

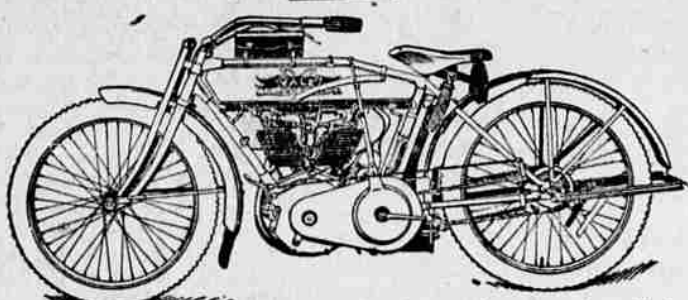
Specify - Electric - Lights -For Your New Home-

If you are building this year specify electric lights. It is safe to say that 90 per cent of the houses built in La Grande this year will install them. No home is modern without them. They are as important as sanitary plumbing.

Good lights are equally important, however, if you happen to live in a rented house. Your landlord owes it to you, and you owe it to yourself to have nothing but the best light. Electric lights are easily installed and will prove a source of lasting satisfaction to you. Call or phone Main 34.

Eastern Ore. Light & Power Co.
"Always at Your Service"

"BIG YALE" MAKES STRONGEST COMPETITION FOR FIRST HONOR



Cut of the new 1914 model "Big Y," two-speed motorcycle, which won the endurance test in a motorcycle contest at Lincoln, Neb. The big Y ran 22 miles on a quart of gasoline. A machine built for economy, speed, endurance and pull.

Is the Yale Motorcycle a winner? To be a winner it must have power, endurance and speed, it must be able to save fuel, to run in any kind of weather, to be dependable. The Yale does and is all of that and more. The motorcycle Club of Lincoln, Neb., held a motor cycle test. Each rider was given a quart of gasoline. A YALE RIDDEN BY GUMBLE WENT FARTHER THAN ANY MULTIPLE CYLINDER MACHINE IN THE CONTEST. Twenty-two miles on a quart of gasoline. Can you beat that? That means 88 miles per gallon. That means TWO TENTHS OF A CENT PER MILE. That means a heap of usefulness at little cost.

We say other machines are good, we admit all they claim for them, but when you are in the market for a machine, don't you want the machine that wins in big contests? Don't it mean that the winner has the stuff in it that makes it superior? The two speed Yale,—don't forget that — the two speed Yale, the two speed Yale that starts on low gear from a standstill with the same ease as an auto-

mobile, that plows through mud and climbs hills. Look at other machines, that's your privilege, test them but when agents have said and done all, when they have told you that their machine is the best on the market, they have not told you the truth, and they can't afford to tell you that the big Y, the two speed Yale, is a powerful, speed demon, a gasoline saver, and perfection in motorcycles. All we ask is a call and the car will speak for itself. I hold the agency for this car and will willingly show you the ins and outs of motorcycle making.

ROY BARTHOLEMEW.

The Skin and Not the Blood.

Until recently it has been a generally accepted theory that eczema was a disease of the blood. Scientists have taught us that eczema is positively a skin disease and curable through the skin alone. Meritol Eczema Remedy is applied directly to the diseased skin. Do not delay trying Meritol Eczema Remedy.

NEWLIN DRUG COMPANY.

MAKE A NOTE

of the fact that an abstract is an absolute necessity when you purchase real estate.

No matter how well posted you might be—you don't have a full history of the parcel, as you do when we make an abstract of it. Accuracy guaranteed.

THE ABSTRACT & TITLE CO.
Foley Hotel Building

D. R. FONG MEDICINE CO. CHINESE ROOT AND HERB REMEDIES

Cures Bodily Diseases With Root and Herb Treatment
Phone 762 Free Consultation La Grande Ore.
1412 Adams Ave.

The Union Nurseries, Union, Ore.

Roses. Order your roses now for spring planting, strong two yr. old plants, will bloom profusely this summer. Hardy, hybrid, perpetual, hybrid tea, \$3.50 per doz. The wonderful new Climbing Mad Caroline Testout, Climbing F. K. Druski, Dorothy Perkins, pink, red and white. Crimson Rambler, Thousand Beauties. All on their own roots. Also a general line of Nursery Stock. Send for Price List.

J. B. WEAVER, Prod.

PHYSICAL COURAGE.

At 2 o'clock in the Morning is the Time to Test It.

It is at 2 o'clock in the morning that man's vitality is at its lowest ebb; all the physical forces are then at their lowest ebb, and every military man of experience knows that the "2 o'clock courage" counts. He knows that if a soldier is really brave at that hour he need never fear of his becoming a coward, as he is really a remarkable man.

A well fed man will fight better than a half starved man, whether he be civilian or soldier. And this is the same principle as the so called "2 o'clock bravery," for the half starved man lacks vitality, just as the average man lacks vitality at 2 o'clock in the morning.

If you are anxious to know just how brave you are make the test some morning at 2, when you hear burglars in your house. If you crawl under the bedclothes you are probably quite a normal man, but if you rise boldly from your bed, grasp the nearest weapon and sally forth to meet the robbers you are indeed a brave man and should be proud of yourself.

Any veteran of some great war will tell you that the most difficult test of courage is to be aroused from his sleep by the shrill blast of bugle and long roll of drums and ordered to charge an enemy unseen or only dimly seen at 2 o'clock in the morning. Marching into battle under the bright sunlight is not so difficult, and the seasoned veteran enjoys the thrill, but even the most hardened veteran feels "creepy" and uneasy turning out at 2 o'clock in the morning to meet the enemy amid the shadows of night, and this is solely because of a natural physical weakness at that hour and has nothing whatever to do with that mental weakness called "cowardice."—New York American.

LIFE ON HOLLAND'S CANALS.

Where Spring Cleaning is the Rule All the Year Round.

I think one may see barges and canal boats in greater variety at Rotterdam than anywhere else. One curious thing to be noticed as they lie at rest in the canals is the absence of men. A woman is always there, her husband only rarely. The only visible captain is the fussy, shrewish little dog which, suspicious of the whole world, patrols the boat from stem to stern and warns you that it is against the law even to look at his property. I hope his bite is not equal to his bark.

Every barge has its name. English suburban villas have not a greater variety of fantastic names than the canal craft of Holland, nor with all our monopoly of the word "home" does the English suburban villa suggest more compact coziness than one catches glimpses of through their cabin windows or down their companions.

Spring cleaning goes on here, as in the Dutch houses, all the year round, and the domiciliary part of the vessels is spotless. Every bulwark has a washing tray that can be fixed or detached in a moment. "It's a fine day, let us kill something," says the Englishman; "Here's an odd moment, let us wash something," says the Dutch wrouw.

In some of the Rotterdam canals the barges are so packed that they lie touching each other, with their burgeses flying all in the same direction, as the vanes of St. Sepulchre's in Holland cannot do. How they ever get disentangled again and proceed on their free way to their distant homes is a mystery. But in the shipping world incredible things can happen at night.—From "A Wanderer in Holland," by E. V. Lucas.

The Chrysanthemum.

It is believed that the first specimen of the chrysanthemum known to have been grown in England—perhaps in Europe—was raised at the Botanic gardens, Chelsea, in 1764, and the flower's rise into popular favor in the nineteenth century was chiefly due to the good work done by the Stoke Newington Chrysanthemum society. This society held its first exhibition of blossoms in 1846, and served not only as a model for all similar associations, but also as a school of chrysanthemum culture for the whole world. London Graphic.

Too Talented.

"Where is that barber who used to have the end chair?" asked the customer.

"We had to let him go," replied the boss. "He had too much talent."

"Whaddy ya mean—talent?" asked the customer.

"He got so he illustrated his stories with cuts when he was shaving people," explained the boss.—Cincinnati Enquirer.

Handing Her One.

Kitty—Jack told me last night that I was the prettiest girl he'd ever seen. Ethel—Oh, that's nothing. He said the same to me a year ago. Kitty—I know that, but as one grows older one's taste improves, you know.—Boston Transcript.

HENRY @ CARR

Complete House Furnishers

SUMMERVILLE GIRL WEDS

TABOR, IOWA, MAN, CLAIMS SUMMERVILLE BRIDE.

Wedding Occurs at the Home of Mr. and Mrs. Choate, March 8.

Summerville, March 17.—(Special.)—A beautiful wedding was solemnized at high noon Sunday, March 8, at the home of Mr. and Mrs. Dillard Choate, in Summerville, Ore., when

This is What Advertising Did.

A lady lost a parcel containing two hair switches of considerable value. "I am going to take the one chance in ten," she said, "to get them back. I know there are honest people and the person finding them may see the ad I inserted in the Observer, and return them." On the following day the Observer was informed that the switches had been returned.

Whether it is a hair switch, (and that is a legitimate article of commerce,) or any other article of value, the article will in nearly all instances be returned when the finder knows who lost it. What the finder wants is information concerning the name and address of the loser. If you have pigs or chickens to sell if you have animals to trade, if you want to match a particular horse you own and by matching it make the team worth considerably more than two horses not matched would be worth, you can do that by finding the horse like your own.

There is no medium like a newspaper, for it reaches thousands where you cannot meet more than a few hundred at the best. People who advertise and let business come to them know how quickly matters can be arranged by inserting a few lines at comparatively little cost. Don't spend dollars in gasoline and automobile tires looking for business, when it will come to your office through the medium of a small want ad. The test of the pudding is the eating thereof. The test of advertising is advertising.

Miss Minnie Woodell of Summerville, opened a new furniture store in Imbler, became the bride of Mr. Geo. Hardy of Tabor, Iowa. Rev. Dressler, of the Methodist church, officiated.

Those witnessing the ceremony were the brothers and sisters of the bride. Miss Woodell made a charming bride in her lovely gown of shadon lace and chiffon over crepe de chene.

The groom is an energetic eastern gentleman who has made many friends during his short stay.

The bride has grown to womanhood on the old home place near Summerville, where she has hosts of friends.

After a short honeymoon here, they will visit relatives at different points in Washington after which they will return to Iowa, where the groom has prepared a fine home. All friends join in wishing them a happy, useful life.

Imbler Items.

Imbler, March 17.—(Special.)—Dr. Barrett has moved his office and residence to the brick house on Main street.

The Elgin band gave a play and dance at the new Amusement hall on Thursday night. The hall was entirely filled and everyone seemed well pleased.

Mr. McRae, of Summerville, has

Your job printing. Have it done at the Observer office.

How's your sole Need Fixin

Bring it to us, we'll fix it while you wait. With our modern plant we are turning out a class of work that's different. Turn it over a specialty.

Modern Quick Shoe Repair

R. L. DUGAN Prop.

Opposite Newlin's Book Store
Phone Blk. 81, 1115 Adams Av

-Fresh From The Factory-

HERSHEY'S MILK NUT BAR CHOCOLATES
5c each or 6 for 25c

Young's Sweets

1102 Adams Ave. La Grande, Ore.

COFFEES

We are now handling the following coffees: Shilling's, White House; M. J. B.; Hills Bros.; Red Can; Royal Club and Pleaz All. These coffees are steel cut; sizes 1's, 2's, 2 1/2's and 3's. We have a very fine quality of bulk coffees at 30c, 35c, 40c and 50c per pound. A fine line of Vegetables and Fruits for your Sunday dinner.

COTTAGE CHEESE SATURDAY.

PHONE MAIN 721

BERRY BROS. GROCERY