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 Mild, Sweet, and Satisfying

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 Shingles, Sash and Doors
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GEORGE PALMER LUMBER CO.

Drink **SAM-O** Natural Mineral Water
 and
 You'll Know the Joy of Living



LUMBER WILL NEVER BE CHEAPER.

than now. As you know, the lumber fit for milling is getting scarcer every year. Then why not begin building now and take advantage of the present market? Later on you will regret it. We have full supplies for high-grade lumber for both exterior and interior construction.

WENAHUA LUMBER COMPANY

Walk a Block and Save a Dollar

WE WILL FURNISH YOUR HOME FROM CELLAR TO GARRET EASY PAYMENTS. A COMPLETE STOCK OF THE BEST FURNITURE AND HOUSE FURNISHINGS ALWAYS CARRIED. YOU PAY THE FANCY PRICES WHEN YOU CAN WALK ONE BLOCK AND BUY THE SAME GOODS FOR MUCH LESS MONEY. WE PAY CASH FOR USED GOODS. WILL EXCHANGE NEW GOODS FOR OLD. SECOND HAND DEPARTMENT IN BASEMENT.

ADCOOK & FRITTS
 CORNER FIR AND JEFFERSON. PHONE RED 31.

Those Who Use the Celebrated **Elkhorn Flour**

Express unmistakable praise for it. Read what a professional cook has to say—

Mill & Grain Co., Baker, Oregon.
 Stoddard's Camp, Whitney, Oregon.
 May 19, 1913.

I have been using your "Elkhorn" Flour all winter in this camp and it superior to "Snow Drift" and other brands of Washington flour.
 Yours truly,
 A. A. NORTON,
 Cook Stoddard's Camp

Mill & Grain Co., Baker, Oregon.
 Stoddard's Camp, Whitney, Oregon.

I received your letter, and will say you may publish the letter if you want to as I have used a good many brands of western flour and yours is one of the very best
 Yours truly,
 A. A. NORTON.

ELKHORN FLOUR MAKES GOOD IN EVERY TEST—IT IS A GENUINE ARTICLE.

**CHERRY SHOW
 BIG SUCCESS**

ENTIRE DAY WELL PROVIDED FOR.

Keys of City Turned Over to King Bing II and Queen Ann II

Cove, Oregon, July 26.—(Special)—The Third Annual Cherry fair was held in the Cove on Wednesday, July 23. The day was pleasant and there were about 3000 people from outside points in the Cove. The morning was devoted to the meeting of the Union County pioneers and they entertained the crowd throughout the morning by an interesting program. The chief speaker of the morning was Mr. Cockrum, of Union. La Grande and Elgin played baseball in the morning the winning team, La Grande playing Cove in the afternoon and again winning by a score of 31 to 1.

The afternoon was devoted to the Cherry fair program. At 1:45 Harvey Lantz as King Bing II, and Queen Ann II (Miss Ada Houx) with their court, arrived from the land of cherries. After their coronation they were presented with the key of the city by Mayor Wilson. The program for the afternoon was as follows:
 Address, King Bing II.
 Music by the band.
 Chorus.
 Vocal solo, Harry Antles.
 Vocal solo, Mr. Ferrin.
 Vocal solo, Mr. Leslie.
 Music by the band.
 Responses to the King, Bruce Dennis.

Music by the band.
 This was followed by the baby show. At the ball park immediately following the ball game was an exhibition of fancy shooting by Gus Peret. In the evening the Cove Concert band produced their play, "The Colonel's Maid." There was a dance through out the evening.

There were many beautiful exhibits of cherries. The most beautiful exhibit in the fancy pack was made by Stackland brothers. Free cherries were furnished by the grower during the day to everybody.

Mrs. E. B. Conklin and daughter, Mildred, of Ontario, are in the Cove this week visiting at the home of her mother, Mrs. Otho Evkersley.

Judd Geer and daughters, Pauline and Ada, were La Grande business visitors Tuesday.

Mr. and Mrs. Charles Williams of Texas are visiting in the Cove at the home of Mr. Williams' grandparents, Mr. and Mrs. Houx.

Misses Harriet and Nelle Eckersley of Walla Walla are in the Cove on a visit to their parents. Mr. and Mrs. Otho Eckersley.

Miss Mae Stearns and Lauton Stearns, who have been living near Portland arrived in Cove Friday. Miss Stearns thinks she will move back to the Cove.

Misses Ethel Thomas and Leona Newlin of La Grande are visiting at the home of Mr. and Mrs. E. C. Rase.

Nathan Gray returned from La Grande Friday where he had an operation for appendicitis several days ago.

Nellie Stevens of Portland, is in the Cove taking in the Cherry fair.

Mrs. Frank Clark of Enterprise, is in the Cove visiting her sister Mrs. G. H. Holmes.

Doctor and Mrs. McGennon, of Ar-

YOUNG makes his



Good to Eat.

He has just installed a new modern ice cream plant, and from now on will serve ice cream made according to his own recipe. His pure chocolate, strawberry, vanilla cream, and sherbit is fresh every day. His cream is cool, delightful, fresh and pure and will speak for itself.

Give it a trial in our attractive, refreshing parlors, and take a cartoon home for dinner. It's good to eat.

Phone, Red 3931. La Grande.

**Young's
 SWEETS**

kansas are here visiting Mrs. McKennon's son, Robert French. Mrs. Earls has returned from Joseph, where she has been spending the summer. Mrs. Blaine Geer and daughter, Fay of Walla Walla are in Cove, where they expect to remain the rest of the summer.

When Dealing With

J. H. PEARE & SON

La Grande's Leading Jewelers and manufacturing Opticians. You are trusting yourself to a store of twenty-two years' standing which should satisfy you that you will be treated right.

Call when you desire anything in the jewelry line or are in need of glasses.

The best fitted Optical Parlors in Eastern Oregon.

WE GRIND OUR OWN LENSES.

J. H. PEARE & SON

**the days of
 rough men-
 rough speech—rough
 manners — are fast
 passing away
 And—with it—the drink-
 ing of rough, strong,
 high-proof whiskey**

Cyrus Noble—mild and pure

W. J. Van Schuyver & Co., General Agents
 Portland, Oregon



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European American Plan
 A. S. HOGUE, Mgr.
 A hotel whose homelike comforts and safety will appeal to you and your family. Ladies' tea room—beautiful roof garden and large lobby for your pleasure and convenience. Located close to the shopping district. Write for family rates.
 Eleventh St. off Washington.
 PORTLAND OREGON

**Sanitation and Good Health
 Campaign**

We offer our old and new subscribers the biggest and best premium value we have ever offered: A fully guaranteed, standard \$10.00 Jaeger, Jr., Vacuum Cleaner for

\$4.85

If you are not already a subscriber you can subscribe now for only 6 months, and get the benefit of this offer.

The business of a Newspaper Publisher is to Publish a newspaper, and the only legitimate use of premiums of any sort, is for the purpose of gaining new subscribers, new friends and good will for the paper.

THEFORE, since the only object of using a premium is to get your good will and new subscribers for the paper, the choice of a premium should receive the greatest consideration. We have chosen the best standard make on the market—The Jaeger Jr. Vacuum Cleaner, because of its efficiency and durability. We feel sure it will make friends for the Evening Observer in every home, in which it is placed.

It is easy to operate and cleans thoroughly, carpets, rugs, curtains mattresses and upholstered furniture. Many of you have already paid \$4.50 to \$10 for 2 pieces of tin reservoir with flimsy rubber connections. But the Jaeger Jr. has the following exclusive features, not found on other vacuum cleaners or cheap imitations of the one we offer:

- 1—A one-piece all-steel reservoir for dust (No seams on Jaeger Jr. reservoir).
- 2—A cast iron top cap.
- 3—A one-piece steel tube tapered to fit nozzle.
- 4—A metal flexible nozzle (no rubber to crack, rot of wear out).
- 5—A dust deflector in reservoir.
- 6—A one-piece upright handle.
- 7—An automatic valve cap cleaner.
- 8—Weight, 4 3-4 pounds. (Just sufficient weight for floor pressure.)

Write, Phone or Call

EVENING OBSERVER

Phone for the Demonstrator

FREE DEMONSTRATION

MAIL THIS COUPON TO THE VACUUM CLEANER DEPARTMENT.

To La Grande Evening Observer:
 Gentlemen:—Please have a demonstrator call at my house to give a demonstration of the Junior Vacuum Cleaner and explain your offer. It is understood that this places me under no obligation to subscribe.
 NAME
 ADDRESS
 PHONE NO.