

Ladies' Home Journal patterns are here in all new styles and sizes, 10c and 15c each. A pattern that is easy to use. A patented guide chart that shows just how the pieces go together, so simple that it is impossible to make a mistake. New April issue of the criterion of Fashion, 5c the copy.

First Showing of Easter

Table linens and Damasks—Remarkable values shown here in 72-inch Damasks and Napkins to match, moderately priced.

The Temple of Economy

PEOPLE'S STORE

Phone Main 11

New Spring Neckwear and fine Maline and Lace Ruchings. A Fresh Assortment just Received. Priced 25c to 75c.

Our 30th Friday Surprise Sale

For thirty consecutive weeks—nearly eight months—we have been offering, each Friday, some special bargains in the various departments of our store. These special offerings have been made for three reasons: to advise the public of such unusual bargains as we might have; to save our patrons money and to relieve the congestion in trade which usually occurs on Saturdays. The growing interest in these Friday "Surprises" has convinced us that the public appreciates our efforts in their behalf and we hope to continue them for many weeks to come. We are continually on the lookout for special buys for this purpose, so don't overlook a single Friday at this store.

Silk Messaline Petticoats Special \$2.48.

Good quality Silk Messaline Petticoats, neatly made and form fitting. These come in plain colors, values to \$3.25—Special Friday only Each \$2.48

Prepare for April Showers. Sale of Umbrellas.

Regular \$1.25 Umbrellas, Special, Each 98c
Regular \$2.50 Umbrellas, Special, Each \$2.28
Regular \$3.50 Umbrellas, Special, Each \$3.18
Regular \$5.00 Umbrellas, Special, Each \$4.38

Shantung Silks Special, Yard 25c.

Pretty Spring Wash Goods that wear and look much like high priced silks. This material is shown in Blue, Lavender, Green, Tan and White, Special, Yard 25c

BARGAIN BASEMENT.

Wonderful Sales of Housewares.

Fancy Toilet soap, large cakes 5c each or 6 for 25c
Tooth Brushes, special, each 10c
Mop Sticks, special, each 13c
Brass Curtain Rods, special, each 10c
Chair Seats, each 10c
Egg Beater, special, each 13c
Large Scrub Brushes, special, each 15c
Wooden Rolling Pins, special, each 18c
Heavy Metal Milk Pails with strainer, special each 68c
Carpet Tacks, special, package 2 1-2c
Regular 45c Brooms, special, each 33c
Stove Lifters, special, each 10c

35c Togo Wash Crepes Special, Yard 22c.

Wash crepes in stripes and colorings, useful for waists, dresses and childrens' clothes. Priced Special for Friday, per yard 22c

Women's Fine Jersey Ribbed Vests Special 2 for 25c.

Regular 20c fine ribbed shaped vests, fine gauze cotton, low neck, sleeveless or short sleeve styles, Friday at 2 for 25c

New Silk Crepe De Chine Special, Yard 60c.

Brocaded and Plain Silk Crepe De Chine, Dainty colorings for evening dresses in Tango, Blue, White, also figured designs, specially priced, Yard 60c

Other Bargain Basement Specials.

Hundreds of Remnants of Gingham, Percales, Prints, Flannelettes, Crepes, Fancy Wash goods, etc. Every piece desirable. Your choice, Friday only at 1-3 off.

Black Satine Petticoats Special 59c.

Red Cheek and Blue Check Table Damask for every day use, special, yard 39c

THE PEOPLE'S STORE

1207-1209 Adams Street, La Grande, Oregon

EAT WHEATLETS

THE BREAKFAST FOOD THAT MAKES YOU HAPPY ALL DAY

ASK YOUR GROCER

BIG INTEREST IN CLOSING MATCHES OF BOWLING LEAGUE

There will be big doings on the Club alleys this week, when the boys begin to shoot in the elimination match to decide which bowlers shall represent La Grande in the big International Bowling Tournament in Portland the second week in April. The boys are all working hard to be in shape for the event de luxe, of the bowling season, and in order to make the trip a grand success not only from a bowling standpoint, but from an advertising standpoint as well, a big dance will be given on Saturday evening, March 28, when the door of the Dancing Rink will be thrown open to the local terpsichoreans for the first time this season. The hall has been renovated in every way so as to make dancing really a pleasure, and the bowling boys expect the support of their friends and the business men as well, in order to have La Grande make a showing that will be a credit to our city.

Observer Ads. Save You Money

SERIOUS CATARRH YIELDS TO HYOMEI

You Breathe It.

Be wise in time and use Hyomei at the first symptom of catarrh, such as frequent head colds, constant sniffing, raising of mucus, or droppings in the throat. Do not let the disease become deep-seated and you are not in danger of a serious if not fatal ailment.

There is no other treatment for catarrh, head colds, etc., like the Hyomei method, none just as good, so easy and pleasant to use, or that gives such quick, sure and lasting relief. You breathe it—no stomach dosing. the Newlin Drug Co. if you are not benefited.

Hyomei is a combination of antiseptic oils that mixes with the air and formed and serving until now. The flamed membrane of the nose. It's sure and safe healing begins immediately—you feel better at once.

If suffering from watery eyes, husky voice, discharge from the nose, or that choked-up feeling, try Hyomei now—today. All druggists sell it. Ask for the complete outfit—\$1.00 size. —Adv.

For the Stomach and Liver.
L. N. Stuart, West Webster, N. Y., writes: "I have used Chamberlain's

Tablets for disorders of the stomach and liver off and on for the past five years, and it affords me pleasure to state that I have found them to be just as represented. They are mild in their action and the results have been satisfactory. I value them highly." For sale by all dealers.—Adv.

To the Housewife.

Madam, if your husband is like most men he expects you to look after the health of yourself and children. Coughs and colds are the most common of the minor ailments and are most likely to lead to serious disease. A child is much more likely to contract diphtheria or scarlet fever when it has a cold. If you will inquire into the merits of the various remedies that are recommended for coughs and colds, you will find that Chamberlain's Cough Remedy stands high in the estimation of people who use it. It is prompt and effectual, pleasant and safe to take, which are qualities especially to be desired when a medicine is intended for children. For sale by all dealers. —Adv.

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.

CLASSIFIED DIRECTORY

FRATERNAL ORDERS.

L. F. & A. M.—La Grande Lodge No. 41, A. F. & A. M. holds regular meetings first and third Saturdays at 8:30 p. m. Cordial welcome to all Masons.

C. W. NOYES, W. M.
A. C. WILLIAMS, Sec.

B. P. O. E.—La Grande Lodge No. 433 meets each Thursday evening at 8 o'clock in Elk's club, corner of Depot street and Washington avenue. Visiting brothers cordially invited to attend.

L. F. DUNN, E. R.
H. E. COOLIDGE, Rec. Sec.

WOODMEN OF THE WORLD—La Grande Lodge No. 169 W. O. W. meets every first and third Fridays at 10 O. F. hall. All visiting members welcome.

T. J. ORMOND, C. C.
J. H. KEENEY, Clerk

MODERN WOODMEN OF AMERICA—La Grande Camp No. 7768 meets on the first and third Thursday evenings of each month in the E. of P. hall. Visiting neighbors welcome.

H. C. BALL, V. C.
W. F. LANDRUM, Clerk.

ROYAL NEIGHBORS—Meets every second and fourth Fridays every month. All visiting members cordially invited.

NELLIE CHARBONEAU, Oracle.
LILLY C. KIMBLE, Recorder.

CEBEKAHS—Crystal Lodge No. 59 meets every Tuesday evening in the I. O. O. F. hall. All visiting members are invited to attend.

MARY SIMMONS, N. G.
EVA MONROE, Sec.

L. O. O. M.—La Grande Lodge No. 850, Loyal Order of Moose holds regular meetings, each and every Tuesday night in Moose Home on Adams street. Visitors always welcome.

P. A. FOLEY, D.
E. J. MORRIS, Sec.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27 meets every Monday night in Castle hall, (Old Elks' hall). A Pythian welcome to all visiting Knights.

H. E. DIXON, C. C.
R. L. LINCOLN, K. of R. & S.

O. E. S.—Hope Chapter No. 13, O. E. S. holds stated communications the second and fourth Wednesdays of each month. Visiting members cordially invited.

MRS. A. C. WILLIAMS, W. M.
MARY A. WARNICK, Sec.

F. O. E.—La Grande Aerie No. 259 on each and every Friday evening at 8 o'clock, at the E. of P. hall. Visiting members cordially welcomed.

JACK NICE, W. P.
L. F. BELLINGER, Sec.

WOMEN OF WOODCRAFT CIRCLE NO. 47—Meet second and fourth Tuesday nights of each month at K. of P. hall. All visiting neighbors welcome.

LENA HEAD, G. N.
LILLIE ALLSTOTT, Clerk

PHYSICIANS AND SURGEONS

A. L. RICHARDSON, M. D.—Physician and Surgeon; over Hill's drug store. Phones: office, Blk. 1862; residence, Main 55.

DR. R. E. L. HOLT—Physician and surgeon; successor to Dr. N. Mott; corner Adams avenue and Depot St. Phones—Office Main 68; Residence, Main 780.

DR. M. K. HALI—Physician and surgeon. Office West-Jacobson Bldg. Phone Main 58. Rooms 11-12-13.

DR. H. L. UNDERWOOD—Physician and surgeon. Diseases of the eye a specialty.

DR. DORA J. UNDERWOOD—Diseases of women and children. Offices—Adams avenue, over Red Cross Drug Store.

OSTEOPATHS.

GEO. W. ZIMMERMAN—Osteopathic physician. Over Lilly's hardware store. Phone Main 68. Successor to Dr. F. E. Moore.

DR. CHARLES H. PONTING, A. B. D. O.—Osteopathic physician, La Grande, Or., Rooms 20-22 Foley Building; Phones: office, Main 89; residence, Black 112.

VETERINARY.

DR. P. A. CHARLTON—Veterinary surgeon. Office at Hill's drug store, La Grande. Residence phone, Red 701 office phone, Black 1361.

CHIROPRACTORS.

G. T. DARLAND CHIROPRACTIC PARLORS—No. 4, Depot St., adjoining Oregon hotel. Phone Red 1751.

ATTORNEYS AT LAW.

COCHRAN & EBERHARD—Geo. T. Cochran and Colon R. Eberhard, Attorneys. La Grande National Bank Bldg., La Grande, Oregon.

T. H. CRAWFORD; ROBT. S. EAKIN CRAWFORD & EAKIN—Attorneys at law. Practice in all the courts of the state and United States. Office West-Jacobson building, La Grande, Ore., rooms 9-10.

R. J. GREEN—Attorney-at-law. Rooms 9-10, Sommer Bldg., La Grande, Ore. Practices in all state and federal courts.

UNDERTAKERS.

W. H. BOHNENKAMP CO., Undertaking and Embalming. Strictly modern. Day phone, Black 241. Night phone Red 3971 or Red 3412.

HENRY & CARR, Undertakers and Embalmers; 20 years in business; day phones, Main 62; and Main 95; night phones, Main 707 and Red 3131.

ENGINEERS

INTERIOR ENGINEERING COMPANY, Inc.—All branches of Engineering and Surveying. Investigations, Estimates, Reports. L. D. Howland, local representative, La Grande National Bank building.

CARPET AND RUG FACTORY—1802 East Pennsylvania Ave., between Cove and Island City avenues. Rag and Fluff work; scientific cleaning. Phone Black 1521.

THE TELEPHONE

By furnishing quick service in communication multiplies a man's capacity and makes it possible for the business man to transact more business.

EVERY TELEPHONE A LONG DISTANCE STATION

HOME INDEPENDENT TELEPHONE SYSTEM