

"Read in Sunset Magazine, Motoring Through California by Lloyd Osborne, beautifully illustrated in four colors."

**Mr. BUSINESS MAN**

Do you realize the importance of an

**Electric Sign**

in drawing trade to your store or place of business?

We make a very low flat rate on sign lighting, and are prepared to quote attractive prices on any kind of a sign that you may desire.

Our representative is always ready to call and talk the matter over with you.

**Eastern Oregon Light & Power Company**

Phone Main 34

**Bargains**

that will make you money

Ten acres, one mile from the city, no improvements except trees which are 13 years old. This is a fine location, road on two sides, good water right and produced over \$4300.00 last year. Price is \$6,500.00, one half down and balance on reasonable time. This year's crop will more than pay all expenses and balance of purchase price.

Ten acres, two miles 5 acres in 9-year-old apples, 2 1-2 acres of cherries that will bear considerably this year, and 2 1-2 acres of garden land. Small house and barn. This place is on main county road, near school and will make a fine home. Price only \$3,500.00, one third down and balance on time. This is fine strawberry land, and when planted, will yield the price of the property every year.

Ten acres, just one mile out, practically new six room house and barn, close to school and a fine money-making home. There are 8 1-2 acres in apples, and 1 1-2 acres in pasture. Last year this place produced 4,300 boxes of apples and will easily pay itself out after first payment. Price is \$5,500.00, one-half down, good time on balance. Soil unexcelled for strawberries and small fruits.

**IMBLER ORCHARD TRACTS ON INSTALLMENT PAYMENTS.**

Farm lands in all parts of the valley. Residences and vacant lots in all parts of the city.

**Security Land & Trust Company**

The Spell, a romantic serial by C. N. A. M. Williamson. In the Shadow of the Dragon by Grant Carpenter. Descriptive story of San Francisco's Chinese quarters. April issue now on sale 15 cents." eod

**Savoy Hotel**

EUROPEAN PLAN

The rooms are good and Steam heated only one block from depot

D. C. Brichoux, Prop.



**Don't Let Them**

hand you any dope. When smoking get the best Fam Us King cigars. A Havana cigar that is pleasing in taste and perfect in burn. Made in 5c, 10c and 2 for 25c

**FAM US KING CIGAR FACTORY**



**WE DYE ALL THING**

LET US DYE FOR YOU.

In fact the only way we live is by dyeing. Don't dye yourself. It's better than dyeing yourself.

WE DYE EVERY DAY AND DYE FOR ALL

Our charge for dyeing for you won't be high. A sample job is sufficient. For best dyeing and cleaning have us do it.

ELITE CLEANING & DYE WORKS, Phone Main 64.

**FEED**

FOR

**MAN AND BEAST**

**GRANDE RONDE CASH CO.**

Phone Main 6

**NEW CHAIRS ARE NOW READY**

MANAGER SHERWOOD MAKING HIS INTERIOR ATTRACTIVE.

Latest Model of Opera Chair to Be Used in Popular Playhouse.

Keeping up his ever present policy of doing something to make his playhouse more attractive and to better care for his patrons Manager Sherwood is today having installed the latest model of opera chairs throughout his theatre.

Recently he had beautiful decorations and the wall re-tinted, besides going over the whole theatre from a sanitary point of view. To show how a family theatre such as the Isis now is looks after the reputation of its playhouse and cautiously watches the grade of pictures shown it is interesting to know that some time ago Manager Sherwood was unfortunate in getting a few reels of what he considered poor films. He canceled by wire his contract with that picture house and doubled the expense of his service with the competing firm in order that he might prevent public censure of his theatre. Without doubt he took the matter more seriously than did the general public for he is schooled in the criticism of films. That he has succeeded in keeping up the popularity of the house there is no question and the large attendance each day proves this.

**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 1st day of December, 1909, creating Improvement district No. 9 and designating Fourth street as such district, and in pursuance of a resolution adopted by said common council on the first day of February, 1911, whereby said council determined and declared its intention to improve all that portion of Fourth street, in said improvement district as hereinafter described by laying thereon macadam, the council will, ten days after the service of this notice upon the owners of the property affected and benefitted 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 Fourth street, from the south side of O venue, to the north side of C avenue.

(A) And the property affected or benefitted by said improvement is as follows: All the property between the west line of Fourth street and a line drawn from O avenue, south through the center of blocks 74, 75, and the block used by school district No. 1, and block 88, 89 and 96, Chaplin's addition and block 11, 10 and 1, Arnolds & Drays addition and blocks 5 and 4, Arnolds addition and block 4-B-st., original town of La Grande, and all the property between the east line of Fourth street and the west line of Fifth street, including all of blocks 59, 58, 51, 50, 41, 40; 31; 30; 21; 20; 11 and 10, Chaplin's addition, all being in the city of La Grande, Union county, Oregon.

Notice is hereby further given that the council will levy a special assessment on all the property affected and benefitted by such improvement for the purpose of paying for such improvement. That the estimated cost of such improvement is the sum of \$15,070.00. That the council will on the 19th day of April, 1911, 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, April 7th, 1911. CITY COUNCIL OF LA GRANDE, OREGON.

By C. M. HUMPHREYS, Recorder of the City of La Grande, Oregon. Ap. 8 10 11 12 13 14 15 17 18 19.

The quicker a cold is gotten rid of the less the danger from pneumonia and other serious diseases. Mr. B. W. L. Hall, of Waverly, Va., says: "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the market for colds. I have recommended it to my friends and they all agree with me." For sale by all dealers.

**O'CONNELL'S Cigar Store**

Pool, Billiards, Cigars, Tobacco and Soft Drinks—best and most complete line of cigars in the city.

Observer's Coast League baseball scores every day there's a game.

Corner Depot and Jefferson St.

**Building An Income for the Days When You Can Not be on the Pay Roll.**

Have you thought of the time when old age and physical infirmities will cause the man at the desk to say, "Charlie, you have been a faithful man for years and it is with the deepest pain that I tell you old age prevents this company from further employing you unless we reduce you to a minor position."?

Yet this is what happens to all of us. Age prevents us from retaining highest usefulness. Not one man, but all meet the same conditions.

This being true, friends, what is better than an income for later life?

What is better than being able to say to the wife, "Well, wife, it was fortunate that we invested a few hundred dollars a year when I was able to make money—when I was in my prime and the children were small." It is with such an assurance that the man whose name appears on any company's pay roll can lie down to pleasant sleep and feel that his family is protected.

But what can the small investor buy that is sure to increase in value, and yet have his investment safe?

That is a question which has confronted every man who gets his check. That is a question that the shyster, the crook and the confidence man has taken advantage of for years and years. The stock jobber and the worthless bond seller have played upon this very heartstring to fill their own pockets with wealth from the man who works.

There is one investment which has stood the test of time; that has been solid and firm when all else trembled; that investment is land. When one owns and has title to Mother Earth he has something that only revolution and the dethronement of this republic could make unsafe—either of which is an impossibility in this enlightened age.

But ordinary land does not offer the returns that the small investor is entitled to receive unless that land be located in a fruit growing section and is set to a growing orchard. If his investment is in orchard land in the right locality the investor cannot only be sure of future income but he can also be certain of immense increase in value—a thing that nothing but fruit land today offers in proportion to the investment.

With Orchard property a man does not have to buy a half section to make a living. A few acres not only will care for him and his family but it will make him money besides. It is safe as to crop in this valley and the market is assured.

Then why ponder of what you will do with your savings when at home—right here in Union county—you can own a tract of fruit land, have it cared for, look after it yourself and enjoy seeing the value each day enhance?

This is something for every man on a salary to think about and when you want further information regarding details and the ease of payments call on any of the following parties:

- G. L. Cleaver,
- La Grande Investment Co.
- Wenaha Lumber Co.
- Sherwood Williams,
- Hill & Hibbard.