



SPRING OPENING

THE NEWEST THINGS IN ENDLESS ARRAY

All indications point to a brisk spring and summer business this year and we have specially prepared to meet the wants of our customers by bringing to La Grande the best assortment of merchandise it has ever been our pleasure to show. To those who are particular we suggest early choosing while all lines are complete

EVERY WEEK DURING APRIL we will have a number of items from our best merchandise lines on special sale to induce early choosing.

The People's Store

1207-1209 ADAMS AVENUE.

INTEREST IN CONTEST CONTINUES UNABATED

Enthusiasm and zeal are always commendable qualities. They go far and are prime requisites of success, but in some very good causes people have been known to become altogether too zealous. The elimination of competition seems to have been hammered into a business axiom in these days, and various methods have been resorted to. Just at this time the Observer wants to state for the benefit of people who will participate in the great joint contest, that all sorts of wild stories are likely to be circulated as to the activity of some candidates.

While the contest is just starting is a good time to get that fact firmly fixed in your mind. You are going to hear that Miss Blank has an organization of friends behind her sworn to make her the winner. If by circulating such a report or permitting it to be circulated, Miss Blank succeeds in searing out other candidates, competition is reduced just so much and winning is made easy. It might

be stated that this is not a race for the faint-hearted. The Observer and merchants cannot stop the circulation of these stories, but better judgment of candidates themselves should tell them that no one is able to secure more votes in the given time than themselves.

A good many candidates are apt to believe in "bluffing" tactics. "Bluffing" might aptly be called the great American game. Ninety-nine times out of a hundred, we Americans believe, we make good on our "bluff" but in this contest the candidates should not be discouraged by these tactics. They are part of the game. It is but the work of a minute to circulate the story that an incredible number of votes have already been secured. If that story "goes," competition is reduced just that much. Although this contest is just starting, the contest department has learned that one or two such stories are afloat and takes this means of warning candidates not to believe everything they

hear.

Your own experience in securing votes is the best barometer of conditions. Just remember that the same conditions you are meeting must be met by every other candidate; that the field is clear and clean and no one possesses an advantage you may not make your own. **Square Deal Assured.**

Candidates are asked to remember they are engaged in a great big business proposition. In the campaign for votes candidates have the assurance that they are receiving the moral support of a newspaper and merchantable firms who never have would not, and could not afford to ally themselves with any proposition that was not unquestionably fair to all concerned.

The contestants may approach their friends with the full knowledge that the conditions of this contest are absolutely fair; that every contestant has exactly the same chance; that every vote will be counted for the candidate indicated, and that the responsibility of the merchants and the Observer is not a matter of guess work. This is a sober, serious-minded, generous appeal to the people of this vicinity.

All Have the Same Opportunity.

You have just as good an opportunity as anyone. There is no reason why you should not be the winner. It is not necessary to be a subscriber to the Observer; it is not necessary to be a customer of the stores to enter. You may nominate yourself or your friend. Votes are secured by subscriptions to the Observer, either new or renewal. 10,000 votes for each dollar turned in on new subscriptions, and 5,000 votes for each dollar turned in for renewals or back ac-

counts. Cash trade at Al. Andrews, Henry & Carr, F. L. Lilly and O. E. Silverthorne's carries votes and each dollar paid on back accounts carries votes also. The quality of the goods you'll buy of these merchants is the same as ever during this contest.

Field Not Limited.

Candidates are not limited in their field of activity. Subscriptions may be secured anywhere. Send your friends in other states a copy of the Observer and ask them to subscribe to help you. Contestants should not be backward in asking their friends to subscribe for the Observer or to trade with the merchants. In all cases they will be securing a full dollar in value received for each dollar paid out in subscriptions or for merchandise. This is a straight-forward business proposition and no hesitancy should be felt in getting out and actively putting the

same before your friends. They not only receive just as much for their dollar as at any other time, but in addition they have the opportunity of helping you in your efforts to win in this contest.

Right now is the best time to enter while the contest is just starting; right now the field is fresh; subscriptions are easiest to obtain; your competitors have not been sufficiently active to secure the business that would naturally fall to you if you started. This contest is simply a little test of energy, strength and perseverance among friends. It is not an occasion for ill feeling; just enter and go about your game with the proper spirit.

100 votes for
(2)
HENRY & CARR,
F. L. LILLY,
A. V. ANDREWS,
O. E. SILVERTHORNE
THE OBSERVER.

Good for 5,000 votes
when used to nominate
a candidate.

5000 votes for
(C)
HENRY & CARR,
F. L. LILLY,
O. E. SILVERTHORNE
A. V. ANDREWS,
THE OBSERVER.

Use These Coupons.

Do not fail to be using the coupons. Remember that they must be cast before the next count to be credited. Positively no coupons appearing in the Observer are good any longer than from the issue in which they appear to the next counting of votes. Nominate your friend or yourself. As announced before, the names of the nominators will positively not be revealed to anyone.

LYON-TAYLOR CO.

By A. L. SHAW,
Representative.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O.
We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out all obligations made by him.
NATIONAL BANK OF COMMERCE,
Toledo, O.
Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.
Take Hall's Family Pills for constipation.

Notice to Bond Buyers.

NOTICE IS HEREBY GIVEN That the city of La Grande, Union county, Oregon, will receive sealed bids for the purchase of improvement bonds in the sum of \$17,041.71, for macadam \$16,727.32; for sidewalk \$4500.00; and for sewer \$1814.39, in denominations of \$500.00, bearing interest at six per cent per annum, payable semi-annually, said bids to be filed with the city recorder not later than 3 o'clock p. m., April 16th, 1913, and must be accompanied by a certified check for five per cent of the amount bid. The successful bidder will be required to pay for said bonds within ten (10) days after notice that said bonds are ready for delivery.
La Grande, Oregon, April 3, 1913.
LEE WARNICK,
Recorder of the city of La Grande, Oregon.
4-4-St

**WANT
ADS
BRING
RESULTS**

WANTED—Clean rags at the Observer office. Pay 2c per lb. 1-16-tf

OR SALE—S C White Leghorn eggs. 50 cents for 15. James Quinland. Phone Red 1393. 3-14-lmop

FOR RENT—6 room house and barn. Phone Red 1442. 3-34-tf

FOR RENT—Single nicely furnished front room, 1311 O avenue. 4-3-tf

FOR RENT—Furnished housekeeping rooms. Phone Black 3291 or call 1303 O avenue. 4-3-15t

FOR RENT—Rooms for light housekeeping with bath. Phone Black 1731, also large bed sitting room. 1512 Adams. 3-24-tf

FOR RENT—Large furnished room. Suitable for two. Dr. Darland. 4-9-tf

FOR RENT—Two modern five room houses with bath and pantry. Phone Red 3381. 1221 W. Avenue. 4-3 1 month.

FOUND—Fur driving glove between La Grande and Grange hall. Owner call at Observer office. 4-4-6t

WANTED—Two or three furnished rooms for light housekeeping or small furnished house. Address P. O. Box 37. 4-9-tf

WANTED—Woman to cook in diet kitchen. Apply at Hot Lake at once. 45-tf

FOR RENT—One 12 room, one 7 room house and one four room house. Close in. Inquire 1208 Spring. 4-8-6tp

WANTED—Boy to learn cigar trade. Takes three years to learn. Must board at home. Fam Us King Cigar Factory. 4-8-tf

WANTED—Man and wife want position. Woman first class cook. Can give reference. Write C. C. Bennett, La Grande, Oregon. 4-7-4t

LOST—On Adams avenue, child's chain and locket. Engraved W. A. G. Photo inside. Suitable reward for return. Red 3501. 4-5-tf

FOR SALE—250 feet of picket fence. E. Polack, City Grocery & Bakery. 4-7-tf

WANTED—Sewing to do by the day at your home. Neatly done, price reasonable. Mrs. Jno. Meloy. Phone Black 3512. Call evenings. 4-7-6t

TO RENT—Furnished housekeeping rooms. Very pleasant location. Phone Black 3512. Call evenings. 4-7-6t

See Wheelwright about your concrete work. Call Observer. 4-5-tf

BEGGS FOR HATCHING—At reasonable prices, from thoroughbred, Premium stock, none better. Black and Buff Orpingtons, R. I. Reds, Barred Plymouth Rocks, Indian Runner ducks, Fawn and White, Blue Ribbon winners. Can spare a few eggs from this pen. Choice cockerels of each variety for sale. Chas. B. Perry, 1315 Jackson Ave. daily 3-25-6 wky 4-4 11 18 25

FOR SALE—Early Rose seed potatoes. Also do garden plowing. Phone Red 621. A. G. Herman. 4-8-lmo.

Notice to Contractors.

Notice is hereby given that the board of directors of school district No. one of Union county, Oregon, will at the office of the undersigned and up to 5 o'clock p. m. on the 25th day of April, 1913, receive bids for the construction of an eight room school building after plans and specifications by J. L. Slater, architect. The bids shall be accompanied by a certified check of five per cent of the amount bid, and the right is reserved to reject any and all bids.

The request for plans must be made of the architect at La Grande, Ore., with a deposit of \$10.00 as a guarantee of their return.

ARTHUR C. WILLIAMS,
School Clerk.
Apr 9 10 11 12 14 15



When You Are Planning to Build

remember that our shingles, sashes, doors, flooring and other lumber are recognized in this community as thoroughly trustworthy and high grade, and that we do not make a practice of over-charging. We bought our present stock when lumber was lower in price.

WENAH LUMBER COMPANY

DAY OLD CHICKS

From standard bred

Rhode Island Reds Black Minorcas White Leghorns

and your own eggs hatched in our mammoth hatchery.

Descriptive circular and price list for the asking.

C.C. COOLIDGE

Phon Red 3702. LA GRANDE