger. This occasion called forth seating capacity three times as great as any former event and the town of Joseph turned itself into one large hotel, as it were, to care for visitors. Even at that, there was scarcely enough places to go round and the town was taxed to its capacity.

Henceforth the "Head-of-the-Lake" is a point that must be considered as a resort in Oregon. It is one of the most beautiful places in all the world and people at Joseph purpose making it so attractive that the O. R. & N. branch line will carry in many persons during the summer who want to spend a few days close to nature.

MR. REDFERN'S POSITION.

One of the most interesting speakers on the reform platform today is Rev. Redfern of Idaho, who is devoting his life to aiding the child. Unlike many advocates of reform Rev. Redfern does not hold to the theory that legislation is a cure for all evils. He does not believe that you can, by law force a condition which parents have been criminally negligent about preparing for. He does not think that with one stroke of the pen or an act of congress it is possible to change the human race.

But the ideas of this man who is working for the children are approved by a great mass of thinking people who say little. He believes in individual reform. He believes the home to be the proper place for teaching morality; that the child should day by day, be admonished of the evils that follow excesses. Teach the little one what evil is—in the different forms it may be encountered and exper-

ced, and by so doing you have builded a foundation that is better than all legislation, better than all later day teaching when the child has become a man.

IRRIGATION MEANS EVERYTHING

On Saturday, July 16, there is to be a meeting of the Grande Ronde reservoir stockholders to determine on some plan of action regarding irrigation in this valley.

This is decidedly one of the most important meetings of any nature that has ever been called in this valley.

It may solve the perplexing problem of putting water on the Grande Ronde, and if it does it will be the great day of all days for the people.

We are blindly groping in the dark when we do not conserve the waters of the Grande Ronde river and water the land of this valley. We are making the biggest blunder ever charged to mankind when we go for years without water when it is so available and so practical. True, good crops are raised without water, but three times as much can be raised with water.

It means land that will produce fifty dollars an acre, and now be made to produce one hundred and fifty dollars with water.

What better proposition could anyone ask for.

It is a plain mathematical problem, easily figured and sure of results.

APPLIES JUST AS WELL TO US.

Texas Editor's Good Advice to His Subscribers.

AID HOME BY TRADING HERE.

If You Expect Your Own Community to Grow You Must Help It by Keeping Your Money Circulating Where It Belongs—Little Short of Criminal to Do Business Elsewhere.

The Weekly Avalanche of Lubbock, Tex., in the Panhandle country, recently published an article, headed "Trade at Home," that every country newspaper should publish. The Lubbock paper says:

"If the people of this town and surrounding country ever expect the business of this territory to amount to anything they must trade at home. It is little short of criminal on the part of the people to do otherwise as long as those who are engaged in business here will do the right thing by their customers.

"There has been a lot of complaint lately about the number of people who are ordering their goods by mail. This would not be so bad were it not a fact that one can purchase the best in the market in this city and at prices as cheap as one can obtain anywhere else.

Value of Trading at Home.

"When you send your money away from home it is gone where you can never hope to see it again. If you spend it at home you stand a chance at least to get another shot at it. Trade at home. If you don't you may be surprised to see some of our fine structures go to the bad, for they cannot live without your patronage, and they had enough confidence in you to put thousands of dollars into the various ventures of the city, and it is no more than your duty to show your appreciation by giving them your patronage.

"The business men of Lubbock stand without a peer in the business and social world. They are the cream of their calling, and you discredit them before the eyes of the world by sending your good hard cash out of the town for the very things you can buy at home for less money, all things considered.

"Trade at home. Take a pride in your home town and home merchants. Tell it to the world at large that you are one of the home builders. Put on your thinking cap the next time you feel inclined to send money out of the county and see if you had not better keep it where it rightly belongs."

THE VALUE OF A KICK.

It is Good For Your Business to Know People's Opinion of It.

The best time to remedy a mistake is before it happens. And the next best time is as soon after it happens as possible.

No business house can know too much of what the outside world thinks of it. The average man is slow to complain. That is why thousands of concerns are habitually back on their orders. The average man will let the grievance pass, but next time he takes his business somewhere else.

The big department stores in large cities realize the importance of knowing what possible grievances people may have against them. They put the complaint department in the most accessible places, and they make sure that the person with the kick may be able to find it. It is not

"Please compare when anything seems wrong," is the constant invitation to the public. "We want to treat you right, but we can't watch everything at once."—Butchers' Advocate.

To Beat Mail Order Houses.

A merchant in a small town who saw a farmer receive goods at a railroad station from a mail order house told him he could have sold the same goods for less money and saved the freight besides. The farmer asked him why he didn't let people know. Though he had taken the home paper regularly for years, he never saw a line in it that such goods were to be had. The mail order house came after the trade and got it. Merchants and manufacturers who fail to advertise what they have should not expect to compete with those who do. The very best articles at the lowest prices will be passed by when people are unaware of their existence. Probably if the merchant had advertised and the farmer had bought from him he wouldn't have known that his advertisement had brought the business anyway, and so wouldn't have given it credit. Publicity often reaches much farther than is outwardly perceptible.

A Strenuous Improvement Move.

A Lenox man who is bitterly opposed to plastering the roadside with guideboard advertisements made a trip from Lee to Otis the other day and on the way knocked down all signs in front of some of the cottages. The owner of one has replaced the board with a new sign, which reads as follows: "Rocky Lodge, Stockbridge 10 miles, Parsons garage. This sign is on private land. Lenox man, do not use your ax here." At another place some of the automobile people put up a sign at a dangerous curve: "Automobiles go slow; blow your horn. Chester nine miles. Lee five miles." This also was destroyed. This is rather a strenuous improvement move, but a good one.

Well Answered.

"Oh, no; I don't claim to be any different or any brighter than the balance of mankind. I expect I shall marry some fool woman some of these days."

"If you ever marry that's the kind of a woman you will marry, all right."—Rochester Union.

A Telltale Touch.

"Is it true that sightless people can tell the color of things by touch?" some one asked a blind man.

"Occasionally, yes," came the answer. "If, for instance, I touched a red hot poker I could tell it was red."

Swift's Sarcasm.

"My brethren," said Dean Swift in a sermon, "there are three sorts of pride—of riches, of birth and of talents. I shall not now speak of the latter, none of you being liable to that abominable vice."

She Got It.

He (time 11:20 p. m.)—And you will think of me when I am gone? She (suppressing a yawn)—I'll try to if you'll ever give me an opportunity.

IRRIGATION WITH ELECTRIC PUMPS.

The Eastern Oregon Light and Power Company Prepares to Irrigate Large Acreage in Baker and Union Counties.

All persons owning land in Baker and Union counties not supplied with sufficient water for irrigation purposes, are earnestly requested to furnish their names and addresses to either our Baker City or our La Grande office. It is our aim to have a representative of our engineering department make calls for the purpose of getting the necessary surveys and to furnish estimates as to the cost of irrigating such ground by electrically operated pumps.

It has been our observation, that hundreds of land owners within the limit of our high tension transmission lines are in possession of valuable tracts of ground, without fully realizing how easy and inexpensively the same may be irrigated by pumping electrically from rivers, ditches, wells etc.; and it is our intention wherever possible to form such into groups in order their land may be reached with the extensions to our electric lines at the minimum of expense to each.

Hydro-electro irrigation has been the main factor of development during the past several years in many western communities. During this season, we have demonstrated its practicability within our own territory, by the installation and successful operation of several pumping equipments at Baker City, North Powder, and LaGrande; and the results, as viewed by the practical irrigators in these communities has been most gratifying, indeed.

Since the advent of this comparatively new method of irrigation many land owners have awakened to find

WEST'S MID SEASON Clearance Sale! STARTED TO-DAY

Were you with the crowd that took advantage of the unusual price reductions?

Prices Reduced from 10 to 50 per cent throughout the entire store.

Sale Lasts for 10 Days Only

Not a Dollar's worth will be sold at these prices after July 17th.

Enough Said--You Know what a Sale at West's Means

what had heretofore been considered an almost valueless tract of land is their most valuable possession, as a nominal sum paid per acre for electric power, will now place their land under water.

It is also found that in many places, where ditches or natural streams are not available as a source of water supply, that a well of comparatively small dimensions is found adequate for the purpose, as both Baker and Union counties are amply supplied with sub-surface water.

If all persons owning high or dry ground, will kindly notify one of our main offices, we will cheerfully furnish the services of one of our engineers on the cost of electrical operations for the purpose of getting the data essential to making the estimates on the cost of electrically operated pumping equipment. EASTERN OREGON LIGHT AND POWER COMPANY.

Aid Society Wants Assistance

The Ladies Aid Society of the M. E. church is going to maintain a restaurant at the Chautauqua grounds and will be glad to have friends of the church supply necessities for the meals, when convenient. Vegetables, fruit, butter, eggs and other food supplies may be left at the Blue Mountain creamery where they will be given proper attention.

Notice of Street Improvement To Whom It May Concern:

Notice is hereby given that in pursuance of a resolution adopted by the Common Council of the City of La Grande, Oregon, on the 9th day of Feb., 1910, creating Improvement District No. 16 and designating Sixth Street, as such district, and in pursuance of a resolution adopted by said Common Council on the 17th day of June, 1910, whereby said Council determined and declared its intention to improve all that portion of Sixth Street in said improvement district as hereinafter described by laying thereon Bitulithic pavement, the Council will, ten days after the service of this notice upon the owners of the property affected and benefited by such improvement, order that said above described improvement be made, that the boundaries of said district to be so improved are as follows: All that portion of Sixth Street, from the North line of Washington Avenue, to the North line of "K" Avenue.

Notice is hereby further given that the Council will levy a special assessment on all the property affected and benefited by such improvement for the

CHAIR SPECIALS



Golden Elm
Brace Arms cobbler and Solid Seats, cheap at \$1.35
Special this week at \$1.10

Solid Seat Oak Diners at \$1.45, \$1.60, \$1.75, and \$2.00.

Leather Seat Quarter Oak Diners, \$3.25, \$3.50
Worth \$4 and \$5

Golden Elm
Braced, worth \$2.25
Special at \$1.65

Better Rockers in all grades \$1.90, \$2.25, \$2.75 and \$3.25

Golden Quarter Oak Gloss Finish Rocker at \$4.50, Worth \$6.00.

Heavy Leather Upholstered, Spring Seat, guaranteed construction at \$8.50 and \$10.50, worth \$12.00 and \$15.00

F. D. Haisten,
Furniture on Easy Payments

purpose of paying for such improvement. That the estimated cost of such improvement is the sum of \$31,984.00. That the Council will on the 13th day of July, 1910, meet at the Council chamber at the hour of 8 o'clock, P. M., to consider said estimated cost, and the levy of said assessment, when a hearing will be granted to any person feeling aggrieved by such assessment.

La Grande, Oregon, June 22, 1910.
CITY COUNCIL OF LA GRANDE, OREGON.
By D. E. COX, Recorder of the City of La Grande, Oregon.
June-28-July-9.