

Here's Two Specials It Will Pay to Investigate Today

Your Choice Any Man's Suit

In our entire stock. Values from \$22.50 to \$35.00

\$15.00

Includes every new style in the famous "Benjamin," "Society" and "Hirsch Wickwire."

Your Choice all Women's tailored suits

In our entire stock. Values up to \$40.00

\$9.90

See them on display in our center window. Not one suit in our entire stock reserved.

Every article reduced--Many lines at greater reductions for final clearance.

West's Remodeling Sale

THE OBSERVER

BRUCE DENNIS, Editor and Owner

Entered in the post-office at La Grande, Oregon, as second class matter.

SUBSCRIPTION RATES.

Daily, single copy 5c
 Daily, per week 15c
 Daily, per month 65c
 Daily, per six months in advance \$3.50
 Daily, per year in advance \$7.00
 Daily, by mail per year in advance \$4.00
 Weekly Observer, per year in advance \$1.50

Advertising rates on application. All copy for display advertising must reach the office the day before the ad appears.

Address all communications to THE OBSERVER, 1710 Sixth St., La Grande, Oregon.

WHY GO AWAY FOR VACATION?

The desire to cover long distance can be the only reason given for any one in Eastern Oregon who goes to the coast for summer vacation, when it is considered that this country presents more and various recreation spots than most any place else.

One can leave La Grande in a machine and in three hours be where snow caps the mountains; he can go on the train and within a few hours be safely landed at Wallowa lake—a picture spot of the whole universe. This lake is undoubtedly nature's masterpiece. It is high and cool and surrounded by the most beautiful mountains and trees and springs and water-

falls that can be found. To camp a few days at Wallowa lake means to take a new lease on life. For the easterner it is a sight of sights, for the westerner it is a haven of rest and peacefulness such as can not be found at a sea coast resort, where the bombard of bands and fakirs mingle to fill the air in the evenings and where the hot sun scorches the visitor in the day time.

Instead of paying out large sums for transportation to points distant from home, take your vacation near La Grande. Go to Five Points and fish; go to Wallowa Lake and camp, go to Fizz springs and drink the medical water—any of these places will give you more returns for your money in the way of pleasure and building up health than all of the sea coast resorts combined.

LA GRANDE IS NOT BOOMING.

There is a wrong impression over the northwest that La Grande is booming. No, this city is not booming nor has it ever had a boom. It is a plain, good substantial town that always makes good to those who are not seeking riches in a day and to those who are willing to work for their bread. The reason La Grande is so substantial now while many of the other northwest cities are sinking backward is due to the fact that this section has not suffered from over exploitation. When many other communities, with not half the resources, were advertising heavily inducing eastern people to make investments, La Grande was padding along near the shore content at doing well and refusing to join the herd of northwest boosters who were largely engaged in fleecing people on fictitious prices for real estate.

We well remember a meeting of the Oregon Development League at Salem several years ago when the maga-

zine writers and railroad boosters were congregated to inject a little more high life into an already top heavy exploitation game. We remember that the magazine writers were writing about having diversified farms was advanced; that the system of stocking power sites and other propositions of questionable value was frowned upon, and the writer stood almost alone in his position. Then it was high priced fruit lands—pamphlets with misleading pictures were issued by the railroads and Commercial clubs over the state; misleading statements were made regarding the earnings of fruitland and these statements were sent broadcast over the United States. Many came; many invested; and many were stung.

How is it today? Why, the railroads are hiring men who specialize in hogs and diversified farming to go before the people of Oregon and urge the necessity of raising more hogs instead of raising the price of land.

Efforts are now being made to bring real farmers into this state. Portland—the only city in the state—admits she is top-heavy; that there are too many people there and is trying to induce many of them to seek the soil for their wealth.

That is what should have been done from the beginning instead of trying to make people believe they could grow rich off of five acres of fruit land located some place between Coos Bay and Imnaha. And this is not written as a knock on fruit land for the industry is all right—there is no such a fruit country as Oregon—but let us be truthful and candid about all resources. No one can get rich on five acres. We believe men can prosper here in the Grande Ronde valley on ten acres. In fact, we have examples of that among us. But they do not prosper on raising fruit alone.

Throughout all of these exploitation campaigns La Grande has seen fit to tell the truth, refuse to be taken off her feet because some sucker paid \$2,000 an acre for an apple orchard in Hood River, and carefully cultivated her field and her industries as they should have been cultivated.

Today she is healthy but not booming. There is good business here, but the field is well covered or will be when the new buildings now in course of construction are filled, which they will be. This means, plainly speaking that La Grande needs no more business concerns when the rooms now under lease are occupied.

Perhaps some will say, "queer newspaper to advocate such doctrine," but nevertheless it is true. The Observer has always had the unfortunate habit of trying to tell the truth about business conditions as well as everything else, and we will say to the man who wants to go into business in La Grande next winter, "buy out a business already established for there is not at the present time room here for more."

Hog Boost Scheme Planned.

Portland, Ore., July 19.—A comprehensive plan to advertise the agricultural advantages of the state of Oregon in every state east of the Rocky

mountains was actively begun today when announcement was made that \$150,000 has been donated to the cause Oregon will make special efforts to get this advertising, in the form of descriptive booklets and circulars, before the thousands of immigrants who annually land in Baltimore, Philadelphia, Boston and New York. Some of the booklets will be sent to Canadian ports and also to ports along the Pacific coast where immigrants come to America in great numbers. Special inducements will be offered immigrants to leave the thickly populated eastern points to come to Oregon and districts of New England and other settle on small farms.

FOR SALE—Bay mare, 5 years old, 1 spring colt, 1 saddle, shaps and bridle. Call Adcock & Tutt's Furniture Store. Adv 7-21 1m p.

NOTICE FOR BIDS.

Notice is hereby given that the board of directors of the La Grande Public Library will receive bids at the office of Block & Bunting, architects, La Grande, Oregon, up to 5 o'clock, Friday, July 25th, 1913, for the construction of a library building complete, an accordance with the plans and specifications now in the office of said architect. The bids will be received and opened by said board of directors at 6 o'clock on said 25th day of July, 1913, at the library rooms in La Grande, Oregon, when any and all bidders have the privilege to be present. The board reserves the right to reject any or all bids. The successful bidder shall then enter into a contract with said board of directors, which said contract must be approved by the mayor and council of the city of La Grande, and shall give a bond for completion of said contract and payment for all labor and material used in the construction of said building in a penal sum equal to the contract price of said building.

Auto Service. We have large and small cars for hire. Careful drivers. Prices very reasonable.

LEIGHTON'S GARAGE. Adv 7-19 1f. Phone Main 737

By C. S. DUNN, Secretary. 7-19 B.

Adv.

You can now have your Auto top or seats

Repaired at home by one who knows how. Prices very reasonable.

T. M. SHANNON'S HARNESS SHOP

Wednesday Specials

Note the offering of votes in the LYON-TAYLOR CONTEST. All merchandise offered is true to name and grade and is from regular stock at regular prices.

SILVERTHORN'S Family Drug Store

10,000 votes on \$1.00 on following articles:
SILVER MESH BAGS.
CAMERAS OR CAMERA SUPPLIES.
ALMOND CREAM.
GERMICIDE HAIR TONIC.

F. L. LILLY Hardware

Steel Ranges, 10,000 votes to \$1.00
Hammocks, 10,000 votes to \$1.00
Washing Machines 10,000 votes to \$1.00
Rifles, all sizes 10,000 votes to \$1.00
Each Dollar on Book Accounts 5,000

HENRY & CARR Home Furnishers

Any purchase in Our Entire Stock of Furniture and House Furnishings 10,000 votes to each One Dollar.
Each Dollar on Book Accounts 5,000

Andrews Bros.' Toggery

Every purchase of 25c 1,000 votes
Straw Hats, 1-2 reduction 3,000 votes
\$10.00 paid on a suit order 100,000 votes
\$20.00 paid on a suit order 200,000 votes
Auto Coats 6,000 votes
Auto Gloves 1,000 votes
Ready Made Suits 10,000 votes

THIS OFFER is for WEDNESDAY ONLY

Sales on Other Days Receive ONE VOTE for Each Cent Paid to any of the above Stores

The Test of Time

Time determines whether the policies under which a bank is operated are safe. This bank has been in business twenty-six years. It has grown steadily until it has become one of the strongest and most prosperous financial institutions in the West. The soundness of its policies is attested by the long list of conservative business men who transact their business here; also by an earned surplus of \$1,300,000.00, the work of time and the result of conservative management. This bank has facilities for taking care of more high grade business and offers its services to those who appreciate the best in banking.

La Grande National Bank La Grande, Oregon

Capital, \$100,000.00 Surplus, \$130,000.00 Resources, 1,100,000.00
DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT.
UNITED STATES POSTAL SAVINGS DEPOSITORY.