



### Contrasting Materials the Vogue This Spring

At our piece-goods counter you will find plain and figured silks, serge, canton crepe, lace, georgette, crepe de chine—all the popular materials. And at our Standard Designer pattern counter, you will find the new patterns, many of them adapted to the use of two different kinds of materials. And the belrobe inclosed with each pattern shows you in words and pictures how to make the dress from start to finish. The belrobe for pattern number 4221, for instance, shows you how to make plaits, set in the vestee, set in the trimming, piece in the skirt, finish with a rolled hem and many other valuable steps.

HILLS DEPT STORE

### SANNAR RANCH IS PURCHASED

(Special to The Observer.)—WILLIAM WESTONKOW has purchased the 120-acre ranch just under the point of Mt. Emili, the consideration being \$13,500. This is the place commonly known as the old Sannar homestead. Clarence Keown left Monday evening for Portland where he will spend the summer learning the harness trade. Everett Keown and wife are here from the east, visiting with Mr. Keown's mother, Mrs. Ella Walker. Mrs. Lovi Jensen was taken seriously ill Tuesday, and Dr. Moore was summoned from La Grande. The Pythian sisters gave an invitation dance in the legend ball Friday night in celebration of St. Patrick's day. The captive girls will celebrate the 10th anniversary of the organization, soon. A big dinner will be given for the members and a row invited friends. Lillian Allen of the captive girls and their husband will be concluded in time for all present to attend the picture show. Geo. Taylor, Mercedes Harris and Lucile Blanchard spent the week-end in La Grande visiting friends. Mrs. Charlie Chavez and Mr. and Mrs. H. McFadden were La Grande visitors Tuesday. Mr. and Mrs. William Westonkow were in La Grande the first of the week. Dr. Kirby of La Grande made a business trip to Hubler Tuesday. Helmut Blanchard returned to his work in La Grande Thursday after spending a few days at his home. Lou Clark has purchased the Archie Keown residence and will move into it in the near future. Mr. McCoy and family have moved into their new home which they purchased recently from Frank Blanchard. C. H. Cole and family have moved into H. Westonkow's old residence recently vacated by Mr. McCoy. Mr. and Mrs. Ted Conklin have sold their house and furniture. They contemplate moving to some place in western Oregon as soon as Mrs. Conklin gets through with her school. They are at present living with Mrs. Conklin's parents, Mr. and Mrs. Frank Martin. Mr. and Mrs. Lucian Thompson are now living in Mr. M. H. Packer's place which was first recently occupied by Mr. and Mrs. Conklin. At times a husband doubts because he is offended, but usually he is bluffing in the hope of being petted and to break his date.

Alvin loved Eve at sight, but think how he must have adored her.

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### Complete April List NOW ON SALE Columbia Records

- DANCE MUSIC**
- Jenny, Fox Trot. Ted Lewis and His Band. A-3814
  - Frank Westphal and His Orchestra. 75c
  - New Hausshier, Fox Trot. The Columbians. A-3809
  - Saw Mill River Road, Medley Fox Trot. From "Clary." The Columbians. 75c
  - Down in Maryland, Fox Trot. Manhattan Dance Orchestra. A-3807
  - Think of Me, Fox Trot. Manhattan Dance Orchestra. 75c
  - Way Down Yonder in New Orleans, From "Strut Miss Lizzie." Fox Trot. The Georgians. A-3804
  - Nothing But, Fox Trot. The Georgians. 75c
  - My Buddy, Fox Trot. Paul Specht and His Orchestra. A-3817
  - Who You and I Were Young, Mergie Blues, Fox Trot. Paul Specht and His Orchestra. 75c
  - There, Fox Trot. Ted Lewis and His Band. A-3813
  - The Memphis Blues, Fox Trot. Ted Lewis and His Band. 75c
  - Love Sends a Little Gift of Roses, Waltz. Columbia Dance Orchestra. A-3816
  - 75c
  - In Palms, Fox Trot. Jan Garber and His Garber-Davis Orchestra. A-3792
  - O Solo Mio, Waltz. Jan Garber and His Garber-Davis Orchestra. 75c
  - Sweetheart of Sigma Chi, Medley Waltz. Jan Garber and His Garber-Davis Orchestra. A-3793
  - Dream Girl of P.K.A., Waltz. Jan Garber and His Garber-Davis Orchestra. 75c
  - You-Tell 'Em, Fox Trot. Piano Solo. Frank Westphal. A-3800
  - Counting the Beans, Fox Trot. Piano Solo. Frank Westphal. 75c
  - Reas of the Rio Grande, Fox Trot. Stephen Solo. Jess Lilomati. A-3799
  - Flower of Araby, Fox Trot. Stephen Solo. Jess Lilomati. 75c
  - Whispering Blues, Fox Trot. Accordion Solo. Guido Deiro. A-3805
  - Only Just Supper, Fox Trot. Accordion Solo. Guido Deiro. 75c
  - Konkishi Waltz. Feren's Hawaiian Instrumental Quartet. A-3798
  - Shaban Mahanama Waltz. Feren's Hawaiian Instrumental Quartet. 75c
- POPULAR SONGS**
- Waltz. Al Jolson. A-3812
  - Jimbo Jimbo. Frank Cravat. 75c
  - Down in Maryland. Ten and Schenck. A-3806
  - Mississippi Moon. Ten and Schenck. 75c
  - You've Got to See Mama Every Night, I Loved You Once. Dolly Kay. A-3808
  - Dolly Kay. 75c
  - In Our Harbor. Ferman and Nash. A-3803
  - The Mightiest Sweet On My Sweet Sweetest. Ferman and Nash. 75c
  - Mother's Love. Charles Hart and Elliott Shaw. A-3810
  - There's a Rainbow in the Sky. Shawson Four. 75c
  - I'm Goin' Away. Leona Williams and Her Dixie Band. A-3818
  - Bring It With You When You Go. Leona Williams and Her Dixie Band. 75c
- VOCAL HARMONIES**
- Little Town in the Old County Down, In the Valley Near Slievenamuck. William A. Kennedy. A-3796
  - William A. Kennedy. 75c
  - Medley of "Old Times" Part I. Shannon Four. A-3797
  - Medley of "Old Times" Part II. Shannon Four. 75c
  - I Heard the Voice of Jesus Say, Will Your Heart Like True? Gyres Smith. A-3802
  - Gyres Smith. 75c
  - Little Songs for Children—Little Birdie, Vocal. Olga. A-3182
  - Little Songs for Children—Love Little Puss, Vocal. Olga. 75c
  - Little Songs for Children—Love Little Puss, Vocal. Olga. 75c
- SYMPHONY AND CONCERT SELECTIONS**
- Ah, Moon of My Delight, From "In a Persian Garden." (Lohmann). Tonia Markowitz. 98043
  - 1.50
  - Schon Rosmarin. (Kreutzer). Towels Sola. 80823
  - 1.00
  - Town in a Little Garden, From "Il Trovatore." (How Powerful Was the Night) (Verdi). Ross Fossella. 80851
  - 1.50
  - The Living God. (O'Hara). Charles Hackett. 80889
  - 1.00
  - Smile Through Your Tears, (Hamblin). Barbara Mearl. A-3811
  - Out of the Dark to You. (Lee). Barbara Mearl. 1.00
  - Petite Valse. (Herbert). Eddy Brown. A-3801
  - Minnet in G. No. 2. (Beethoven). Eddy Brown. 1.00

W. H. Bohnenkamp Company

### High School News

Happenings in and Around the School Centers

(By James Coker)  
Three boxes of candy were given Friday, 16th, to three students. They were: Jane Harland, first prize; Jane Harland, first prize; San Cochran and Amelia Mink tied for second prize. A coin was flipped by the Student Body president and Amelia won second prize. Sam getting third. The award was for the highest sale of senior play tickets. The manager of the senior play thanked the students for the wonderful support that was given them in helping make the play a success in a financial way. The pennant that was given to the class that sold the most tickets to the senior play has not been awarded due to the fact that all sales have not been reported. It is understood however, that it will be given to either the freshman or sophomore class, as these two classes are leading.

Thursday evening Professor Trexler of Whitman college gave an illustrated lecture in the high school auditorium concerning European castles and their legends. Many beautiful pictures were shown of ancient and medieval castles and towers. Mr. Trexler had visited most of the castles in the pictures that were shown and was able to point out and explain the most interesting parts about them. The auditorium was filled with high school students as it had been announced in all the English classes that a quiz would be given in the class concerning the lecture. Mr. Trexler was brought to La Grande by the Student Body of the high school.

There will be an inter-class debate in the junior class next week. The subject is: Resolved, That suffrage should be restricted by an educational qualification. A lively discussion is anticipated.

Senior Finals will be given the first of April, and a temporary graduation will be held.

OPEN NOSTRILS! END A COLD OR CATARRH

How To Get Relief When Head and Nose are Stuffed Up.

Count fifty! Your cold in head or catarrh disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more sniffing, hawking, mucous discharge, dryness or headache; no struggling for breath at night. Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.

A few of the students who wrote to pupils in foreign countries have received answers. The letters are very interesting and in some cases amusing. Other students are looking forward to receiving letters soon.

The Spanish club held a meeting and party Monday, after school. A program was given and ice cream and cake were served.

Friday, March 16, all seniors were given the right to take an examination given by the Phi Beta Kappa fraternity of Whitman college. The subjects that were given were, mathematics, English, history, science and a language. The papers were sent to Whitman college to be graded. Students that are successful in the examination will be given seventy-five dollars when they attend college.

As soon as the weather will permit the boys will be out training for track.

This term of school will be out May 25th.

"Patton Steals a Taxi" says a headline. He probably thought he had bought it.

### FOR SALE

Modern 5-room home, good location on N. avenue, large lot, cement sidewalk. Macadamized street. Price, \$22,500.00. Terms.

Completely furnished home ready to move into, large lot, 60x110. The furnishings consist of everything from furniture to chickens and groceries. Price, \$1700.00.

Good modern 5-room home, fine location, fine lawn, trees and shrubbery. Price \$2100.00. Terms, \$500.00 cash and \$30 per month.

I have the Toy Young place on Adams avenue for sale. If you want this place at a bargain, come in and see me.

A good little place on N. Spruce St. Four rooms, city water, sewer, lawn and truck. Price \$300. Terms \$250 down and \$25 per month, including interest.

### Geo. H. Currey

Real Estate Insurance

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WANT TO BUY OR SELL SOMETHING?—TRY AN OBSERVER ADVERTISING will bring results

## How to Insure Sales for Your Product!

The chief asset of any business is the demand for its product. As long as that demand continues, the business is on a sure foundation. But let that demand subside, and every other asset of the business is in danger of becoming a liability.

In times of prosperity and a rising market there is a general demand for the products of industry that comes to be accepted as a matter of course. It is seldom listed among the assets of the business—it is simply assumed that it will always be there.

But, overnight, conditions may change—as they have done before—and the matter-of-course demand becomes conspicuous by its absence. The business, once strong and flourishing is suddenly found to be in a very tight place. The demand had not been insured—and yet the entire business depended up its continuance.

The modern, economical way to insure the market for any reliable product is by Advertising to the public which consumes it. Advertising creates a steadily increasing number of customers who desire the product, and ask for it by name.

Changes in business conditions

have little effect on a steady consumer demand for trade-marked articles of common use. The dealer may carry a lighter stock, and for a short time the demand through the jobber may seem curtailed; but just as sure as customers are calling on the dealer for the product, he is sure to supply it, and orders soon begin to flow in to make up for the temporary curtailment. The total consumption continues about the same.

Any manufacturer who has an article for popular consumption that can be trade-marked has the opportunity to insure his consumer market and retail sales by means of Advertising.

During the present business condition the manufacturers who have insured their demand by Advertising are in a far better position—in every way—than those who have trusted to the current demand that was not of their creating.

## LA GRANDE EVENING OBSERVER