

After Wishing You All A Happy New Year---We Change Our Name From The United Store To THE J. C. PENNEY COMPANY INC.

The passing of 1916 takes our old name with it, but gives us another that will mean more and more to you as the years come on—Already it is the "synonym" of "money saved" in every one of our cities to those who buy wearables—

We do this to link ourselves closer with all other J. C. Penney Golden Rule Stores—so that you, when going from town to town will always look for a J. C. Penney Store knowing that you will always find the best goods at the very lowest prices at that store—

We have built an enviable reputation since being in your city and valley, one that will always be maintained—We will always give you better goods for less money than you can buy elsewhere—We have won your confidence and this shall never be broken—

We wish to thank all you people for the interest taken in our welfare—our future—and the help you have each taken in building our business—Once more the season's greeting—then **REMEMBER OUR NAME FROM NOW ON WILL BE**

THE J. C. PENNEY COMPANY INC. Formerly The United Store

PERSONAL MENTION

Mrs. M. B. Gardiner returned last night from a business trip to Portland.

Mrs. Hattie MacDonald left this morning on the belated No. 19 for a week-end visit in Pendleton.

Mrs. Clara Lyle returned this morn-

Mrs. G. L. Biggers left this after-

ing after a visit with friends in this city.

noon for Spokane, where she will spend a few weeks visiting friends.

EXTRA SPECIAL VALUES
One lot of 40 boys' overcoats, age 4 to 16 years, values to \$10 at \$2.60.
HILL'S DEPT. STORE.

ADDITIONAL LOCAL Money to Loan.
On improved real property in Union county, no delays, current rates. La Grande Investment Co.—Adv. 12-5-tf.

We pay best prices for second hand furniture. **DYAL'S FURNITURE CO.**, 404 Fir St., Phone Black 3351.—Adv. 12-4-tf.

Wood Sawing.
Wood sawing promptly done, city or country.
J. J. Murchison.
Phone Red 3672.—Adv. 12-5-tf

Room and board for two. 1008 Third street, near high school.—Adv. 12-8-tf.

We pay better prices for used furniture. Phone B 1241. Cor. Fir and Jefferson. **E. J. Donohue.** 12-20-tf

Bring your picture work to the Modern Dark Room at the Silverthorn Family Drug Store. Expert printing and developing—and if you have a good negative let us enlarge it for you. **Silverthorn's Family Drug Store.** 12-27-tf

E. Rosenbaum, 1402 Sixth street. Phone Black 1472. Expert masseur. Vibratory and massage treatments.

Swedish movements and medical gymnastics. My motto, "Permanent health through perfect circulation of blood and nerve forces."—Adv. 12-7-1m.

Delicious waffles, syrup, butter and best coffee, 15 cents. **Miller's Lunch Counter.** 12-21-tf

The Observer received a card from L. W. Greathouse of Maryville, Missouri, saying he was investigating this locality with a view to locating and asking for information. The Observer mailed him a copy free of the Christmas edition of The Observer.

Announcements

Do not forget the O. A. C. Cadet band dance to be held in Rex hall from 10 till 1, immediately following the concert in the high school Wednesday, January 3.

The Ideal Depilatory and the Lotion Cream are just the things to use before the dance. The depilatory removes the hair without irritation to the most sensitive skin and the Lotion Cream softens and bleaches and supplies a beautiful base for powder. At **Silverthorn's Family Drug Store.** 12-27-tf

Stomach Troubles.
If you have trouble with your stomach you should try Chamberlain's Tablets. So many have been restored to

health by the use of these tablets and their cost is so little, 25 cents, that it is worth while to give them a trial.

NEW TODAY

FOR RENT—Two modern housekeeping rooms, \$12.50 per month, sleeping rooms with fire; 102 Hemlock and Washington Sts., next block east of Zuber Hall. 12-30-6t

FOR SALE—25-20 Winchester rifle, good as new. Also 50-egg incubator. **E. C. Tuckey.** 12-30-2t

FOR RENT—Furnished rooms heated, with or without board. Only one block from postoffice. **Mrs. E. C. Tuckey**, 906 Washington. 12-30-tf

A SNAP
FOR SALE—2 lots with good four-room house, large barn, and outside cellar, located two blocks from school. This property will make a good home and must be sold to close an estate. Price only \$500. Terms. **E. C. Tuckey.** 12-30-tf

**TURKEYS
POTATOES
APPLES
ONIONS
POULTRY**

Phone Main 734

**SMITH PRODUCE
AND STORAGE**

MONEY TO LOAN

Private money to loan on city or farm property. Reasonable Rates.
Fire Insurance & Real Estate

Phone Black 2171

Henry T. Hill

Room 23 West Jacobson Bldg.

To All-- GREETING

WITH A FULL APPRECIATION OF THE YULE-TIDE SPIRIT WHICH MAKES ALL HUMANITY KIN,

TO OLD FRIENDS—
TO NEW FRIENDS—
TO FRIENDS WE
HOPE TO CLAIM—

THE OFFICERS OF THIS INSTITUTION OF SERVICE FOR ALL AND TO ALL EXTEND BEST WISHES FOR THE NEW YEAR.

NEW YEAR'S DAY IS A LEGAL HOLIDAY. THIS INSTITUTION WILL BE CLOSED ALL DAY MONDAY, JANUARY 1ST, 1917.

The
United States
National
Bank La Grande,
Oregon.

We Thank You...

As we cross the threshold of a new year, we wish to thank those who have honored us with their confidence and trade during the year that is gone.

We strive always to protect and promote the interests of our friends and customers in every way and we are gratified to note the generous response which this policy brings.

During the coming year we shall make every effort to serve you even better than we have in the past.

We extend to all sincere wishes for a happy, healthy and prosperous
New Year

La Grande Pharmacy

ADOLPH NEWLIN, Manager

Quick Delivery

Phone Main 40

La Grande, Oregon



ANN PENNINGTON
in "THE RAINBOW PRINCESS"
FAMOUS PLAYERS - PARAMOUNT.

Scene from "The Rainbow Princess"