

# WEST'S 15th ANNUAL SALE

## The Sale that All Grande Ronde Valley Is Watching and Waiting For Opens Tomorrow --- Thursday, January 2nd

See the Big Posters for Prices. Come Here for Real Bargains.

The Greatest Event in the History of West's Store

# WEST'S

Other Stores Will Copy, But Never Equal This Sale

### 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 ..... 35c  
Daily, per month ..... 65c

#### NICKNAME IS WANTED.

The Portland, Eugene & Eastern Railway company, the Harriman corporation which is electrifying all of the old steam roads in the Willamette valley with the exception of the main line to California, is offering a \$50 prize for the best "nickname" for the road. The P. E. & E. arouses no special interest in Eastern Oregon, but as the contest is open to the people of the entire coast there is no reason why the award should not come here. Entries should be mailed to the company at Portland.

The Portland, Eugene & Eastern is considered the largest electrical enterprise in the west, if not in the United States. It will give the Willamette valley 340 miles of interurban electrical line, equipped with modern trains and motors, and the safety devices that are now popular and will be in operation within the next year. The company is expending \$12,000,000 on the scheme. In addition to electrifying the old steam roads the company will extend into new territory. Five new lines are being constructed.

**TALKS ON ADVERTISING.**  
By O'Kay.  
"..... but if I asked the average retailer jobber, or manufacturer to write an advertisement to go into a newspaper, a circular or upon a bill board or painted sign board, he immediately thinks that he must do something exceedingly clever or par-

ticularly "funny". So says J. C. Reid, V. P. National Oats company in "The Voice" the associated advertising clubs of America Organ.  
Can you with truth say that a "funny" advertisement ever made you want to buy the goods advertised. Do you buy goods for the fun of it or for a certain purpose. Generally spending money is a serious proposition with most people.

In the same article Mr. Reid says, "Why not play upon your quality and your service? Give them, straight-from-the-shoulder reasons why they should buy your wares."

The next time you buy anything—no matter what it is—analyze why you bought it. You will find there was a reason or reasons why you wanted it. Now just take your own goods—why should people buy them? Find the reason or reasons and then shoot them in your advertisement—straight-from-the-shoulder fashion. Your advertising will then bring results because you have given people reasons for buying.

#### BITTER RIVALS

(Continued from Page 1)

the members of the organization are adding laurels to their reputation as entertainers by captivating their audiences wherever they go. The songs are followed by the stunts in such succession that there is no time to even yawn.

Although George Brodbridge of La Grande is the only stunt specialist with the troupe, half of the singing force serve a double purpose by mixing in the fun of the evening. Bert Gerard, a Pendleton boy, who sings the Pendleton Roundup song, stars in the sketch, "A Bit of Nonsense", and takes the part of "Jimmie," the rag doll in the ventriloquist stunt. Willard Shaver of Portland aids Mr. Brodbridge in "A Travesty or Two and a Parody or Two" by telling a few Swedish stories and playing the part of the disappointed lover.  
The warp and woof of the or-

gram, however, are the songs. Mr. L. Bowman, the director, who has a magnificent bass voice will sing "The Vision Fugitive" by Massenet. Mr. Bowman's singing will be a rare treat. For several years he sang the leading parts with the Henry W. Savage Opera company. Kenneth Frazer who is the first student to be leader, president, and soloist of the Glee club has a rare baritone voice of great native strength and sweetness which will appear at advantage in his singing "The Tramp" by Tortore.

"Two songs which will appeal to the music lovers are "The Sword of Ferrara" by Bullard and "The Plainsman Song," by Bliss. The Apollo club of Portland introduced them in the northwest.

#### Summerville News Items.

Summerville, Jan. 1. (Special)—Christmas passed off very pleasantly in Summerville and vicinity. A good program was given at the Masonic hall where two fine trees were laden with presents. There was another tree and entertainment at the Dry Creek school house.

A family reunion was held at the home of Wm. Cantrell at which the following were present from outside parts: Mrs. Edith Kuhn of La Grande, Guy West and wife of Haines and John Farrell and wife of Idaho.

W. E. Campbell of Lexington, Ore., is visiting at the home of his brother-in-law, Mr. M. D. Sanderson.

Wm. Elmer and wife are home from Wallowa to visit Mrs. Elmer's parents Mr. and Mrs. J. E. West.

Our merchants report a fine holiday trade this year, with no indication of hard times in these parts.

The second quarterly conference of the M. E. church will be held on Saturday January 4 at 3 p. m. Rev. W. A. Winters, district superintendent, will preach on Sunday the 5th at 11 a. m., at which the communion service will be held.

A. Klees and son are putting in a steam engine at their sawmill. This will greatly increase the capacity of the plant.

R. G. Neelhan is turning out a good grade of canvas gloves at his factory in the north part of town.

Miss Lottie Calderer who is attending high school at La Grande was at home for Christmas.

Albert Baker and wife of Gibbon, Ore., are visiting at the home of his father, Wm. Baker.

Leroy C. McKenzie of the O. A. C. is spending the holidays at home.

Jack and Stella Newbill, the former of Ladd's Canyon and the latter of La Grande, spent Christmas at home.

A reunion was held around the family Christmas tree of W. R. Chattin at which the following members of the family were present: Wm. Chattin and family of Imbler, J. I. Wade and family of Pleasant Grove, R. D. Smith and family of La Grande, and Warren F. Bradshaw and wife of Walla Walla.

Mrs. C. L. McKinnis is back from a visit to her old home in Searsborough Iowa.

Ray Sion and wife of Hot Lake, and Mrs. Elsie Jack of Union, son and daughter of Wm. Sion and wife of Pumpkin Ridge, are spending the holidays with their parents.

Grandfather Fisher had the serious misfortune a few days ago to fall and break a thigh bone at the hip.

Miss Silvia Wood is reported on the sick list.

Guy Woodell started Sunday for Lewiston, Idaho, to spend a few weeks with his father.

Miss Nona Sheaks is rapidly recovering from a serious attack of typhoid fever.

Angus Shaw has almost wholly recovered from the effect of a very large carbuncle on the back of his neck.

Miss Maggie Duggan has been confined to her home for some days by an attack of quinsy.

Prof. W. E. Thompson and sons were in La Grande on last Thursday.

A. Klees and family spent Christmas in La Grande.

#### Could Shout for Joy.

"I want to thank you from the bottom of my heart," wrote C. B. Rader of Lewisburg, W. Va., "for the wonderful double benefit I got from Electric Bitters, in curing me of both a severe case of stomach trouble and of rheumatism, from which I had been an almost helpless sufferer for ten years. It suited my case as though made just for me." For dyspepsia, indigestion, jaundice, and to rid the system of kidney poisons that cause rheumatism, Electric Bitters have no superior. Try them. Every bottle is guaranteed. Only 50 cents at all druggists.

#### Fells a Foul Plot.

When a shameful plot exists be-

tween liver and bowels to cause distress by refusing to act, take Dr. King's New Life Pills, and end such abuse of your system. They gently compel right action of stomach, liver and bowels, and restore your health and all good feelings. 25c at all druggists.

#### Fit His Case Exactly.

"When father was sick about six years ago he read an advertisement of Chamberlain's Tablets in the paper that fit his case exactly," writes Miss Margaret Campbell of Ft. Smith Ark. "He purchased a box of them and he has not been sick since. My sister had stomach trouble and was also benefited by them." Sold by all dealers.

#### TO OUR PATRONS

It gives us pleasure to again extend our hearty good wishes and, ever mindful of past pleasant business relations, we wish you a Happy New Year, and await your further commands.

A. B. C. LAUNDRY

**We Now Have On Deposit  
\$800,000.00**

of money accumulated by residents of La Grande and the Grande Ronde valley.

**We Now Have Loaned  
\$700,000.00**

to business men, farmers and others in this community. The money deposited here is not "laid away" as some of it might be if its owners had not deposited it, but it is industriously at work all about us, doing good.

By depositing your income here on open account and paying it out by check, you will safeguard your interests, build your credit and cultivate an acquaintance at a strong financial institution, which can and will help you when you need help.

Don't delay, you can begin with a small deposit at the

**La Grande National Bank**  
La Grande, Oregon

Capital \$100,000.00 Surplus, \$120,000.00 Resources, \$1,110,000.00  
FRED J. HOLMES President  
F. L. MEYERS, Cashier  
W. J. CHURCH, Vice President  
EARL ZUNDEL, Ass't Cashier