

THE CURIOSITY IS AROUSED

Business Houses of La Grande Will be in the Spotlight

A great amount of curiosity has been evoked by the announcements in the Observer recently concerning the "knowledge competition" which is to be inaugurated in Thursday's Observer. As the time approaches for the publication of this unique feature the curiosity is growing. And all the curiosity in the world is not wrapped up in the female population, either. There seems to be just as much of it in the sterner sex, in this instance, as in our sisters.

There will appear a series of paragraphs descriptive of various commercial houses and firms of La Grande, bringing out their characteristics, their leading and exclusive features, but omitting the identity. Readers of the paper are invited to join in a spirited competition to name the identity of the firms and answer all questions

propounded. To stimulate the controversy \$25 in prizes are going to be given away to the successful participants.

A number of business institutions in La Grande will be brought into the focus of the Observer's spotlight, and the light will be thrown upon them in such a way as to make them easy of recognition to those who are posted. Those who are not posted will have to get posted if they expect to win a prize. It will be a very effective drill, and will stamp on the memory of the people in an indelible manner the features of the firms thus treated.

Good progress is being made in the preparation of the interesting sketches, and those who wish to win the prizes should be watching the advertisements in the Observer in order to discover the distinguishing peculiarities of the various institutions.

POMP TO MARK LODGE EVENT

COMING OF KNIGHTS NEXT SUNDAY PREPARED FOR.

Marches of Uniformed Knights Will Lead Pomp.

Glittering epaulets, adorning natty uniforms and other golden insignia of rank, a show of pomp and elegance will surpass anything of its kind seen in La Grande will characterize the marching of Knights Templar in La Grande next Sunday morning. Between 75 and 100 Knights Templar from Baker, Union and Pendleton, augmented by the local Knights will be seen in full uniform on various occasions next Sunday morning when a day of unusual attraction to Knighthood will be carried out under direction of the local knights. Plans are complete and call for the most elaborate show of knighthood seen here in years.

The order of the day has been issued from local asylum headquarters. With the band in tow, the local knights will form a cordon escort for arriving knights, and from then on through the

day the glittering uniforms of Knights Templar will be shown frequently. The services of a public nature will center about the Easter sermon at the high school auditorium but to the Knights themselves one of the important functions will be the conferring of the order of Malta by Eminent Sir Knight Ballie, eminent commander of the Baker commandery.

The order of the day prepared this morning follows:

Order of the Day.

9 o'clock—Assemble at asylum in full uniform.

9:25—Sir Knights will march to depot to officially welcome and escort visiting commanderies to asylum.

9:30 to 10:30—Reception at asylum.

10:30—Form lines for march to the place of worship.

11:00—Easter services and sermon by Eminent Sir S. W. Seemann pastor First Presbyterian church.

1 o'clock—Conferring order Knights of Malta by Eminent Sir Frank S. Ballies, eminent commander of Baker commandery No. 9.

2 o'clock—Refreshments at hotel Foley.

4:00 to 6:00 o'clock—Automobiles will be at the disposal of the Sir Knights for a tour of the valley.

OHIO MOURNS.

(Continued from page one)

promptly re-elected mayor again in

1905, meeting final defeat, however, in 1910.

Although he had been in poor health since then, he had hoped to the last to recover sufficiently to enter again the next mayoralty campaign. During the last few months of his life, most of his time was employed in writing his autobiography.

Johnson was married in early life to Margaret J. Johnson, daughter of the confederate colonel, Robert John-

son, at Louisville. Mrs. Johnson and two children, Mrs. Bessie Johnson Mariani and Loftin Edwards Johnson survive him.

At the request of the family there will be no public funeral services over Johnson and the body won't lie in state, as planned.

The remains will be taken to Brooklyn tomorrow. Brief services by Rev. Cooley will precede the departure.



The Lightning Express is kept busy from New York

bringing new wearing apparel from this country's fashion center to OUR STORE direct to you.

NEW TODAY BY EXPRESS

A NEW assortment of the much talked of Crush Hats at very, very reasonable prices.

DRESSES, a new shipment just received. These charming creations are the newest and daintiest get-up. In the leading new materials.

COATS that will please the most exquisite dressed ladies. Come early and get your pick.

SUITS. We are "agents" for the "Paristyle" garments, Americanized to suit the tasty La Grande ladies. In all colors.

REMEMBER OUR GOODS ARE NEW NOW—ONE YEAR OLD GOODS ARE NOT NEW GOODS NOW.

GEIBEL'S

THE FAIR

If You Appreciate Goods of Character, Refinement and Good Taste



If you appreciate QUALITY FIRST and price afterwards, if you are looking for the BEST THINGS in life—if these are the things that count with you, you are sure to enjoy seeing the stylish new goods now being shown here. And what is more, you will enjoy wearing them too, for you will know that nowhere could you go and get newer styles or better qualities than here.

There are many stores that sell Cheaper goods than we do, but there are few stores that sell better goods than we do, and there are no stores that give more value for the money than we do.

THIS IS THE STORE THAT'S
BUILT ON QUALITY.

We sell goods of quality to people of quality, people who realize the importance of quality above that of cheapness. We hope to be favored with your business this spring. If we are, rest assured, we'll try to serve you so well that your future patronage will be given to this store.

TONY & SCRANTON

The Store That Satisfies.



FRED LOCKLEY VISITS CITY

MAGAZINE EDITOR PAYS CITY A
SHORT VISIT TODAY.

Lockley Was "President Taft" in
Roosevelt Entertainment.

Fred Lockley, manager of the Pacific Monthly, published at Portland, is spending today in La Grande in the interests of his popular publication. A visit from Lockley to Eastern Oregon never smacks wholly of business for he has so many personal friends. For a number of years he was connected with papers of this section and despite the fact that he has resided on the coast for a number of years he very frequently speaks of Eastern Oregon as home.

Lockley is the man who last week impersonated President Taft in the clever take-off on an amicable stroll between President Taft and Senator Bourne. Lockley did his part so well that Colonel Roosevelt, for whose entertainment the "stunt" was arranged, along with the other grid-iron like features, was highly pleased with the wit and humor of the situation.

MAN WANTED—White man wanted for general work. \$50 a month and room. Apply at Observer office. 4-10-11

Every family has need of a good, reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.

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 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 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.

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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.