



SPRING OPENING

THE OPENING of a new season is an event of great importance in mercantile fields. After a winter of such severity, the beginning of the Spring season will be hailed with joy by everyone.

Knowing the unusual interest that will be manifested in Spring garments, we have taken great pains to prepare a display that is sure to interest and captivate women who appreciate the very newest and most beautiful in approved fashion.

Our First Showing of Spring Garments

Begins Saturday, March 12, and our main idea is that you call and see the garments. Whether you buy or not is of secondary importance. We want you to see these beautiful suits and coats—to try them on—determine the style and fit.

The "Palmer Garment" label attached to these garments is a sufficient guarantee of their excellence. The label tells more than an entire page of reading matter in regard to correct style, perfect fit, high quality and full value.

We invite you most cordially to inspect these beautiful high class garments. The display is a magnificent object lesson in all that is desirable in coats and suits

The Peoples Store

The Temple of Economy

OPERA HOUSE BLOCK LA GRANDE, OREGON.

DIRECTORY OF THE FRATERNAL ORDERS LA GRANDE, ORE.

M. W. A.
La Grande camp No. 7703 meets every Monday each month at I. O. O. F. Hall. All visiting neighbors are cordially invited to attend.
FRED B. CURREY, C. CAL JORDON, Clerk.

O. E. S.
Hope Chapter No. 13, O. E. S., hold stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.
Pauline Lederlee, W. M. Mary H. Warnick, Secretary.

I. O. O. F.—Encampment.
Star Encampment No. 21, I. O. O. F., meets every second and fourth Wednesday in the month in Odd Fellows' hall. Visiting patriarchs always welcome.
H. E. COOLIDGE, C. P. W. A. WORSTELL, Scribe.

La Grande Lodge No. 100, W. O. W., meets every second and fourth Tuesday evening in K. of P. hall in the Corps building. All visiting members welcome.
NERI ACKLES, Corral Commander. J. E. KENNEDY, Clerk.

I. O. O. F.—Subordinate.
La Grande Lodge No. 16, meets in their hall every Saturday night. Visiting brothers cordially invited to attend. Cemetery plot may be seen at 8 o'clock.
GEORGE GROUT, W. G. I. E. SNOOK, Sec. Secy. W. A. WORSTELL, Fin Secy.

Foresters of America
Court Maid Marion No. 22 meets each Wednesday night in K. of P. hall. Brothers are invited to attend.
BEN HAISTEN, C. S. LEO HERRING, C. S. C. J. VANDERPOEL, F. S.

A. F. & A. M.
La Grande Lodge No. 41, A. F. & A. M., holds regular meetings first and third Saturdays at 7:30 p. m.
JNO. S. HODGIN, W. M. A. C. WILLIAMS, Secretary.

Knights of Pythias.
Red Cross Lodge No. 27, meets every Monday evening in Castle hall (old Elk's hall). A Pythian welcome to all visiting knights.
J. F. BAKER, C. C. R. L. LINCOLN, K. of R. & S.

B. P. O. E.
La Grande Lodge No. 423, meets each Thursday evening at 8 o'clock in Elk's club, corner Depot street and Washington avenue. Visiting brothers are cordially invited to attend.
H. E. COOLIDGE, Exalted Ruler. HUGH McCALL, Sec. Secy.

REBEKAS.
Crystal Lodge No. 50 meets every Tuesday evening in the I. O. O. F. Hall. All visiting members are invited to attend.
Mrs. Chas Fitzgerald, W. M. Miss Susan McIlroy, Secretary.

Women of Woodcraft
Grande Rondo Circle No. 47. Meets every first and third Thursday evening in the month, at the I. O. O. F. Hall. All visiting members welcome.
CHLOE ROBINSON, G. N. LIZZIE ELLSWORTH, Clerk

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 9th day of February, 1910, creating improvement district No. 16, and designating Sixth street, as such district, and in pursuance of a resolution adopted by said Common Council on the 9th day of February, 1910, whereby said council determined

and declared its intention to improve all of that portion of Sixth street, in said improvement district as herein-after described, by laying thereon macadam pavement and constructing curbs, the council, within ten days after the service of this notice upon the owners of the property affected and benefited by such improvements, order that all said above described improvements be made; that the boundaries of said district to be improved are as follows: All that portion of Sixth street from the south side of Washington Av. to the north side of "N" avenue. Notice is hereby further given that the council will levy a special assessment on all the property affected and benefited by such improvements for the purpose of paying

for such improvements. That the estimated cost of such improvements is the sum of \$2,267.60. That the council will on the 16th day of March 1910, meet at the Council chambers at the hour of 8 o'clock p. m., to consider said estimated cost, and the levy of said assessments, when a hearing will be granted to any person feeling aggrieved by such assessment.
La Grande, Oregon, March 3rd, 1910.
CITY COUNCIL OF LA GRANDE, OR
By D. E. COX,
Recorder of the City of La Grande, Oregon.
4-5-16
ROOM AND BOARD—Prices reasonable Mrs. G. H. Gilkinson, Prop., 1307 Madison Ave. 3-12-11.

FOR COUGHS KING OF CURES FOR COLDS

THE WONDER WORKER

FOR THROAT AND LUNGS

DR. KING'S

NEW DISCOVERY

FOR COUGHS AND COLDS

PREVENTS PNEUMONIA

I had the most debilitating cough a mortal was ever afflicted with, and my friends expected that when I left my bed it would surely be for my grave. Our doctor pronounced my case incurable, but thanks be to God, four bottles of Dr. King's New Discovery cured me so completely that I am all sound and well.—MRS. EVA UNCAPHER, Grovertown, Ind.

Price 50c and \$1.00 **ABSOLUTELY GUARANTEED!** Trial Bottle Free

SOLD AND GUARANTEED BY SILVERTHORNE'S DRUG STORE

NINETY CONVERTED AT SUMMERVILLE

FIFTY BAPTIZED YESTERDAY BY DR. GILLILAN
Seventy-three have united with church during the revivals

Summerville, March 14.—(Special) Ninety conversions to date is the record of the revival meetings now in progress here. Seventy-three have united with the church. Yesterday was a record-setting day for District Superintendent Gillilan baptized 50 during the progress of the day's meetings. The revival spirit has struck the city and Resident Minister Martin, assisted by L. C. Elliot of Huntington and Dr. J. D. Gillilan, are having remarkable success. Ninety people include a goodly percentage of the town's inhabitants.

"Fra Eiberths in Vaudeville"
Chicago, March 14.—(Special) Hubert, known to fame as "Fra Eiberths," the Sage of East Aurora, begins a little journey into vaudeville at the Majestic today, under the management of Martin Beck. The "Fra's" turn will consist of a twice-daily appearance in "Heart to Heart" talks, which will be changed from time to time to suit the requirements of his audience.

Mr. Beck has been trying for a long time to induce the sage of East Aurora to make this move, and it is intimated that the salary is one of the largest ever paid an individual attraction in vaudeville.

Special For Up-to-date Farmers
Extra fancy seed potatoes for sale from last season's imported stock of finest early varieties from Maine, Wisconsin, New York and Colorado. The seed from which these potatoes were grown last year cost the grower from \$3.50 to \$5.00 per cwt. F. O. B. cars La Grande. Now you can have them at \$1.50 per cwt F. O. B. Cars, Imbler, Oregon or at Beckley-Hudson ranch near Imbler. The seed is better now, too, on account of being acclimated one year. Why plant old run-out seed when you can get the best so reasonable and at the same time be assured of a perfect stand and yield.
BECKLEY & HUDSON,
Growers of Fancy Potatoes, Imbler, Oregon. 3-14-11.

SCHEFFER'S HACK LINE
Best of "Artico" Day and Night Hacks furnished for funerals and private parties. Baggage transferred Day and Stand at Paul's Cigar Store. Phone—Red 141. Night Phone—Main 31. K. L. BUSBY.

Observer Want Ads Get the RESULTS—Why not you? Get the habit of getting in on this Result-Getting business Too? The Observer is "At Home" where results are to be had.

FOR RENT.
FOR RENT—Furnished front room for gentleman, close in. 1710 Fourth St. Phone Red 952.

FOR RENT—Four nice clean rooms, eight dollars. Enquire at 1506 Madison Avenue.

WANTED.
WANTED—To borrow \$1200 on good real estate security. Address "K" Care Observer.

AGENTS WANTED—The Great Roosevelt African Hunt, Best terms; best book; just out; outfit free. Order at once and secure territory. J. S. Ziegler Company, 634 Como Building, Chicago.

FOR SALE—Milk cows and one registered Jersey bull. Phone Farmers 12. W. J. Hughes, La Grande R. F. D. No. 2. 3-10-4-10.

FOR SALE—Ford, four cylinder, full enclosed leather top runabout auto, for sale or trade at a bargain. Dr. C. H. Law, Union, Oregon.

EGGS FOR SALE—Choice eggs for sale at \$2.00 per setting at Fred Nelson's chicken ranch, 1605 Jefferson Ave. 3-14-11.