

West's First "Bargain Friday" Specials

Watch For

**Bargain
Friday
Specials
Every
Week**

Here is news that will interest every economical person in La Grande and vicinity. When you see a special advertised by this store you know that you will find the value just as represented. This "1st BARGAIN FRIDAY" will be but a beginning of a new departure—Come and see for yourself.

Read about the Savings from Every Department for this "FIRST BARGAIN FRIDAY."

FRIDAY SPECIAL

\$25.00

Tailored Suits

\$18.90

OUR ENTIRE LINE OF VERY NEWEST STYLES INCLUDED IN THIS SPECIAL—NOT AN OLD SUIT IN THE STOCK. EVERY GARMENT IS RIGHT "UP TO THE MINUTE" IN STYLE AND HIGHEST GRADE TAILORING. BE SURE AND COME FRIDAY IF YOU WANT TO SAVE ON ONE OF THESE BEAUTIFUL SUITS.

FRIDAY SPECIAL.....\$18.90

**SEE THE
WINDOWS**



FRIDAY SPECIAL

**From Our
Dry Goods Dep't.**

12½c OUTINGS FOR 2c

THIS LOT INCLUDES A COMPLETE LINE OF PATTERNS. ALL HEAVY WEIGHTS. MOSTLY SHORT LENGTHS.

15c ESQUIMO FLANELETTE 2c

AN EXTRA HEAVY, DOUBLE FLEECE IN A VARIETY OF PATTERNS SUITABLE FOR KIMONOS AND DRESSING SACQUES.

12½c PRINTEL FLANELETTE 2c A YARD.

BORDERED AND ALL-OVER PATTERNS IN MANY ATTRACTIVE DESIGNS TO SELECT FROM. GOOD WEIGHT, 34 INCHES WIDE.

FRIDAY SPECIAL

**\$7.50 and \$8.00
Trimmed Hats**

Reduced to \$4.85

INCLUDES MANY CHARMING CREATIONS IN THE POPULAR TANGO MODELS; IN ALL SHADES AND SHAPES. EVERY HAT IN THE LOT IS WELL WORTH THE REGULAR PRICE.

FRIDAY SPECIAL.....\$4.85

FRIDAY SPECIAL

\$1.50 TO \$2.50 LEATHER HAND

BAGS.....25c

BY BUYING IN A LARGE QUANTITY DIRECT FROM THE MANUFACTURER WE ARE ABLE TO OFFER THIS EXTRAORDINARY LOW PRICE. SOME ARE LEATHER LINED AND, OTHERS WITH FANCY SILK LININGS.

SPECIAL FOR FRIDAY.

Entire line

New Overcoats

Reduced

10%

for Friday Only

All New
Gordon and
Stetson Hats

Reduced

10%

for Friday Only

West

THE QUALITY STORE

THE OBSERVER

BRUCE DENNIS, Editor and Owner

Entered in the post-office at La Grande, Oregon, as second class matter.

SUBSCRIPTION RATES.

Daily, single copy 5c
Daily, per week 35c
Daily, per month 65c
Daily, per six months in advance \$3.50
Daily, per year in advance \$7.00
Daily, by mail per year in advance \$4.00
Weekly Observer, per year in

FROWNING ON EXCESSIVE DRESS.

The Elks lodge of La Grande, which is always doing something of import-

ance to the entire community, has scored once more in a most popular movement. It was the Elks lodge that started the public Christmas tree which has grown to be one of the splendid events of Yuletide, and now that order has decided to give its annual big social event in the form of a charity ball. And at that ball there will be a contest as to which lady can outdo all others in wardrobe, for the lodge purposes giving a handsome prize for the best dressed lady whose dress cost the least money. This is decidedly along the right lines. So easy it is for social functions to drift into an expensive dress-makers' contest, and in so doing invariably kills the event for pure pleasure. The Elks believe in that old adage that "dress does not make the man," and they have another clause to the effect, "neither does it make the wo-

man," hence the movement just inaugurated.

This year will see the first annual charity ball ever given in La Grande. It will be a success—a remarkable success, not only from a point of pleasure, but it will have a tendency to take up the good old fashioned thread of common sense in dress and spread the teaching over the entire community.

COFFEE

GOOD COFFEE, WORTH 40c WHEN FRESH-ROASTED—WHAT IS IT WORTH SOME WEEKS LATER WHEN HALF OF ITS FLAVORING ESSENCE HAS GONE OFF INTO THE AIR?

SCHILLING'S BEST IN AROMATIZED CANS IS EXACTLY THE SAME SIX MONTHS AS ONE HOUR FROM THE ROASTER.

Cleanly granulated, ready for use; 40c lb.—mon yback.

LOST—Between Golden Rule and Newlin Drug store, Gent's Black Purse. Reward at Observer. 10-30 1t.

PERSONALS.

Mrs. J. D. Slater returned today from Portland, where she has been spending a few days with friends.

Walter Palmer of La Grande went to Huron, Oregon, where he will work on the steel gang for the O.-W. R.R.

Mrs. Harley Smith, who has been visiting in Portland, has returned to her home in this city.

Mrs. P. G. Chandler of Elgin, left this morning to visit with her sister Mrs. Robert Burns of Walla Walla, for two weeks or longer.

Mrs. Joe Lynch, of Portland, was the guest of Mrs. H. M. Topliff, of La Grande, for a number of days. She returned this morning.

E. S. Norris left on the branch this morning for Imbler, where he will look after the business interests of the

co-operative association.

Mrs. Peter Beaver of La Grande, went to Kameia this morning to spend the day with her sister-in-law, Mrs. Morgan.

Mrs. Harry Swartz, of La Grande, went to Durkee this morning to spend a number of days with her daughter, Mrs. Frank Woods.

District Attorney F. S. Ivanhoe and Attorney George T. Cochran, returned today from Pendleton today, at which place they have been arguing cases before the supreme court.

J. W. Ingram, of Cove was called to Pendleton this morning owing to the severe illness of his mother-in-law, Mrs. Sickler, who is suffering from a cancerous growth of the stomach.

Mrs. Jap Chandler of Elgin, was in La Grande the guest of her sister-in-law, Mrs. Chas. Chandler for a number of days. She returned this morning.

C. D. Gableson, of Salem, state agent for the Royal and Queen Insurance companies, is in the city visiting the local agents of the companies, the La Grande Investment company.

J. A. Alden, for many years a stockman at Starkey, but now located at Portland, where he has property, is in the city visiting with friends and transacting business matters.

Mrs. E. J. Farrar and daughter, Miss E. M. Farrar, arrived in the city on their way to Enterprise to visit at the home of Mrs. Pace and other relatives for a couple of weeks. Mrs. Farrar and daughter are from North Yakima.

Mrs. Xavier Michelod and daughter, Mrs. Grace Grinnell, of Walla Walla, arrived in the city last night en route to Joseph, where Mr. Michelod is engaged in the raising of sheep. They make the trip frequently and are well known in the city.

M. H. Dunn, of the North West Harvester company, of Spokane, was in the city looking after the interests of the firm. He has established an agency in the valley and left this morning for Pendleton where he intends to further the business of the firm.

W. J. Harper, of Corvallis, Oregon, arrived in La Grande last night to inspect some of the new land in the Wallowa country. Mrs. Harper declares the state agricultural college to be in a flourishing condition and that it is proving very beneficial to the state.

J. T. Harvey, while visiting in Portland, fell and dislocated his shoulder blade. The accident caused him much pain and necessitated his coming home earlier than expected. Although still very painful the injured shoulder is rapidly healing.

Mrs. Doph and husband, who have

been in the city the guests of Mrs. E. R. Johnston, of N. Birch street, departed this morning for their home in Everett. They have been visiting in the east and spent a couple of days in La Grande on their way home.

Mrs. H. C. Mahaffey, of Lewiston, Idaho, arrived in La Grande this morning en route to Enterprise, where she will attend the funeral of her sister-in-law, Mrs. Craig, who died at that place Tuesday night of acute stomach trouble.

Mrs. Mary E. Ritter, who has been the guest of her son, H. J. Ritter, the local photographer for a number of days, left this morning for her home in Portland. Mrs. Ritter was returning from Cleveland, Ohio, and other eastern points and stopped off to be with her son and daughter-in-law for a brief stay.

Sidney Lyle, of Spokane, who has been in the city tuning pianos, left this morning for Elgin, where he will be busy for a number of days. Mr. Lyle says he travels in the neighborhood of 50,000 miles a year and tunes over 8000 pianos, which represents an income of about \$10,000 a year. Evidently, Mr. Lyle is a creator of "harmony."

The following are guests at the Hotel Foley: O. E. Runyan, Salt Lake; S. Oziel, Chicago; Chas. and Leon Martinez, New York; Leon Shire and wife, Chicago; Mrs. Taylor, Baker; H. F. Gaylord, Portland; W. H. Shuster, Baker; A. L. Mount, Spokane; A. R. Emmons, Elgin; M. H. Gaston, Kameia; J. C. Briggs, I. M. Stewart, Boston, Mass.

Hilvilla Tea

IS A PERFECT BLEND OF BLACK TEAS OF HIGH QUALITY. TEAS THAT ARE SELECTED FOR THE STRENGTH AND FLAVOR THEY PRODUCE WHEN BREWED. THIS TEA IS NOT TOO HEAVY, IT IS NOT TOO LIGHT—IT IS FULL BODIED AND IS A PLEASING AND SATISFYING DRINK.

WE HAVE IN A FRESH STOCK OF NICE PEARS FOR CANNING AND PRESERVING.

YOURS FOR QUALITY AND SERVICE.

Berry Bros., Grocery

PHONE Main 721

La Grande National Bank

Organized in 1887.

DESIGNATED DEPOSITORY OF UNITED STATES GOVERNMENT.
UNITED STATES POSTAL SAVINGS DEPOSITORY.

Capital \$100,000.00
Surplus \$130,000.00
Total Resources \$1,000,000.00

For twenty-six years, in all kinds of financial weather, we have successfully catered to the monetary wants of the people of La Grande and the Grande Ronde Valley.

We respectfully solicit your business.

La Grande National Bank

La Grande, Oregon