

# STOCK REDUCTION SALE

## AT THE J. C. HENRY FURNITURE STORE

The prices made by the COCHRAN SPECIAL SALE CO. are meeting with the success it deserves. Our sale yesterday far exceeded our expectation proving again the fact that **RELIABLE MERCHANDISE PRICED RIGHT** will always find buyers.

You know we do not misrepresent—that these statements are facts.

ARE THESE BARGAINS GOOD ENOUGH FOR YOU

Are they sufficient inducement to cause you to take advantage of this ten-day sale—we urge you to make your selections now—you will not repent. In but a short time this sale will have passed into history, then it will be too late, so hurry, hurry.

J. C. HENRY, FURNITURE STOCK,  
C. A. Cochran makes the prices.

**TOMORROW FRI.**  
**It is Brass and Iron**  
**Bedstead**  
**SPECIAL DAY**

We are passing through this world once—Shall we destroy the better things of life in miserly accumulations or shall we live broadly enjoying the good things Art and Nature provide.

The \$2.25 Bath Room Rug Sale Price ..... **\$1.63**  
The \$1.25 Rag Woven Rug, Sale Price ..... **93¢**  
The \$3.50 Rex Grass Rug, Sale Price ..... **\$1.35**  
The \$27.50 9x12 Axminster Rug, Sale Price ..... **\$19.39**  
The \$11.50 9x12 Tapestry Rug, Sale Price ..... **\$8.69**

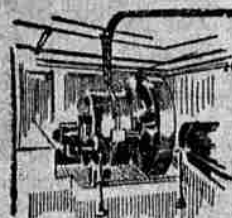
**Store Open Every Evening This Week Until 8 p.m.**

The 85c seller, Sale Price per yard ..... **55¢**  
The Cotton Chain Carpet, the 75c value, Sale Price per yard ..... **45¢**  
Axminsters and Velvet Carpet, the \$1.35 and \$1.50 values, Sale Price per yard ..... **\$1.00**  
The English Tapestry Carpet, \$1.25 value, Sale Price per yard ..... **75¢**  
Matting—the 50c Fast Color, Sale Price per yard ..... **34¢**  
The 45c Japanese matting, Sale Price per yard **27 1-2¢**  
The 35c Japanese matting, Sale Price per yard **22 1-2¢**  
Short lengths at half price.

The \$52.50 9x12 Wilton Rug, Sale Price ..... **\$32.95**  
The \$65.00 10-6x12 Wilton Rug, Sale Price ..... **\$35.00**  
The \$5.50 36x72 Axminster Rug, Sale Price ..... **\$3.67**  
The \$2.75 54x27 Axminster, Sale Price ..... **\$2.16**  
The \$1.50 54x27 Tapestry Rug, Sale Price ..... **75¢**

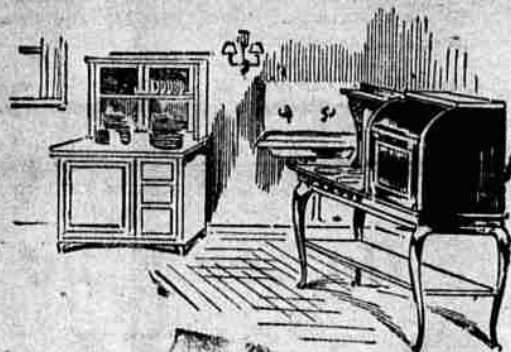
**J. C. HENRY FURNITURE STORE**  
Cochran The Price Maker. - - - La Grande, Oregon

**Kitchen Furnishing in the basement**  
**Don't overlook this—it means big Savings**



**"THE QUEEN**  
**is in the**  
**KITCHEN"**  
(Cooking by Electricity.)

Hughes  
Electric  
Ranges  
are used  
in the  
kitchens of  
Royalty



Suppose you could sit down to-day like the best diners of Europe and America, to an electrically grilled steak, potatoes baked by electric heat, and coffee of that delicious even mild richness that the Hughes Electric Range makes possible. **You can do it.** The Hughes Electric Range makes perfect, complete cooking by electricity possible. **It roasts, broils, bakes, stews.**

**Hughes Electric Ranges**

And the cost of installation and maintenance is moderate. By all means come see and learn about this wonderful stove.

**Eastern Oregon Light & Power Co.**

**BLUE MOUNTAIN HOTEL**

Cor. Chestnut and Jefferson Streets,  
La Grande, Oregon.

**C. WILSON, Prop.**

Newly furnished throughout. Close to depot. The hotel that caters to the Interior Trade.

### SLOGAN OFFER DRAWS NOTICE

APPLICANTS FOR HONOR SEND CONTRIBUTIONS

Offers Must Be In Friday Night—  
Other Sporting Gossip

Answers to the appeal for a suitable slogan for the motorcycle races are coming in rapidly, and judges will have a hard time to pick the winner. The \$5.00 reward offered for the best slogan, submitted to the Observer, care Slogan contest, before Friday night, is attracting considerable attention, and each mail today brings a quota of suggestions.

La Grande's shop team will play at Cove next Sunday and the Union team in the State Amateur league is destined to play at Imbler.

The Loyal Order of Moose Lodge here is drumming up a baseball team, having good material to work with. The first practice will be held next Sunday morning.

When Baker comes here next Sunday afternoon to play the Eastern Oregon club team, they will run against a smoother and more efficient team than played at Baker a week ago. Every available minute is being put into practice and with a big crowd supporting the locals should win.

**Amateur Boxing Tourney**  
New York, Apr. 22.—The Crescent Athletic Club will stage an amateur boxing tournament tonight, preliminary to inter-city contests planned with tyro boxers of Philadelphia, Boston and Pittsburgh.

**National Drama League Meets**  
Detroit, Apr. 21.—Uplift of the stage, play-going and play-reading were the topics before the Drama League of America which today opened its fifth annual convention here. Dr. Richard Burton of Minneapolis, President of the League, presided, and authors, playwrights and critics of national fame were among the delegates.

General discussion of the problem facing the League was the program for the first day of the convention and at a banquet tonight.

Organization of the League will follow tomorrow and one entire session will be devoted to the theme, "The New Movement in the Theatre," including addresses by prominent playwrights.

The Detroit center of the league has brought Sam Hume's exhibit of stage models to the city, and an interesting exhibit of autographs, prints, photographs, and a collection of

modern dramas and books on drama on display.

Problems of the organized audience will be discussed by the play going committee under the general topic, "A Better Public for Good Plays." The educational committee plans to lay special stress on the work with children, for the most part with those in the high school and the older amateurs. Shakespeare is to be noted in addresses describing plans for celebrating for tercentennial.

A play for children between the age of 6 and 16 years is asked by the Drama League of America to encourage its production. The national chairman of junior work, Miss Kate Oglebay, is offering a prize of \$100. The competition closes June 1, 1915. The winning play will be published with usual royalties to the author.



**40¢ lb.**  
**THREE POUNDS**  
**\$1.10**

A steel-cut, fresh-roast  
Coffee—no dust—no chaff  
air-tight cans.

Sold by Reliable Grocers.

**Closset & Devers**

The Oldest and Largest Coffee  
Roaster in the Northwest.

**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' Marble Shop. Phone Red 371.

**Fresh Supply of**  
**Lemps St. Louis Beer**  
**Bock & Pale**  
**on**  
**Draught and Bottles**  
**at the**  
**THE LOTTES BAR**  
1118 Jefferson Ave.

### NEW TELEPHONE DIRECTORY

1000 pounds of paper will be used in our new directory. It will hang on 3000 phones. It is the business and social map of the city. Is your name in it. If not, better get in before it is too late. The directory as an advertising medium cannot be surpassed.

**Home Independent Telephone Co.**