

THE OBSERVER

BRUCE DENNIS
EDITOR AND OWNER

Entered at the postoffice at La Grande, Oregon, as second class matter.

SUBSCRIPTION RATES.

Daily, single copy 5c
Daily, per week 15c
Daily, per month 55c

TO TELL THE WONDERS OF YAN-KEE GENIUS.

Presidential politics, bolting conventions, baseball games, woman's suffrage, altruistic and hazy local problems, not the only things worth thinking or reading or dreaming about—we are about to knock the locks off one of the greatest business propositions in modern commerce and the opening wedge is about to be inserted.

Suppose we turn to our neighbors of the southern half of the American continent, who on the completion of the great Panama canal will be our really truly next door neighbors.

Within a short time a floating exhibit of manufactured products of the greatest mills and factories will sail from New York, and this move will mark the beginning of the most extraordinary plan ever proposed in the history of the country for the extension of the foreign trade of the United States.

An ocean liner filled with a vast array of American-made goods will visit every important port in Latin America, and will serve as a trade ambassador from the manufacturers to the millions of Latin Americans, who, either by force or habit or by reason of other circumstance, now look to the European markets for their machinery, their fabrics, their hardware, their food products and their clothing.

This great ship will sail under the patronage of the American Manufacturers' Export association, an organization of producers that is country wide in its influence. It will sail, too, with the official endorsement of the president of the United States, the

departments of state and commerce and labor and with the good will of the Pan American union.

Already the department of state has prepared instructions to the diplomatic representatives of the United States throughout Central and South America to herald the approach of the exhibit ship and to extend to the representatives of the manufacturers every courtesy that such an expedition may enjoy.

Already, too, the ministers in Washington of the neighboring republics of the south have assured the trade missionaries of a cordial welcome. They have agreed with President Taft that "anything tending to a more perfect and mutual understanding among the peoples of this hemisphere and to the greater development of the commercial relations between them" should be encouraged as far as diplomacy can encourage it.

With these more than friendly assurances the project for the cultivation of a broader trade relationship between the republics of the two continents has matured. Products of the skill and brains of North American manufacturers will be carried to the very door of the consumer in Central and South America. This consumer will be shown—not by catalog, not by photograph, not by a salesman's story—but by the manufactured article itself, what it is we have to sell, how it works and how cheaply it can be purchased.

This cruise will consume six and perhaps seven months. All the important ports along both coasts of the Latin countries will be included in the itinerary, and it is altogether probable that when the vessel reaches the west coast of the United States, a trip to the Orient will be mapped out.

The stimulation to American trade in these countries, fostered by such a movement, cannot be estimated in advance. It is known in advance, however, that wherever the vessel touches, a cordial reception will be tendered. It is known that the merchants among the millions of Spanish Americans are anxious to inspect the American goods and to establish trade relations with the United States if given the opportunity.

It was in this knowledge that this pioneering trip was conceived and from the support given it already by the resourceful manufacturers, as well as by the federal government, its success is no longer in doubt.

MAYOR GETS DATA ON STREET PAVING

Queries Regarding Proposed Material Answered by Officials of Other Towns.

Mayor W. F. Matlock is trying to solve the paving question here in Portland, says the East Oregonian, and today received messages relating to the price of gravel bitulithic and the merits of the Dollarway pavement.

The first received is from A. J. Sawyer, mayor of Ann Arbor, Mich., and reads as follows:

"In my opinion Dollarway, while cheap in first instance, maintenance in city must be very expensive. The bituminous top needs constant repair. Comes off in large patches and is not permanent. Washtenaw avenue pavement put down eight months ago is being repaired in places."

The second is from R. S. Dulline one of the Portland city engineers. It reads as follows:

"There has been no concrete pavement coated with coal tar or bitumen laid in Portland from my laboratory tests. I have concluded that this type of pavement is yet in experimental stage, and reports from the eastern engineers strengthen my opinion that it is not permanent pavement."

The third is from C. E. P. Babcock, first assistant engineer of Buffalo, New York, and is as follows:

"We have had no actual experience with Dollarway roads. Might be willing to use it on some outlying streets

Ready For Spring, Are You?

Are you keeping in tune with nature, have you selected your Spring wearing apparel?

We Bid You Welcome

to this store where you can select from America's best garment lines, the choicest spring styles and fabrics at attractive prices.

Sole Agents in La Grande for

Benjamin Clothes

"New York Styles for Men"
\$20.00 to \$35.00

Society Brand Clothes

"For Young Men and Men Who Stay Young"
\$20.00 to \$30.00

Fidelity \$15.00 Suits

"Guaranteed All Wool"

Xtra Good Boys Suits

\$4.00 to \$10.00

J. E. Tilt Shoes
\$4.00 to \$5.50

Gordon \$3 Hats

Manhattan Dress Shirts

\$1.50 to \$2.50

Interwoven
Men's Hose
the one thin sock
that really wears
25c, 35c, 50c pr.

N. K. WEST

THE QUALITY STORE

Keiser Neckwear
for men
50c to \$1.50

MID-SEASON SALE

Of All Ladies Suits, Coats, Dresses, Skirts For Spring



Benjamin Clothes

Yes--We Can Fit You

"You need no longer have to pay \$10 to \$25 more for your clothing than the other man of even proportions." "We have especially designed clothing for the stout man, the slender man, the large man and the small man that rival the work of any custom tailor."

LET US SHOW YOU

Arcade Theatre

"A MAN WORTH WHILE"

Melies
This question troubled Ann for a long while, until she devised a plan to find a good one. See how she did it.

"WINTER OF THE BALTIC SEA"

G. C. P. C.
Very interesting views of the ice and snow which so greatly impedes navigation on the Baltic.

"CHARLIE'S REFORM" Edison

A picture with a purpose; it is, indeed, a powerful object lesson.

"LOVE ME WITH YOUR BIG BLUE EYES"

Miss Bangdon will sing.

"HIS MOTHER'S SHROUD"

Vitagraph
It is a BIG strong picture—a fine offering.

"THAT TERRIBLE AFRICAN HUNTER"

G. C. P. C.
A comedy, and a lively one.

A Working Capital of Over

\$100,000 Inspires Confidence in This Bank.

The stability of this institution.
The substantial men behind it.
Its reputation for progress.
Its large loaning capacity.
Its spirit of accommodation.
have attracted customers whose deposits aggregate over \$700,000.
Promote your interests by allying yourself as a depositor with this strong and successful institution.

La Grande National Bank

LA GRANDE, OREGON.

CAPITAL \$100,000.00
SURPLUS 115,000.00
RESOURCES 1,000,000.00

United States Depository

Notice for Sale of Improvement Bonds

Notice is hereby given that the city of La Grande, Union county, Oregon, will receive sealed bids for the purchase of improvement bonds in the sum of \$728,000, bonds in denomination of \$500.00 each, bearing 6 per cent interest per annum, up to 5 o'clock p. m. on Wednesday, May 15th, 1912; said bids to be filed with the recorder of the city and to be accompanied by a certified check for 5 per cent of the total amount bid. The successful bidder will be required to pay for said bonds within ten days after notice that said bonds are ready for delivery.

La Grande, Oregon, May 9th, 1912
C. M. HUMPHREY,
Recorder of the City of La Grande, Oregon.
D—May 9-6t

TOO LATE FOR CLASSIFICATION.

WANTED—Young Bulgarian man wants position. Can do all kinds of heavy work. No experience on ranch but will learn fast. Not long in this country. Address Observer. 5-9-3t

Notice for Sale of Improvement Bonds
Notice is hereby given that the city of La Grande, Union county, Oregon, will receive sealed bids for the purchase of improvement bonds in the sum of \$25,522.04, bonds in denomina-

tion of \$500.00 each, bearing 6 per cent interest per annum, up to 5 o'clock p. m. on Wednesday, May 15th, 1912; said bids to be filed with the recorder of the city and to be accompanied by a certified check for 5 per cent of the total amount bid. The successful bidder will be required to pay for said bonds within ten days after notice that said bonds are ready for delivery.
La Grande, Oregon, May 9th, 1912.
C. M. HUMPHREY,
Recorder of the City of La Grande, Oregon.

REAL ESTATE WANTED

Do you want to sell your farm land?
Do you want to sell your fruit ranch?
Do you want to sell your city property?
LIST IT WITH US--WE WILL GET YOU RESULTS
PUT A FAIR PRICE ON IT AND LET US SELL IT FOR YOU
Call us up and our representative will call on you, or come in to see us.

E. S. Givens Investment Co.

La Grande National Bank Bldg.



TWO OF A KIND

are very tempting, if they be two plates of our pure, delicious and refreshing Ice Cream, which we guarantee to be perfect in every respect.

Selder's - La Grande