

EXCLUSIVE AGENTS FOR LADIES HOME JOURNAL PATTERNS, ROYAL WORCESTER AND BON TON CORSETS, AMERICAN LADY SHOES AND PURITAN UNDERWEAR AND HOSIERY.

Special Showing of New Hart, Schaffner & Marx Suits for Men. A large shipment just received. These are positively the BEST VALUES and styles offered in Eastern Oregon.



Copyright Hart Schaffner & Marx

The Temple of Economy PEOPLE'S STORE Phone Main 11

Our 29th Friday Surprise Sale

Just a few words in regard to the policy of our store—We believe every merchant or firm is entitled to a reasonable profit on the merchandise he sells, and no more. If we make a special buy on any article or line of goods we believe in giving our patrons the benefit of that buy. Or if we can effect a saving by an economical administration of our business, we feel that it is our duty to give those who trade with us the benefit of that saving. We feel confident, therefore, that a comparison of ALL our prices with others will easily convince everybody that ours are the lowest possible.

- FLAXON. NEW SHOWING OF Plain, White and Dainty Figured Patterns. Ideal Wash Goods for Spring and Summer Dresses. . . . 20c AND 25c YARD
SALE OF WOMEN'S & CHILDREN'S SHOES, IN BARGAIN BASEMENT. Women's good style Blucher shoes, all sizes, Special. . . . \$1.69 PAIR
Children's. Tobasco. Kid shoes, a durable shoe that will give satisfaction, Special. . . . .89c pair

Spring Styles in Palmer Suits and Coats are more interesting than ever. Select your new Easter Coat or Suit now, at reasonable prices, while the assortment is better.



FINE VAL. LACES AND INSERTIONS, SPECIAL. .5c PER YD. Just received in stock a fresh assortment of fine Lace Edgings and Insertions, so much in demand, priced SPECIAL FOR FRIDAY'S SALE . . . . .5c PER YD.

ORDER SALE GOODS BY MAIL—Orders filled same day as received. We prepay Parcel Post charges on all orders amounting to One Dollar or over. Order BY MAIL Today.

Children's Double Leg Black Ribbed Hose, Special. 2 pair 25c
Fast Black Double Leg Hose for Children, sizes 5 to 10. This quality gives excellent wear; priced Special. . . . .2 pair 25c

Fine Windsor Crepes, Special. . . . .22 1-2c yd.
Wash Crepes that need no ironing, in a good assortment of colors, on sale Friday. . . . .22 1-2c yd.

SALE OF HAIR GOODS—One lot of strictly first quality Hair Switches, assorted Browns, 26 to 30 inch, regular values to \$4.50, Special, Friday Only. . . . . \$1.98 ea
Sanitary Hair Rolls, assorted shades, Special. . . . . 25c ea

Seersucker Wash Petticoats, Special. . . . . 60c ea
A good assortment of Seersucker Striped Wash Petticoats, assorted Blues, all sizes. These require no ironing, Special. . . . . 60c ea

\$1.00 to \$1.25 White Wash Waists, Special. . . . .89c ea
Special Sale of Lingerie Waists at a very low price; many pretty styles, trimmed with Laces and Embroideries, values to \$1.25, Special for Friday. . . . .89c ea

Housekeepers Supplies Bargain Basement We guarantee the lowest prices in La Grande in this line.
Good size Frying Pans, Special. . . . . 15c ea
Curtain Shades, complete, Special. . . . . 35c ea
Ohio Blue Tip Parlor Matches, 7 boxes, Special. . . . . 25c
3 in 1 Machine Oil, Special. . . . . 10c bottle
Heavy Wire Coat Hangers, Special. . . . . 3c ea
Regular 45c Heavy Brooms, Special. . . . . 33c ea
Toilet Paper, 6 large rolls, Special. . . . . 25c
Regular 15c Cake Fancy Toilet Soap, Special. . . . . 3 for 25c
Many Other Useful Articles Found Here at Cut Rate Prices.

STARKEY IN BALMY CLIME

STARKEY RANCHERS READY TO BEGIN PLOWING.

River is Not Raising Rapidly—Bridge Repairs Started.

Starkey, March 18.—(Special)—Spring has made its appearance. The grass is starting good; river is not raising too fast; even ticks are out. Farmers expect to commence to plow in a few days.

J. Towner made a trip to La Grande on the 14th.

James Briggs has returned from La Grande but is still on the sick list.

J. Gourlay, of Hilgard, made a business trip to Starkey this week.

Dick Burnett visited in La Grande this week.

Mr. Campbell, the bridge contractor, has men at work here repairing the bridges over Meadowbrook and also the roads will get some attention this week.

Willie Briggs has returned from the hospital at La Grande where he was operated on for appendicitis.

G. Lapp made a business trip to La Grande this week.

Ben Hagey and Clyde Stultz are busy hauling timber for the new bridges.

PRIMARY CANDIDATES

Announcements of Men Who Seek Nominations at Coming Primaries.

I hereby announce myself as a candidate for nomination on the Republican Ticket, for the office of Circuit Judge of the Tenth Judicial District. In the event of my nomination and election, I will endeavor to discharge the duties of the office with equal justice to all, and as economically as possible, and will stand for the strict enforcement of all laws. Adv. J. W. KNOWLES.

I hereby announce myself as a candidate for County Judge of Union county, subject to the voters of the Republican party, at the coming primaries. Should I be nominated and elected I will give the office my entire time. I believe in good county roads, but favor permanency in construction. I believe in retrenchment along all lines of county expenses so far as practicable. Adv. W. W. RANDALL.

Announcement of Candidacy I hereby announce myself as a candidate for nomination on the Republican ticket to the office of joint representative to the legislature from Union and Wallowa counties. Adv. H. B. DAVIDHIZAR, Joseph, Ore.

DON'T GROW BALD

It's Quite Needless—Nourish the Hair Roots—Remove Dandruff—Use Parisian Sage.

If your hair is getting thin, losing color, or has that matted, lifeless and scraggy appearance, the reason is evident—dandruff and failure to keep the hair roots properly nourished.

Parisian Sage applied frequently for a week and then occasionally is all that is needed. It removes dandruff with one application; almost immediately stops falling hair and itching head; cleanses, cools and invigorates the scalp and makes dull, stringy hair soft, abundant and radiant with life. Equally good for men, women or children—everyone needs it.

This refreshing hair tonic can be had at any drug or toilet counter in 50 cent bottles only. The Newlin Drug company lawys sell it with agreement to refund the money if you are not satisfied.

Get a bottle at once. Delighted users say Parisian Sage is the best and most invigorating hair tonic made. —Adv.

Announcement

Mrs. Robt. Pattison the Gossard Corsetiere after Monday March Third will be at the Geo. A. Anderson Store.

With a complete stock of GOSSARDS

THE PEOPLE'S STORE

1207 - 1209 Adams Ave.

La Grande

Spring Blood and System Cleanser.

During the winter months impurities accumulate, your blood becomes impure and thick, your kidneys, liver and bowels fail to work, causing so-called "Spring Fever." You feel tired, weak and lazy. Electric Bitters—the spring tonic and system cleanser—is what you need; they stimulate the kidneys, liver and bowels to healthy action, expel blood impurities and restore your health, strength and ambition. Electric Bitters makes you feel like new. Start a four week's treatment—it will put you in fine shape for your spring work. Guaranteed. All druggists. 50c. and \$1.00.—Adv.

for a home site, or for any other purpose for that matter, I believe I am in a position to offer not only a very good choice of ground, but also terms that will make the renter feel like owning his own home. I offer for choice, three (3) five acre tracts on East Adams Ave., acreage at Oro Dell building lots near Palmer mill, a 10 acre tract partly set to fruit trees on the Island City road, and a few lots in Park addition, known as the Sugar Mill site.

The terms are not burdensome, and instead of paying rent you can make payments on the property and soon own it. Then it will be yours. The property can be made to pay for itself. I will be glad to show it to you. It will pay young men to investigate. J. A. RUSSELL,

DRINK HABIT CURED.

Excessive drinking of liquor becomes a disease. You can be permanently cured of this disease by taking treatment, and if you are not satisfied that you are cured after taking my treatment I will refund you every dollar you have paid me. I guarantee to

E. RIESLAND, Plasterer and Contractor. Cement work of all kinds, Foundations and Flue construction. Cement block a specialty. Call and see these blocks at E. C. Davis'. Phone Red 371.

kill all appetite for liquor. THE M'CORMICK INSTITUTE. J. J. Burbridge, Mgr., 1508 Fourth St. Phone black 362. 3-19-3t

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

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address: F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. 75c. Take Hall's Family Pills for constipation.

TO THE PUBLIC.

When it comes to a question of choosing a desirable piece of ground

Read the advertisements too.

We Will Give Away a \$15.00 Lamp

It is beautiful with its handpainted shade. It will be given in the Observer Pennant Table Cover Contest. Whether you win any of the \$21 worth of prizes or not you will possess the beautiful table cover you can make out of Observer Pennants, but you can win a prize if you try hard enough. Read about it and see the picture of the lamp in this paper. You must hurry if you want the beautiful State of Oregon pennant. They are going fast.

OBSERVER PENNANT COUPON.

This Coupon, with two others of different dates and 15 cents, (to cover incidental cost) entitles the bearer to one Observer Pennant when presented at the Observer office. By mail, five cents extra to cover postage and packing.

Name . . . . . Address . . . . . Pennant desired . . . . . THURSDAY, MARCH 19, 1914.

Do not order Pennants in advance. They will not be issued before the stipulated week.

NORTONIA HOTEL



European American Plan A. S. HOGUE, Mngr.

A hotel whose home comforts and safety will appeal to you and your family. Ladies' tea room—beautiful roof garden and large lobby for your pleasure and convenience. Located close to the shopping district. Write for family rates.

Eleventh St., off Washington, PORTLAND, OREGON.