

THE PEOPLE'S STORE

Leaders of Low Prices ... Originators of FRIDAY BARGAIN SALE!

All Ladies', Misses' and Children's Suits and Coats at 1/2 PRICE, FOR FRIDAY ONLY.

Watch this space for other Friday Bargains. Every Garment Goes. You were never before given an opportunity to buy such high class merchandise right in the height of the season at such ridiculously low prices.---SEE LARGE WINDOW DISPLAY.

Our 11th Friday Surprise Sale

LADIES' COATS

New Stock, Right up to the Minute.

\$7.50 Ladies' Coats, Fri. Special	\$ 3.75
\$10.00 Ladies Coats, Fri. special	5.00
\$15.00 Ladies Coats, Fri. special	7.50
\$17.50 Ladies Coats, Fri. special	8.75
\$20.00 Ladies Coats, Fri. special	10.00
\$25.00 Ladies Coats, Fri. special	12.50
\$35.00 Ladies Coats, Fri. special	17.50

Misses' and Children's Coats

\$3.75 Coats	\$1.88
\$5.00 Coats	2.50
\$6.00 Coats	3.00
\$7.50 Coats	3.75
\$10.00 Coats	5.00
\$12.50 Coats	6.75
\$15.00 Coats	7.50

LADIES' SUITS

Newest Desired Styles.

\$17.50 Tailored Suits, Fri. Special	\$ 8.75
\$20.00 Tailored Suits, Fri. special	10.00
\$22.50 Tailored Suits, Fri. special	11.25
\$25.00 Tailored Suits, Fri. special	12.50
\$27.50 Tailored Suits, Fri. special	13.75
\$30.00 Tailored Suits, Fri. special	15.00
\$35.00 Tailored Suits, Fri. special	17.50

Why Buy Elsewhere, when you can get New, Dependable Merchandise here at such low prices?

The People's Store

Madison, Wis.,
Jan. 1, 1913.

M. D. Reynolds says:

This is to certify that I have been a great sufferer from Rheumatism since 1894. Contracted the disease while working with a snow plow on

the railroad. For several years I have been obliged to use crutches a great part of the time. Having used three boxes of the Menitol Rheumatism Powders, I have thrown away the crutches and am now almost fully recovered. It certainly has done won-

ders for me and I heartily recommend it.

M. D. Reynolds.

If a merchant does not advertise he runs no danger that any one will think he is making any money.

Every Day Is Sale Day

at HAISTEN'S House-furnishing Store and Our Trade Is Booming This Fall.

Have you seen our windows? Have you seen our sales floor? Loaded with seasonable goods, and our warehouse crowded, we will for one week make a sweeping reduction in prices and CHOP THE PROFIT OFF ALL ODD AND END PIECES.

AXMINSTER RUGS

Smith's Sax. Axm. 9x12, our price \$27.50; this week \$21.00.

Smith's Extra Axm. 9x12, our price \$32.50; this week \$23.50.

Smith's Kirman Axm. 9x12, our price \$35.00; this week \$28.00.

Wilton, high grade, pure worsted yarns 9x12, our price, \$45.00; this week \$35.00.

Our stock is well assorted and comprises the popular size rugs in Wiltons, Axminsters, Velvets, Body Brussels, Tapestry and a nice line of ingrain bedroom rugs.

Three only, close out, 9x12 high grade Axminster Rugs at \$18.50.

IRON AND BRASS BEDS

We have the largest stock of medium priced Brass and all Steel Beds in the city. Our line is very complete. Can furnish a house or hotel today. About 50 patterns on the floor to select from.

No. 3010—Massive continuous 2-inch post, has 7 fillers, all chills are gold, body of bed white or blue, 58 inches high, weight 150 lbs., regular price \$13.50. Specially priced this week \$9.50.

No. 928—A slightly larger and more massive bed, comes in blue, white or gold, one of the beautiful beds we are showing; regular price \$16.00. Specially priced this week \$12.00.

No. 372—1 1/8-in. post, 7 fillers, comes in white only; 5 feet high; priced regularly at \$7.75. Specially priced this week \$5.75.

Remember we are sole agents at La Grande for the famous DE LUXE Steel Bed Springs, priced at \$10.00, \$12.50 and \$15.00.

SPECIAL PRICE IN HIGH CLASS DINERS

Solid Quartered Oak, Leather upholstered, boxed seat. Three sets of this chair at regular price \$5.25. Each chair priced specially at \$3.75. Sold only in sets of 6 each.

SPECIALY PRICED ROCKERS—High grade, solid oak, brand new chairs, all samples only one each, and all now on the floor. There are 28 patterns shown today, each has original selling price tag on it. Divide it by 4 and you get your choice for 25 per cent off. Limited to 28 rockers only. Come in today, you may miss it tomorrow.

GENUINE LEATHER OVERSTUFFED FULL UPHOLSTERED ROCKERS AND DAVENPORTS

A handsome Rocker, all leather, full Spanish, usually sold at retail at \$37.50; our regular price \$32.50; specially priced this week at \$24.

Notice. Notice. If this chair is sold out I will specially order one for you. A sample Rocker will be kept on the floor during this week. I will see that you get what is advertised here.

The same Rocker, in best grade of imitation leather, side beside with the genuine leather, our price \$24.00; you get it here this week at \$19.00. If sold out before Saturday I will order a duplicate for you at this price.

Every article clean, new and fresh stock. Practically nearly every item in this list placed on our floors since November 1st.

EXTRA! EXTRA! EXTRA SPECIAL!

To place a Peninsular Steel Range in your home this week for the Cash I will give you \$10.00 off on every range priced from \$50.00 to \$65.00. I will give you \$12.50 off on every range from \$65.00 to \$85.00.

Guaranteed for 25 years. Will last a lifetime. Most perfect range ever built. Artistic in design, far superior in value to any range anywhere near it in price; it is a source of pride to this store that we have placed more than 100 of these ranges in Union county homes and we want you to have one, also.

A Peninsular Steel Range means a life-long cooking satisfaction and another boost for this store. Get it here.

ELITE STEEL RANGE
Our special at a low price. This week you may get it for Spot Cash \$22.50. Better see what cash will do here.

You are cordially invited to call and permit us to show our goods. Prices that are appealing will be shown you right in the middle of the selling season when you least expect to find a bargain.

OUR AIM: Better Furniture for Less Money.

Your trade will help promote this policy.

F. D. HAISTEN

FURNITURE ON EASY PAYMENTS

Attention TO PUBLIC

Another car of Lamps' St. Louis beer arrived. Bottled and draught; no better to be had, once tried you never will be without. Order now and be convinced.

U. LOTTES

Wholesale and Retail Liquor Dealer

118 Jefferson Ave., La Grande Phone Black 51

CLASSIFIED ADS.

TYPEWRITING done at one-half regular rate. Address communication or manuscript to F. N. Whitman, La Grande, Ore. 11-13-12t

WANTED—A good Scandinavian girl for general housework. Apply at 704 O. Avenue George Palmer. 11-14-4t

TO RENT—Two large airy, sunny bedrooms, for gentlemen only. 1710 Fourth st. 10-21 tf.

1512 ADAMS AVENUE—For rent, housekeeping rooms, and one single bed room, with bath. Phone Black 1731. 11-4 tf.

TWO FURNISHED Rooms with board 905 Spring. Call Red 1721. 11-4 tf

FOR SALE OR RENT—New Model Remington typewriter, F. D. Haisten Furniture Store. 10-17.

FOR SALE—New 4-room modern cottage, 4 blocks from business center, small lot, good bargain, some terms. Edw. W. Kammerer, 2004 Adams Ave. 6-20 tf

FOR SALE—Household furniture. 1806 Cedar. 11-11-tf

WANTED—To feed one hundred head stock alfalfa hay, two dollars per month. J. E. Reynolds. 11-11-1mo

WANTED—Sewing by day. Call Mrs. Nash. Phone Red 1022. 11-14-tf

FOR RENT—Store or office next door to Geo. H. Currey's real estate office on Elm street. Inquire of Geo. H. Currey. 11-15-6t

FOR RENT—Modern 4-room cottage. Phone Red 3411. 11-15-6t

FOR SALE—2 dressers, 2 commodes, 1 mattress, 4 dining room chairs, 2 rocking chairs. Will sell for \$50 cash or single pieces for cash. Reasonable value \$90. Call W. care Observer. 11-15-6t

FOR RENT—Furnished rooms, suitable for 2 gentlemen. Close in. 2109 Third. Call mornings. 11-17-3t

FOR RENT—Modern 4-room furnished cottage. Phone Red 3411. 11-17-6t

WANTED—Competent girl for general housework. Inquire Dr. Richardson, 1312 Pennsylvania. 11-17-tf

STRAYED—From Oliver pasture in Ladd canyon, two yearling colts, branded with hat on left shoulder. Color, brown and bay, with white stripe in face. Reward. Edw. D. Jasper. Phone Farmers 18-X. 11-17-6t-w-1t

FOR SALE—Male team, wagon and harness, 3-in. wagon. Bargain if taken at once. E. O. Strickland, 809 X Ave. 11-18-6t

LOST—Gold bracelet, initials D. D. L. Leave at Observer. 11-18-8t

Fill in the coupon in your package of Golden Rod Oats and mail it to us for this valuable free booklet.

For Appetites of Growing Folks

For appetites of grown folks—for all appetites—for all folks—

Golden Rod Oats

Containing all the nutritive elements of plump, fat Oregon oats, which weigh from eight to ten pounds more per bushel than ordinary oats. They're rich in muscle-making, tissue building properties—easily digested. Your grocer has them.

Golden Rod Milling Co. PORTLAND, OREGON



New Togs for Turkey Day!

There is no time in the whole year when man gets so great a desire to be well dressed as at Thanksgiving Time. Not alone because its Thanksgiving, but because he realizes that its only a short time to the Holiday Season when Yuletide and New Year events demand faultless attire.

You men, who considering today the replenishing of your wardrobe and who are especially particular as regards style and neatness will find much interest here in the new things shown.

Nifty Suits. Up-to-Date Overcoats. Latest Hats. Newest Shirts. Nobby Ties.

Come here for your Thanksgiving Wearable. We'll show you values that will give you true cause for Thanksgiving.

ASH BROS.

Where Style and Quality are Always Arm in Arm.

EUREKA HARNESS OIL

MICA AXLE GREASE

Standard Stable Products made by the Standard Oil Company
PORTLAND (CALIFORNIA) SAN FRANCISCO