

FOR THIS WEEK

Extraordinary New Season's Offering

Our Modern City

There is no city in all Eastern Oregon more modern in its demands than La Grande. Here, the public insists upon the best in everything. This store, through its modern organization scours the best markets for everything that is beautiful and up-to-date in merchandise. This store is also the pioneer of the economic ideas in modern merchandising. Through the capability of this institution, through the ambition of those directing it, you will always find unusual values here. The increased demands made upon this store by its loyal patrons during 1914, have caused us to plan even more for 1915.

New Windsor Costume Crepe at 22½¢ yd.

Comes in the newest Spring designs in white and tinted grounds with pretty colored floral patterns. 30 inches wide, yard, only **22 1-2¢**

New Tub Dresses 98¢ & \$1.25

"My, such lovely dresses, how can you sell them at these prices?" This is the unanimous expression of all of those who have bought and looked at these pretty and serviceable dresses. Made of fine madras and percale in dark and light colorings. Special **98¢ and \$1.25**

The New French Serges at 98¢ yd.

Lovelier than ever is this beautiful fabric in the new shades of green and blue, also in all the other staple colors. 44 inches wide, yard **98¢**

Heavy Turkish Towels 12½¢ Each

Extra large size and heavy Turkish Towels, each **25¢**
36 inches wide fine English Long Cloth, very special, yard **10¢**
Men's New Spring Four-in-Hand Ties, new snappy patterns, fully worth 50¢ Special **25¢**
New Work Shirts made of fine quality Amoskeag chambray and shirtings, Special **38¢**
New Black Hide Work Shirts, extra heavy twill, the shirt that will not fade in washing, only **50¢**
New English Golf Caps in a beautiful assortment of patterns, just the thing for your Spring motoring priced **85¢ and \$1.25**

THE PEOPLES STORE

The Store for the People

MRS. NEWKIRCHNER DEAD died at 5 o'clock Saturday morning. she was 69 years and three months old and has lived in this city for 13 years. She is survived by a family of two sons and one daughter. The funeral was held today.

Lady Almost Seventy Has Been Resident of La Grande 13 Years.

Mrs. S. C. Newkirkner, a resident at Currey avenue and Umatilla street

"Y" FEATURES GET NOTICE

SPEAKERS DWELL ON MERITS OF BOY TRAINING.

First Sunday Afternoon Meeting Held a Big Audience.

"After three years of waiting," as Secretary Rudd put it in opening the meeting the first religious meeting for men held in the lobby of the new Y. M. C. A. building Sunday afternoon, a good sized audience turning out to hear the musical numbers and talks.

The meeting was opened with a piano solo by Prof. G. H. Armstrong followed with a prayer by J. A. Reed. Rev. Drahn, of the Lutheran church read the scripture lesson from the third chapter of Proverbs and the La Grande quartet favored the assembly with a selection entitled, "Sweet Sabbath Eve."

Postmaster E. E. Bragg delivered some very pointed remarks under the subject "The Y. M. C. A. and the Boy." Mr. Bragg has been interested in work with boys for many years and has studied the "peculiar animal" as he characterized him, at close range, and his remarks yesterday afternoon were peculiarly appropriate. Mr. Bragg is of the opinion that reformers heretofore have been starting at the wrong end in their efforts, "throwing their brick bats at the old men with one foot in the grave," whereas they should start at the bottom with the boy and the girl, which he said they were beginning to do in later years. He summed down the problem of the boy to the fact that the average boy intended to enjoy life and to persist in his pursuit of happiness, and that it was up to the Y. M. C. A. to direct his enjoyment and pursuit in the proper channels. "We are not trying to make angels out of the boys," said Mr. Bragg, "just men, that's all, and if this institution succeeds in making the right kind of men out of our boys it will be well worth every cent that has been put into it."

A young men's male quartet, sang a selection entitled "Speed Away," which was followed by a vocal solo, by Ray Williams. These musical numbers were followed by a talk by Rev. Clark of the Presbyterian church

on "The Y. M. C. A. and the Upward Pull."

After pointing out some of the facts entering into the downward pull, degrading associations, debasing ideals, and contrasting them with the elements that are necessary to a successful upward pull, Rev. Clark said in part:

"The Y. M. C. A. stands for a balanced man for amusement that makes strong men, steady nerves, sound and quick judgment. It stands for self-mastery seven days in the week, in the pool, in the gym, in conversation, in life. It stands for a clean mind, chaste thoughts, a pure life. No organization pulls harder than the Y. M. C. A. for a white life. It stands for a single standard of morals. If the young man is going to ask for a clean hand and heart, he should offer a hand and heart as clean as the one he demands."

"The Y" pulls up for a mutual understanding between men and boys, father and son, men and morals. Ninety per cent of the trouble in this world is due to misunderstanding. A boy is a hero worshipper. What a man does is all right in the boy's opinion. The Y helps a man to be worthy of imitation. It helps pull boys and their fathers closer together. How many of you fathers ever warned your boys of the pitfalls in the way? How many of you boys ever had a heart to heart talk with your father about a boy's habits. The Y. M. C. A. is here for all of this. Let's stand by it."

The meeting was closed with a benediction by Mr. Wiseman. It is the intention of those interested in the work to make this Sunday afternoon meetings a regular feature of the Y. M. C. A. work.

Want Ads.

YEARS AGO the crier announced the auction sale—then came the hand bills and their "hit or miss" results—today the effective way is the Want Ads—they hit the mark. That's what counts.

Found—Two bicycles. Owners can have same by identifying them at the city police station and paying for the costs of this advertisement. 1-25 tf

FOR RENT—Furnished housekeeping rooms 1307 Penn. ave. Phone Red 3681. 2 1 4t.

HELP—Wanted a good stout boy 18 or 19 years old who can handle horses and do general farm work—German preferred. Apply nine to 10 a. m. 1808 Second street. 2 1 2t.

FOUND—Lady's handbag containing pocketbook and papers. Owner can prove property at the Observer office. 2 1 3t.

FOUND—Two roosters in a sack. Apply at Island City store. 1 22 tf.

FOR RENT—Five room modern house, good location. Ask Geo. W. Perry. Perry, Oregon. 1 21 tf

FOR SALE—A good jersey milk cow, inquire 1202 Corner Sixth and G avenue. 1 12 tf.

FOR RENT—Four room house. Telephone Black 3761 or call at 2108 First street. 1-14 tf.

FOR RENT—Two nicely furnished housekeeping rooms with bath. Two blocks from center of town. Phone Black 3901 or 1512 Adams Ave. 12 24 tf.

FOR RENT—Five room modern house, 2009 First St. Phone Black 1191. 1 27 tf.

Dry 16-inch wood and posts for sale—J. D. Fitzgerald. Phone Red 1822-A—dv. 1 28 12ip.

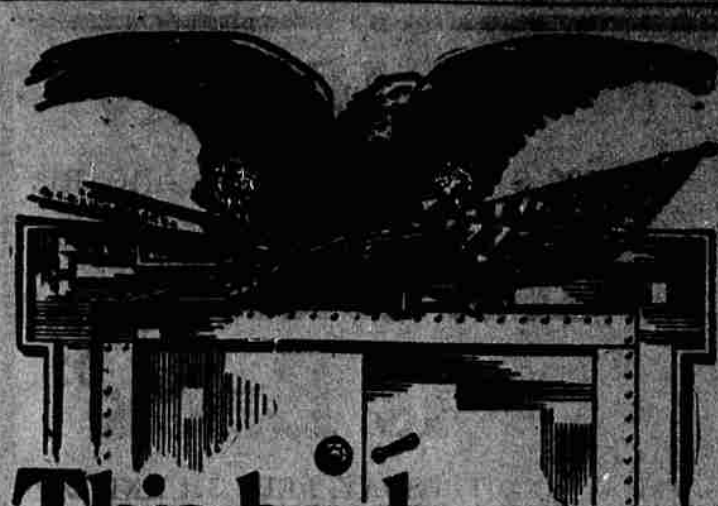
FARM LOANS

Reasonable Rates

SECURITY LAND & SAVINGS
COMPANY
La Grande, Oregon

For Sale

Five room house; ten city lots, plenty fruit trees—ground piped to every portion, can be irrigated with 50-foot hose. A first class home. Price if taken soon, \$1,300 cash. ADDRESS "A" CARE OBSERVER.



This bank is under direct supervision of the United States Government

Like all other National Banks this one has to undergo periodical examination by Government experts for the benefit of depositors. It has to keep a large sum in absolute reserve against its liabilities and it is subject to the direct supervision of the United States Government. No institution could be safer for banking your money.

Accounts solicited. Every facility given consistent with Government rules.

The United States Nat'l Bank

Capital \$100,000 Surplus \$13,000 Deposits \$364,841.14

OFFICERS and DIRECTORS

WM. MILLER
J. C. HENRY
J. L. CAVINESS
J. F. CONLEY

T. J. SCROGGIN
C. T. BACON
A. L. RICHARDSON
U. G. COUCH
GEO. T. COCHRAN

COAL! COAL! COAL!

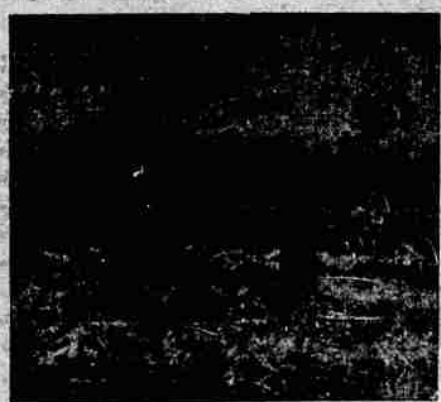
That Good Clear Utah
Coal, Order it From

Snook & Stiles, Produce Co.

Phone Main 706

Fifteen Inches of Snow! Palmer Lands

How many thousand dollars would that snow be worth to Grande Ronde Valley



We are receiving several inquiries every day this winter. As soon as Spring arrives these lands will sell with a rush. You had better investigate before too late.

\$15 per acre; \$1.50 per year.

PALMER

Palmer Lands are located about 30 miles from La Grande and 10 miles from Elgin. Palmer Junction, where there is a general merchandise store, of any part of these lands. These lands have been stumped for several years and the cost of clearing is low compared with most logged off lands. The soil is a rich deep pine ash. This is a natural hay and stock country, while grain, vegetables and fruit have been raised with excellent results. This is a dry farming country, well covered with living creeks and springs; the annual rainfall being about 30 inches. The price of these lands is only \$15.00 per acre, \$1.50 down and the balance payable in 9 annual payments of the same amount; interest at 6 per cent. We will gladly show you photographs and explain further in detail.

Cut Over

LANDS

Whenever You Want to Buy, Sell, Trade, Rent or Insure, See

Geo. H. Currey

108 ELM ST.
Phone, Black 2001

HE WHO MOVES
REAL ESTATE

LA GRANDE,
OREGON.



Try Jones' Little Pig Dairy Farm Sausage.

Waffles made from Clow's Self Rising Waffle Flour with Cleaver's Apple Syrup.

Just opened a fresh barrel of Boston Beauty Mackerel at 2 for 25¢

Sweet Oranges at 20c 25c and 40c a dozen.

Florida Grape Fruit 10c each.

First-class Jonathon and Roman Beauty Apples at 75¢ a box.

Fresh Eggs 35c a dozen.

Full line of vegetables in season.

CITY GROCERY & BAKERY