

Special Fresh Coconut Caramels 20c lb.

Place your orders early for Easter Novelties, Candies and Ice Cream.

Young's Sweets

Phone, Red 3931.

1102 Adams Ave.



It Whips

Due to an unusual amount of butterfat

HOLLY BRAND Condensed Milk

Whips into an ideal whipped cream. Try it. Your dealer sells it.



Special Sale of Delicious "Sunkist" Seedless Oranges

Not a seed in "Sunkist." Juicy, rich, healthful oranges—the finest selected tree-ripened fruit grown in the world.

"SUNKIST" oranges are the cleanest of all fruits. Never touched by bare hands—all "Sunkist" pickers and packers wear clean cotton gloves while at work.

Buy a box of "SUNKIST" oranges—much cheaper by the box or half-box than by the dozen.

"Sunkist" lemons are the finest, juiciest fruit—mostly seedless—thin-skinned, too.

"Sunkist" Oranges and Lemons Bring Handsome Rogers Silverware

Send the trademarks cut from "Sunkist" orange and lemon wrappers to us. We offer as premiums, elegant Rogers guaranteed A-1 Standard silverware. 27 different, magnificent premiums in exclusive "Sunkist" design.

This handsome orange spoon sent to you for 12 "Sunkist" trademarks and 6 two-cent stamps. Trademarks from "Red Ball" orange and lemon wrappers count same as "Sunkist."

Buy "Sunkist" Oranges and Lemons at Your Dealer's

Send your name and full address for our complete free premium circular and Premium Club Plan. Address all orders for premium silverware and all communications to

California Fruit Growers Exchange
139 N. Clark Street, Chicago [150]



Keep Your Fowls Free from Lice

Chicken lice cost the poultryman more money than all other items of poultry expense combined. They kill thousands of chickens every year. Prevent this loss by dusting your fowls with

Conkey's Lice Powder
a combination of effective lice killing ingredients. It's quick and sure.

Kills the Lice, Doesn't Harm Chickens
Its use means bigger poultry profits. Restores health and vitality to your flock. Guaranteed. Price 25c and 50c.

Conkey's Lice Liquid
Sprayed about the poultry house, will rid your chickens of the life-sapping mites that live in the cracks and crevices. Qt. 35c, half gal. 60c, gal. \$1.00.

Conkey's Head Lice Ointment
rubbed on the heads of little chicks will quickly kill the deadly head louse without injury to the chick. Safe and sure. 10c and 25c.

Your Money Back If Conkey's Lice Killing Preparations Do Not Satisfy

Ask for Conkey's Free Poultry Booklet

Snook Bros. Produce Co.
Phone Main 706,

MAIL ORDER HOUSE SCARE AGAIN FELT IN NORTHWEST

Serial Letters by Expert Tell How Merchants Can Combat Mail Order Plague.

Commencing today the Observer will publish a series of four articles on mail order catalogue business, home merchants patronage, methods to combat the enroads of mail order houses, etc. The four letters will be subdivided into installments, the first of which is appended.—Editor.

(Publication rights for this series is hereby granted to the La Grande Merchants Association. — David Powell.)

Many communities of the middle west went through the same "Mail order fad" some twelve or fifteen years ago that is now affecting the people of the Northwest.

As the great mail order houses in Chicago grew with leaps and bounds, making serious inroads into the business of merchants of every class, there went up a great wail of woe from every town and village in half a dozen states. Many and varied were the plans tried by the merchants to stem the tide of money flowing past their doors in a never returning stream, but as such efforts were generally of a premature and spasmodic nature and founded on wrong principles, they quite naturally failed in their purpose. Not until the great need that existed for relief had crystallized into the general sentiment that education of the consumer was the only way to secure permanent and satisfactory results, was any headway made by the merchants in re-gaining their lost business.

Throughout that entire section of the country were scattered numberless small towns and villages that were steadily dwindling in population and commercial prestige. The present to the eye a silent, grim array of empty store buildings and deserted streets that gave mute witness to the monumental folly and ignorance of the people on the one hand and the apathetic incompetence of the merchants on the other; the peoples' error lying in their obstinate, blind devotion to the siren voice of the catalogue, and the merchants' in their reluctance to realize and adapt themselves to the changed condition that came into existence with the advent of the catalog in their community.

Most of the towns so affected lacked the kind of men, and the proper spirit, to come back, and stand today crumbling relics of a bygone commercial age; their store quite in accord with the general dilapidatedness of the entire community, run by the same type of men who years before, by their narrowness, their cheap economies and unfair business methods, had paved the way and made welcome the first catalog sent to their town.

Although by far, the greater majority of the communities have never recovered, they were many however that did, and it was the writers pleasure while gathering the material for this series of articles to occasionally find one that bore every evidence of prosperity; whose store buildings were all occupied; whose people were hustling and happy; and which in general had the appearance of being the community expression of pride, stability and contentment. One could not but wonder by what means such favorable cities were spared the fate of their neighbors. The answer however was quite simple—hard, intelligent co-operative work by the merchants in educating the people of their community to the wisdom of comparative investigation before sending their orders away from home.

One of the most successful methods employed to accomplish this result was adopted by the business men of a city of some 10,000 inhabitants in one of our Southwest states. Crops had been good and prices high for three or four years and the farmer who but a short while before had been only too glad to accept the accommodations in the way of credit, and in many cases cash, that were of necessity extended by the local merchant, now found themselves with an abundant supply of cash and as natural as day follows night were dying to spend it. The heads of the big mail order houses keep watchful eyes on every little nook and cranny of the entire country and are always the first to take advantage of favorable trade conditions that hold the promise of increasing sales, and in this

case it was but a short while after the first good crop had been sold until every farmer in the district was being urged by every mail to "save money," "cut out the middleman." "Cease being robbed by your local merchant," and countless other purchases of similar nature. It "took", and took good, and the merchants of the little city were at their wits' end to overcome the seductive influence of the beautiful illustrations and well chosen words of the "silent salesmen." They soon realize they were in for the biggest fight of their commercial lives, and as there happened to be three or four live wires among them who were deep and broad enough to realize that a new condition existed that had to be met in a new way, they took ample time to study the question from every possible angle before finally deciding the way to do it.

The results obtained fully demonstrated the fundamental soundness of the plan they adopted. The merchants and professional men of the city organized a Trade-at-Home League, the purpose of which was to establish and maintain a bureau of comparative investigation, and every consumer within the city's trade zone was invited by a personal letter to join free of any obligations as to fees or dues either present or future. The purpose and plans of the organization were published in the press and although many of the mail order buyers laughed up their sleeves at the undertaking and cocksurely remarked to their friends that it "couldn't be did," fifty-six farmers joined at the first public meeting after organization. Most of them did so merely out of curiosity, but there were a few who came in with an unbiased willingness to be shown.

After deciding on their plan of campaign and for about three months before making their public announcement and sending out the invitations, a committee of ten representative business men had been hard at work preparing the scenery for the first act. Their work had been done quietly, but none the less diligently, and when the time came for the curtain to rise on the first scene they had demonstrated the soundness of the theory on which their labors were founded and before the first gun was fired left assured of victory. A catalogue from each of the houses doing the bulk of the business in that territory was taken and carefully gone through, page by page, and from every line was chosen from one to a half dozen articles that as near as could be determined by the illustrations and descriptions seemed to be of about the same quality of similar articles carried by the local merchants.

(Continued on Page Eight.)

Check Your April Cough.

Thawing frost and April rains chill you to the very marrow, you catch cold—Head and lungs stuffed—You are feverish—Cough continually and feel miserable—You need Dr. King's New Discovery. It soothes inflamed and irritated throat and lungs, stops cough, your head clears up, fever leaves, and you feel fine. Mr. J. T. Davis, of Stickney Corner, Me., "Was cured of a dreadful cough after doctor's treatment and all other remedies failed. Relief or money back. Pleasant—Children like it. Get a bottle today, 50c and \$1.00, at your druggist. Bucklen's Arnica Salve for All Sores. Adv.

NOTICE TO CONTRACTORS.

NOTICE IS HEREBY GIVEN that sealed bids will be received by the Commission of the City of La Grande, Oregon, for the placing on grade and the construction of 7925 square feet of Cement Sidewalk, on the South side of N. Avenue from the west curb line of Fourth Street to the East curb line of Oak Street, in accordance with the plans and specification, which are on file in the office of the City Recorder, bids to be in not later than 7:30 o'clock P. M., Wednesday, April 8th, 1914, and accompanied by check of 5 percent of amount bid, the Commission reserves the right to reject any and all bids.

By Order of Commission March 25th, 1914.

LEF WARNICK,
City Recorder
2-28-61.

"Feed the Kidlets Wheatlets"

THE FOOD WORTH WHILE

ASK YOUR GROCER



WE EXPECT A

RUSHING SEASON

in the lumber line. All indications point to brisk building business this Spring, and we take this opportunity to suggest early orders. We know our stock and are sure of it. We want you to know, and so print this short notice.

WENAH LUMBER COMPANY



Sanitary Pressing Machine

Dry

Cleaning

DONE RIGHT

OVER \$2000 IN EQUIPMENT

EXPERT OPERATOR

CHERRY, S NEW LAUNDRY Inc.
MAIN 56

Retail Department---Phone Main 8

For Lumber, Lath
Shingles, Sash and Doors
Ruberoïd Roofing

GEORGE PALMER LUMBER CO.

Drink **SAM-O** Natural Mineral Water
and
You'll Know the Joy of Living

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 TELEPHONE

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

EVERY TELEPHONE A LONG DISTANCE STATION

HOME INDEPENDENT TELEPHONE SYSTEM