

WHY PAY MORE?

Our new sample line of Fabrics for Ladies' Garments has arrived, and is certainly a beauty, containing some 300 styles of cloth. It covers the entire range of Fabrics, and as the prices range from \$15.00 up, there is no reason why every lady in La Grande and vicinity should not wear A TAILORED SUIT MADE TO HER INDIVIDUAL MEASURE---Quality, Fit and Workmanship guaranteed.

WHY PAY MORE?

THE PEOPLE'S STORE

Opera House Block

Call for Bids.

Notice is hereby given that bids will be received by the county court for the services of a county physician for one year. This includes professional services, examination of insane, care of inmates of poor farm and of all persons who receive aid from county. Bids must be filed with county clerk on or before first Wednesday in February. Court reserves right to reject any or all bids.

ED. WRIGHT, County Clerk.
1-23-2-6

Newspaper Ads Seldom Exaggerate

(By O. E. Moran.)

People used to say: "Oh, I never pay any attention to advertisements; they never tell the truth. Now it is different; people do read advertisements, and they believe them. Advertisers are becoming more careful and more truthful every day. Not long since an agent for a big firm called at the Observer office to get rates on space for a

certain article. Mr. Dennis asked him if it really was such a wonderful thing and "Do you take the care you say you do in making it?"

The answer was: "Of course it is a good thing. We have seen too much of advertising to be fools enough to spend money pushing a poor article." Most all advertisers understand this nowadays, and that is why it pays bet-

ter than it used to. The best place to put an advertisement is in the paper that enjoys the confidence of the community. I believe that the standing of the paper reflects on the advertisements it carries.

There is another thought which never occurred to me, but which was conveyed in a remark recently made to me by Rev. J. D. Gillilan: "A sleepy paper gathers a sleepy constituency. An alert wideawake, progressive sheet gets readers who like that sort of thing—or lifts them to its level." Wideawake people are the ones mostly influenced by advertising—progressive people who are not afraid of a new thing or a new idea; people who believe in the paper they read because they have learned to rely on it. If the editorials carry weight, the ad will pay. Put your trust and your money in that sort of a paper. Occasionally an advertisement will fall flat. A good business man looks for the reason. He doesn't say blindly: "Advertising doesn't pay." He looks at the condition of general trade, at the weather, at the goods and the price and the way the ad was worded. This is certain. A readable ad in a readable paper will be read. Probably not by all of the readers of the paper, but by a sufficient number to make the ad pay if it is what the people want. No doubt about it. It's as sure as sunshine. A cloudy day comes sometimes, but it doesn't stay long.

PROFESSIONAL DIRECTORY

PHYSICIANS AND SURGEONS

N. MOLITOR, M. D.—Physician and Surgeon. Corner Adams Ave. and Depot St. Phones: Office, Main 68; Residence, 69.

A. L. RICHARDSON, M. D.
J. W. LOUGHLIN, M. D.
Drs. Richardson & Loughlin, Physicians and Surgeons
Phones—Office Black 1362.

Dr. Richardson's Res.—Main 55.
Dr. Loughlin's eRes.—Main 757.

DR. M. K. HALL—Physician and Surgeon. Cor. Adams Ave and Depot St. Phone, Main 23.

J. H. UPTON, Ph. G. M. D.—Physician and Surgeon. Special attention to Eye, Ear, Nose and Throat. Office in La Grande National Bank Building. Phones: Office Main 2; Residence Main 32.

DR. H. L. UNDERWOOD—Diseases of the eye a specialty.

DR. DORA J. UNDEWOOD—Diseases of women and children. Offices: Adams avenue, over Wright Drug Co.

GEO. W. ZIMMERMAN—Osteopath Physician. Over Lilly's Hardware store. Phone Main 63. Successor to Dr. F. E. Moore.

VETERINARY

DR. P. A. CHAHLTON, Veterinary Surgeon. Office at Hill's Drug store, La Grande. Residence Phone, Red 701; Office Phone, Black 1361; Independent Phone 53; Both Phones at Residence.

DOCTOR OF CHIROPRACTIC

G. T. DARLAND, CHIROPRACTOR—All acute and chronic diseases. Not drugs, not surgery, not osteopathy. I remove the cause of your disease. Then you get well. Rooms 20-21, La Grande National Bank. Phone Red 3181.

ATTORNEYS AT LAW

MOHRAN & COCHRAN—Attorneys. Chas. E. Cochran and Geo. T. Cochran. La Grande National Bank Building, La Grande, Oregon.

T. H. CRAWFORD ROBT. S. EAKIN CRAWFORD & EAKIN—Attorneys in La Grande National Bank Building, La Grande, Oregon. at law. Practices in all the courts of the state and United States. Of-

ENGINEERS

D. W. C. NELSON—Mining Engineer. Baker City, Oregon.

Veau Gregg, the Cleveland twirler, had Ed Walsh's number last season. Veau pitched four times against "Big Ed" and won all four games.

FRATERNAL ORDERS OF LA GRANDE.

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. Cordial welcome to all Masons. N. MOLITOR, W. M. A. C. WILLIAMS, Secretary.

B. P. O. E.—La Grande Lodge No. 433 meets each Thursday evening at 8 o'clock in Elk's club, corner of Depot street and Washington avenue. Visiting brothers are cordially invited to attend.
H. J. RITTER, Ex. Rul
H. E. COOLIDGE, Rec. Sec.

WOODMEN OF THE WORLD—La Grande Lodge No. 189 W. O. W. meets every second and fourth Saturdays at K. P. hall. All visiting members welcome.
D. FITZGERALD, C. C.
J. H. KEENEY, Clerk.

M. W. OF A.—La Grande Camp No. 7703 meets every Saturday evening at 8 o'clock in K. of P. hall, over Lilly's hardware store. All visiting neighbors are welcome.
W. A. DUNN, V. C.
W. F. LANDRUM, Clerk.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27 meets every Monday night in Castle hall, (old Elk's hall.) A Pythian welcome to all visiting Knights.
A. C. HAYNES, C. C.
R. L. LINCOLN, M. of R. & S.

REBEKAHS—Crystal Lodge No. 50 meets every Tuesday evening in the I. O. O. F. hall. All visiting members are invited to attend.
MISS HELEN McLAUGHLIN, N. G.
MISS ANNA ALEXANDER, Sec.

O. E. S.—Hope Chapter No. 13, O. E. C. holds stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.
CARRIE E. HUNTER, W. M.
MARY A. WARNICK, Sec.

UNION COUNTY ABSTRACTS

J. R. OLIVER, Proprietor
The Reliable Abstract firm of Union County.
FIRE INSURANCE, MORTGAGE LOANS

Something New

We have 70 acres adjoining city limits; just a small amount of money will handle it. Good buildings, good land, several springs. The price is \$4500.00, and a bargain. :: :: :: :: ::

Also have 80 acres just a mile from the business part of the city. Modern house—cost \$2,000—6 acres orchard—good barn and outbuildings. This is a splendid buy at \$7,000.00.

160 acres of fine Sandridge land; about 30 acres in alfalfa; balance all good. Price \$100.00 per acre, small payment, easy terms.

80 acres Sandridge land, all in alfalfa, good improvements. Reasonable payment down and we can give terms so that place will pay out balance.

We Have Plenty of Good Trades

Modern residence, fine lot and shade trees, best part of town, for only \$1700.00

Have 120 acres four miles from town, good roads, 50 acres tilable, balance is good pasture and some good timber—fine stream running through it, only \$2500. Terms if desired, or will trade for city property of equal value.

Have Montana and Washington property to trade for property here. Will trade three fine lots in Wellington Addition to Portland.

19 acres four miles from Summerville and three miles from Elgin. 6 acres in 2 and 3 year old orchard, apples, pears, peaches and cherries. House, barn, chicken house and cellar. Price is only \$1500.00. Will take city property.

Seven room house, barn and outbuildings, all new; four nice lots, close in on north side of track, fruit trees, city water. Will trade for horses, cattle or lumber. Can make a good deal on this property.

Have residences and residence lots in all parts of the city. Shall be glad to show them.

Security Land & Trust Co.

ISLAND CITY NEWS ITEMS

BUDGET OF PERSONAL AND SOCIAL EVENTS.

Affairs of Interest to Public Recited in Items.

Island City, Jan. 27.—(Special) —The Epworth League Bible Study class met Thursday evening with Mrs. Carrie Hunter. Miss Blanche Clark is the leader of the work and a most enjoyable hour was spent under her direction.

The Loyal Princes, K. M., met at 4 o'clock Thursday. Frank Carroll, and Silas Simmons were the chief actors in the first regular initiation. This brings the membership to nine. Next week the boys will meet at the home of Allyn Hunter at the usual time.

The Brotherhood meets at the pastor's home next Monday evening at 7 o'clock. The charter is still open and will continue so for about two weeks.

Dr. J. D. Gillilan of La Grande will fill the Island City pulpit next Sunday evening.

Clyde Kiddle is in Portland on business and pleasure.

UNIQUE NAME.

Many People Cannot Pronounce Name of World's Most Famous Catarrh Remedy.

High-o-me—that's the proper way to pronounce HYOMEI, the old reliable remedy that has rid tens of thousands of people of that vile and disgusting disease.

HYOMEI is made of purest Australian eucalyptus combined with rhymol and other effective antiseptics and is guaranteed to be free from cocaine or any harmful drug.

HYOMEI is guaranteed to end the misery of catarrh, asthma, croup, catarrhal deafness, bronchitis, coughs or colds, or money back.

Breathe it, that's all, no dosing the stomach. Complete outfit including indestructible inhaler, \$1.00. Extra bottles of HYOMEI, if needed, 50 cents at the Newlin Drug company and druggists everywhere.

YOU CAN CURE THAT BACKACHE.

Pain along the back, dizziness, headache and general languor. Get a package of Mother Gray's AROMATIC-LEAF, the pleasant root and herb cure for all Kidney, Bladder and Urinary troubles. When you feel all run down, tired, weak and without energy use this remarkable combination of nature's herbs and roots. As a regulator it has no equal. Mother Gray's Aromatic-Leaf is sold by Druggists or sent by mail for 50 cts. Sample sent FREE. Address, The Mother Gray Co., Le Roy, N. Y.

ASK FOR FLYNN & CO'S TRIUMPH THE BEST HAVANA BLENDED CIGAR SOLD IN THE NORTH WEST

80 Per Cent. Of headaches are caused by eye-strain, due to some error of refraction which we guarantee to RELIEVE. It will pay you to come in and have your eyes tested and properly fitted by the latest methods and by a state licensed attendant graduate from one of the best recognized colleges in America—the only one in Union or Wallawa counties. We replace broken lenses in a short time and grind all our own lenses. J. H. PEARE & SON, La Grande's Leading Jewelers and Optimetrists. Opposite U. S. Land Office