

Truth In Advertising

ADVERTISING is a means of conveying information to the public. The impression made should, therefore, be in strict conformity with the facts. It must be the unvarnished truth. The story of quality goods and superior service must also be backed up by the druggist when he is called upon to make good.

Our recognition of the truth principle in advertising has made our advertising pay. People know that they can rely upon our statements and naturally come to us when they are ready to buy.

Truthful Advertising Pays

La Grande Pharmacy

ADOLPH NEWLIN, Manager
Quick Delivery La Grande, Oregon Phone Main 40

PERSONAL MENTION

Roy Conklin of Wallowa came down last night to transact business today.

Fred Falconer, sheep king of Wallowa county, arrived yesterday from Enterprise.

J. D. Huston, horse-buyer, arrived from Pendleton last night and is registered at the Foley.

Floyd Maxwell leaves this morning for his home in Union after spending a few days here.

Frank Wilson of Union is spending a few days in the city. He is registered at the Foley.

Roy E. Green returned Tuesday from Baker where he spent the Christmas holidays.

A NEW YEAR'S APPEAL

BY W. H. TAFT AND OTHERS
To the Citizens of the United States:
While we are rejoicing at this Christmas and New Year's season and making gifts, thousands of innocent sufferers from the great war, especially women and children, are without food or clothing. Reports come from all the nations of Europe of hundreds of thousands of children on the verge of starvation, but the stories from Belgium, East Prussia, Poland, Serbia, Armenia, Albania and other nations are piteous beyond comprehension.

Robert S. Eakin returned this morning from Salem where he spent his Christmas vacation.

Miss Louise Miltenberger left this noon for North Powder, where she will visit a few days with Miss Edith Gorham.

Miss Edna Snider is down from Hilgard where she has been teaching. She is spending the holidays with her sister, Miss Mollie Snider.

Mrs. Walter Pohlman came down from Perry to spend the day with her mother, Mrs. T. W. King. She was accompanied by Miss Golda Pohlman of Perry.

William Allinson returned last night from Portland, where he spent the holidays with his family.

Mrs. Upton H. Gibbs is enjoying a

sion. The president of the United States, in his Thanksgiving proclamation, strongly expressed the hope that we, the citizens of the United States, would generously remember these suffering ones. Will you not, as you are buying holiday gifts for your own children, contribute something toward the starving children of other lands? The contributions may be made to any of the accredited relief organizations.

visit from Mrs. H. Noyes and little daughter Rachel. These ladies were fellow teachers in the schools at Buffalo, Minnesota, before their marriage. They have not met for nearly fifteen years, and so will have much to discuss. Mrs. Noyes is the wife of the Reverend H. Noyes, lately pastor of the Presbyterian church at Umapine, Oregon, and now of the federated church at Heppner.

Jerry Hopper, of The Dalles, is in the city visiting his nephew, W. J. Hopper of this city.

Just received shipment of ladies' high heel rubbers. L. J. French Shoe Co. 12-28-17

BASKETBALL AT "Y." TONIGHT

Local Team Will Play a Game With O. A. C. Cadets—Admission Free
Tonight in the Y. M. C. A. gymnasium, the Y. M. C. A. team will play a basketball team from the O. A. C. band that is now in the city. This game will be one of the social games for the season and everybody is invited; no admission charge will be made.

The following O. A. C. men will play: Gloss, Morris, Glassford, Eakin, Grassmar, Fulton and Stone.

Coming to Sherry's Sunday and Monday, Bushman and Bayne in "Romeo and Juliet." 12-27-31

Christmas Tree at the Y. M. C. A.
During the Christmas week a gayly-decorated tree was placed in the lobby of the Y. M. C. A. In addition to beautifying the room it has created a home-like Christmas spirit and has been greatly enjoyed by the visitors and members, especially some who are far away from home.

Run a Race.

G. S. Reavis, county judge elect, and Ernest F. Johnson, county commissioner, each presented Mrs. K. S. Rogers at the Hotel Enterprise, with a great bouquet of flowers Tuesday afternoon, running a race to see which should reach her first. It is too bad to tell the rest of the story. But Mr. Reavis, leaving La Grande that mornin brought the bouquets from a florist's, who was too late for the express, and Mr. Johnson just helped him with the load.—Enterprise Record-Chieftain.

NO INCREASE IN MILK PRICES.
Due to unavailability of expression, the wrong impression might be gained from yesterday evening's explanations in The Observer concerning the Pure Milk & Cream company. The article was meant to convey the fact there WILL BE NO INCREASE IN PRICES.
P. M. & C. COMPANY.
—Adv't.

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AT THE HOTELS

Sommer.

Isis Behrens, Bethel Hammock, J. A. Pound, Wallowa; B. M. Gantrel, Baker; E. H. Oswald, Summerville; Mrs. Marie Morgan, Joseph; J. L. Roe, Enterprise; N. Roberts, Mrs. Carrie Pattison, J. D. Zurehu, Portland; O. L. Waldenburg, San Francisco; E. D. Howe, Spokane; H. E. Crawford, Vancouver; William Lee, H. Ferguson, R. G. Chennault, La Grande; Oliver Oure, Mrs. Velva Peebler.

Foley.

C. K. Macy, Boise; Roy Conklin, Wallowa; Elton Olson, E. I. Hindman, Baker; F. K. Wilson, Union; O. L. Squire, E. B. Tuttle, Imbler; G. P. Wilson, Haines; Francis Durand and wife, New York City; J. D. Huston, Pendleton; Fred W. Falconer, Chas. Hudson, Enterprise; T. J. Reece, Starkey; A. Smith, Mrs. Greer, La Grande; Ruth Davis, Julia Johnson, Florence Baker, C. E. Coles.

Savoy.

E. T. Caton, Walla Walla; Albert Hubbard, Portland; John Edwards, Boise; R. D. Hill, Telocaset; Miss Beulah Hugg, Elgin; J. C. Thompson, G. M. Tucker, N. Boggan, Joseph; J. A. Kirtland, O. C. Ferguson and wife, E. B. Griener, L. J. Dungan, James Woodell, City; Ed. Lindsay, Jack Wright, D. M. McCullough, Omer Louven.

Just received, shipment of ladies' high heel rubbers. L. J. French Shoe Co. 12-28-17

NEW TODAY

WANTED—Woman or girl to do work in kitchen or dining room in small boarding house. Mrs. Neil Cramercn Wallowa, Box 119. 12-28-17pd

FOR SALE—Set of Artie runners and single harness. Phone Farmers 36. 12-28-3tpa

WANTED—Housekeeper, middle aged lady preferred, to begin March 1st; will have from two to five to cook for. Permanent position. For particulars call Red 3242 or write C. O. Braham, Gen. Del. 12-28-17

Says I to Myself, Says I,

THE UNITED STORE

Is the Place to Buy

BLANKETS—

49c, 69c, \$1.98, \$2.69, \$2.98, \$3.49, \$3.98, \$4.98, \$5.50, \$5.90

COMFORTS—

98c, \$1.98, \$2.98, \$3.98, \$4.98, \$5.90

YOU CAN ALWAYS
DO BETTER AT

THE UNITED STORE

J. C. PENNEY CO

125 BIG BUSY
STORES

MEN'S SHOES—

All Leather for Winter Wear—
\$2.49, \$2.98, \$3.50, \$3.98, \$4.50, \$4.98

For the Boy Also—

\$1.25, \$1.39, \$1.49, \$1.69, \$1.79, \$1.89, \$1.98, \$2.25, \$2.49, \$2.89

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Sells Cattle and Hogs.

H. B. Davidhizar returned on Tuesday's train from Portland, where he went with two carloads of cattle and hogs, one from his own farm and one from his neighbors'. Top hog prices were \$9.75, with bulk of sales at \$9.00 to a nickel higher. Mr. Davidhizar said the men on the Portland market expect hogs to go higher because farmers have reduced their stocks to such an extent that the supply will be short. Many lean half starved cattle were on the market, sold from the Willamette valley, where feed is short and of poor quality.—Enterprise Record-Chieftain.

Ship Cattle to Washtucna.

A carload of H. F. Kelley's stock cattle were shipped on Saturday to his ranch at Washtucna, Washington. They were taken from his herd on his Trout creek ranch, where about 280 head remain to be wintered. There is plenty of hay on the Trout creek ranch, J. E. Kelley having put up several hundred tons of extra choice quality.—Enterprise Record-Chieftain.

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Able To Take Vacation.

Mr. and Mrs. E. J. Muir, prosperous lower Leap farmers, left last Thursday for California where they will spend the winter. The lot of the Wallowa county rancher does not seem so hard when he can manage his affairs so as to have a long winter vacation.

Convention Committee to Meet.

A meeting of the special committee on the arrangements for the Cattle and Horse Raisers' convention has been called for Wednesday, January 3 at 7:30 p. m. at the Y. M. C. A. J. G. Snodgrass, president of the Commercial association, is chairman.

Notice.

My wife having left my bed and board, I will not be responsible for any debts contracted by her (Mrs. Madeline Resler) from this date.

C. T. RESLER.

12-28-17pd

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Sacred Concert Sunday Night.

Sunday night, New Year's Eve, the L. D. S. choir will present a sacred concert in the auditorium of the tabernacle at 7:30 o'clock. One of the features of the evening will be a cornet solo by Mr. Andrew Loney. The public is cordially invited to attend.

LONG LIFE IS YOURS

IF YOU DON'T WORRY

Take a Little Tip from the Bird, the Squirrel, the Fox and the Dog.

Washington, Dec. 28.—(Special).—The public health service, which has been gathering statistics on nervous diseases and other tendencies to shorten life, today issued a bulletin against worrying. Says the government bulletin:

So far as is known, no bird ever tried to build more nests than its neighbor. No fox ever fretted because he had only one hole in which to hide. No squirrel ever died of anxiety lest he should not lay up enough nuts for two winters instead of one, and no dog ever lost any sleep over the fact that he did not have enough bones laid aside for his declining years.

It isn't possible in a few words to describe the Saturday and Monday habits of everyone. The majority of people, however, are apt to fall into two general divisions. One class tries to crowd too much into the time and take up their business Monday morning, exhausted and over-tired. The other goes to extremes by overeating and under-exercising.

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AMERICANS WIN FOREIGN TITLES

Rio De Janeiro, Dec. 28.—United Press.—Roy E. Peterson of LaCrosse, Wis., hopped into the Brazilian limelight here recently when he and Sydney Pullman won the tennis doubles championship of Brazil. They defeated Haynes and Tegeau, 6-1, 5-3, 7-5. Approximately 5,000 fans were present to witness the last leg of the match, which came as the finality of a series lasting more than three months. Pullen was winner in the tournament for the singles championship.

MILITANT SUFFRAGETTES ON WARPATH

BY WILBUR S. FORREST

United Press Staff Correspondent
London, Nov. 17.—(By Mail)—England's militant suffragettes are still on the warpath.

But the battle of the militants has turned from smashing windows for votes to an energetic campaign against passive war makers and pacifists.

"The suffragette armies are principally fighting for big battle," said Miss Jessie Kenney, one of the leaders, today. "Most important is our campaign to force England's ministers to fight the war to a finish. We are fighting in South Wales where peace cranks abound; we are fighting on the Clyde in Scotland, where pacifists are interfering with the workers, and lastly we are sending our workers into munitions factories to help toward victory by making shells."

"We are fighting Lord Haldane and Viscount Grey because we think they are mainly responsible for a pro-German atmosphere which still pervades the Foreign Office."

Miss Kenney was recently arrested for calling Lord Haldane, former war minister, a "traitor" in public.

The suffragettes blame Viscount Grey for Britain's failure to recognize the provisional government of Venizelos at Salonika.

CROKER WILL RACE HORSES AGAIN IN THIS COUNTRY

BY H. C. HAMILTON

United Press Staff Correspondent
New York, Dec. 28.—Richard Croker former Tammany leader and prominent racehorse owner in the United States, will send his horses to the starters on American tracks again. He may take part in race meetings next summer, but probably will not have much of a string in the American meetings until the following year.

Before Croker left a short time ago for Palm Beach, Fla., to spend the winter he declared he would like nothing better than to see his Yale blue and gold tassels again sweeping down the tracks in competition with American horses.

He has several youngsters, sired by Orby, his Derby winner, that he believes would be able to show their heels to the best horses on this side of the Atlantic. Croker is a great admirer of the English system of breeding and the results it has produced. He does not believe American bred horses will begin to compare with the English horses until several years. Croker confided that he was reluctant to take part in the English meetings while the war is in progress. That is sufficient reason, he believes, to state that his horses again will be seen on tracks in the United States.

RISE OF RUSSIAN PEOPLE

(Continued From Page Four)

No Great Victories On Sea.
On the sea 1916 failed to bring to Russia any great victories. But also it brought no defeats. Beyond one mysterious fight in a fog in the Baltic during which two German ships of medium tonnage and several destroyers were reported sunk; a dash into the Gulf of Finland against coast towns there costing the Germans another three or four odd destroyers; naval aid to the Russian armies at Riga and a Trebizond in Asia Minor, not much more is known of Russia's maritime activities.

Diplomatically two important events were registered during the year just closing. Both directly effect the United States. One was the conclusion of a treaty between Russia and Japan binding these two countries together on all questions concerning the Far East, the second was Russia's refusal to conclude a Commercial Treaty with the United States replacing the one abrogated during President Taft's administration. Her refusal was not official but refusal it was just the same, her excuse being the undesirability of entering into commercial agreements with neutral nations until after the war or at least until the Allies trade agreement can be more definitely defined.

On the other hand a project was branched for direct telegraphic communication between Russia and the United States, either by cable or wireless. Also permission has been given for the establishment of an American bank at Petrograd.

A decree prohibiting the importation of luxuries was promulgated during the year, three meatless days a week proclaimed and other economic war-measures put into force.

Rise Of Common People

But so far as Russia is concerned the real participation in the war of the Common People was the big event. Through this participation the people are beginning to find themselves. The information of a Peasant's Party in the Duma is significant of the new trend in Russia which made itself particularly manifest during the year now at its close. The subtle internal change in the Empire will make 1916 remembered when victories in the field shall have been forgotten.

TONIGHT

W. S. Hart and
Enid Markey

In

"THE CAPTIVE GOD"

A Big Spectacular Story
and
A KEYSTONE

COMING TOMORROW

Fannie Ward in
"WATCHCRAFT"

ARCADE

SHERRY THEATRE

"The House of Quality"

YOUR PRESENCE IS REQUESTED

At the wedding of Alicia Jones to Harry Deigan, heroine and hero of

"THE RAGGED PRINCESS"

A winsome story of a waif's adventures

JUNE CAPRICE

Plays the little girl who runs away from the orphanage, meets the man, and then—

Well You Know the Rest

Also

A JUNGLE COMEDY