

THE OBSERVER

BRUCE DENNIS, Editor and Owner.

Entered in the Post Office at La Grande, Oregon, as second class matter.

Advertising rates on application. All copy for display advertising must reach the office the day before the ad appears.

Address all communications to THE OBSERVER, 1710 Sixth Street.

SUBSCRIPTION RATES: Daily, single copy 5c; Daily, per week 15c; Daily, per month 45c; Daily, per month in advance \$3.50; Daily, per year in advance \$37.00.

One Lot of Men coats Half Price

All Ladies' Trim Half Price

Every Article Reduced

Tremendous



resolution for in a year the water wagon will run all over the state and, as the Glee Club sang last night "Its a long way to California."

Begin the new year right — trade at home all the time.

The San Francisco fair could have no more important persons at its opening than a bunch of La Grande business men.

No one can kick on the ice crop this year.

Have you sworn off?

RECOMMENDS COLT SHOW.

Corvallis, Dec. 29.—(To the Editor.)—We have written to your Commercial club secretary enclosing a copy of the enclosed suggestions for a colt show. It is the belief of the belief of the Stallion Registration Board that La Grande is very advantageously situated to put on a winning colt show. I believe that you realize the value of such a show to your town. Let us get together on this and put it on.

There is nothing better for a good day in the spring than a Colt show. They are a success in many places. They make a big trade and advertising day. The stallion men as well as the merchants will be glad to operate.

Let us hear from you about it and call on us to help.

Very truly yours, CARL N. KENNEDY, Secretary of Stallion Registration Board.

\$675 NOTE FOR SALE.

Secured by real estate mortgage due October 1915. 10 per cent interest, payable semi-annually. Address P. O. Box 428 La Grande.—Adv. 12 30 St.

BIG BEN

"COMES BACK!"

ALL ABOUT BIG BEN

You've been wondering why we call this a Big Ben Sale. Surely, you know Big Ben, the alarm clock that wakes you every morning or that you have seen advertised in all the magazines. Well, he's the fellow that's running this sale, and this is how he does it: Every day of this SALE the BIG BEN Alarm goes off at 10 and 10:30 a. m., and between these two alarms you or anyone can buy some one lines of goods at a price even below regular wholesale cost. See the big square below for full particulars.

and will conduct another of his FAMOUS SALES

AT

The People's Store

Commencing at 9 a. m.

Your Railroad Fare Paid.

IF YOU COME WITHIN 30 MILES AND TRADE \$15.00 OR MORE. NO ONE WHO LIVES NEAR ENOUGH TO MAKE THE TRIP IN ONE DAY CAN AFFORD TO MISS THIS MONEY-SAVING CHANCE.

Saturday, Jan'y. 2nd

STORE CLOSED ALL DAY Friday, Jan. 1st

TO ENABLE A LARGE FORCE OF CLERKS TO MARK THE GOODS DOWN TO BIG BEN BARGAIN PRICES AND REARRANGE THE STOCK SO THAT THE

Crowds Can Be Promptly and Carefully Served

At Least \$5,000 Worth of Goods Must be Sold in 15 Days—The Time is Short, Hence the Prices Will Be Extremely Low.

You have the word of THE PEOPLE'S STORE that this is something more than an ordinary sale. The reason is the necessity for reducing the stock a great deal quick in order that we may carry out some contemplated changes in our business without delay. The time is short—quick action is what we want and must have—hence prices will be extremely low—probably the lowest you have known in years. Don't doubt—investigate the truth of this statement—Don't hesitate—come quick and find out that this is the GREATEST MONEY-SAVING OPPORTUNITY OF THE TIMES.

The store will be closed all day Friday, Jan. 1, to enable us to get the goods all marked down to Big Ben Bargain prices and rearrange the stock. When the sale opens at 9 a. m., Saturday, Jan. 2, everything that could be done to make the prompt and satisfactory handling of the crowds possible will have been done. We will have plenty of good competent trustworthy clerks who will take pains to see that you are satisfactorily served. Everything will bear a ticket with the sale price marked in plain figures, and this will be the lowest price ever quoted on an article of equal worth. \$5,000.00 worth of goods must be sold in fifteen days. We know there is only one way to do it—make the prices so ridiculously low that people will come from far and near and supply not only their immediate needs, but future needs for many months to come as well.

From 9 to 10 a. m. Saturd'y, Jan. 2 we will GIVE AWAY FREE

TO EACH LADY ATTENDING.

This Big Sale

A HANDSOME, DECORATED JAPANESE

Cup and Saucer

These will be absolutely FREE to ALL LADIES who call during the above hours. We advise all to come early, as we cannot promise them after 10 O'CLOCK.

Commencing at 10 a. m., every morning when you hear Big Ben's loud clarion ring, we will sell one line of goods during the next half hour only, at a ridiculously low price—a price so low that you'll scarcely believe your own eyes. These prices will be in effect, only until Big Ben announces that it's 10:30. Every day it's something different for the half hour Big Ben Bargain Special.

We are making these sacrifices on these goods to draw big crowds of people every day, who will see the many attractive bargains all over the store and so buy a great many goods that they would not think of getting if they did not see with their own eyes what unusual bargains were offered. The people who come one day will go home and tell their friends and neighbors about the extraordinary chances to save money,

and so the daily crowds will increase.

Don't forget these daily half hour specials 10 to 10:30 a. m.

Now, we don't want anyone to be disappointed because they can't get waited on during any of these half hour Specials, if we can help it. We will have all the extra clerks we can use, and will wait on you just the very best and quickest we can.

Table with 4 columns: Saturday (Jan 2), Monday (Jan 4), Tuesday (Jan 5), Wednesday (Jan 6). Items include Standard Calico, Hope Muslin, Meakin or Johnson White Cups and Saucers, and Table Oil Cloth. Prices range from 25c to 11c.

SOME OF THESE GOODS WE CANNOT, OF COURSE, BUY AT ABOVE PRICES, BUT ARE FRANK TO ADMIT WE OFFER THEM IN THIS WAY THAT PATRONS MAY BE PAID FOR THEIR TROUBLE IN COMING TO THE STORE AND SEE THE HUNDREDS OF OTHER BARGAINS WE ARE OFFERING—IN THIS CASE YOU GET THE DIFFERENCE INSTEAD OF THE PRINTER.

The People's Store WHERE BIG VALUES AND LITTLE PRICES MEET

A Revelation to Cracker Eaters

As the master workman in the days of old took a pardonable pride in his masterpiece, so we take pride in

SNOWFLAKE SODAS

regarding them as the consummate achievement of years of hard work to produce a cracker, which, in flavor, in freshness, in crispness and in unique deliciousness is winning for itself a permanent place in the thoughts of Oregonians. Made in Oregon for Oregon people, we ask you to try them but once. You will immediately recognize their peculiarly attractive goodness.

At your grocer— in generous 10c and 25c packages Sold also in bulk.

Don't ask for crackers, say— "SNOWFLAKES"

PACIFIC COAST BISCUIT COMPANY, PORTLAND, OREGON

