

To Have And To Hold

To have a customer means to hold him at our store. We hold him by never giving him a reason to go elsewhere. We carry what our customers want, render the kind of service which they appreciate and make prices that please. If quality goods, superior service and fair prices appeal to you let us be your regular druggists.

"Quality is remembered long after the price is forgotten."

La Grande Pharmacy

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

175 Busy Stores and Still Growing



BUY YOUR SHOES AND HOSE FROM US ONCE AND YOU ALWAYS WILL AGAIN

Once a Customer; Always a Customer---

THAT'S OLD STUFF, BUT IT MEANS A LOT

Ladies' Shoes, Vici, Blu. or Butt.	\$2.49
Ladies' Shoes, G. M., Blu. or Butt.	\$2.49
Ladies' Shoes, G. M., Calf Butt.	\$2.98
Ladies' Shoes, glazed kid, spool heel	\$3.98
Ladies' Shoes, glazed kid, low heels	\$3.98
Ladies' Shoes, Hi top, dull kid, butt.	\$4.50
Ladies' Shoes, Hi Lace Kids, new last	\$4.98
Ladies' Shoes, Soap kid	\$4.98
Ladies' Shoes, Gray Tops, blk. lowers	\$4.98
Ladies' Shoes, Champ. top, blue lowers	\$5.90
Ladies' Shoes, white, washable kids	\$6.90
Ladies' 10-in. outing or sporting shoes	\$5.90

Q Plus Q Plus M

J. C. PENNEY COMPANY

CITY NEWS IN BRIEF

Collection of News Paragraphs and Advertisements.

E. Reith, wheat grower of Harrington, Wash., arrived yesterday to join his wife who is a guest at the Myers home. They will probably return tomorrow.

R. J. Green has moved his law offices to rooms 12-13, West Jacobson Bldg. Dly1-29-7f

School tablets, inks, pencils, school books, at Silverthorn's Family Drug Store. Dly1-29-7f

W. E. Wilson of Vancouver, B. C., who has been in Chicago, stopped over in La Grande this morning en route to his home.

Bldg. dance at Rex Hall Wednesday night, February 7. Everyone invited. 2-3-1t

Fifty-cent books for 25; 75c books for 50; \$1.00 books for 75c—till present stock is reduced at Silverthorn's Family Drug Store. Dly1-29-7f; Wkly1t

In opening up a set of books you can find just what you need at Silverthorn's. 1-10tf

C. R. Wooden of Jerome, Idaho, wrote today asking that he be put on The Observer's subscription list.

Hand lotions, face creams, cold creams, rubbing or cleansing creams at Silverthorn's. Dly1-29-7f; Wkly1t

Mrs. Parke Wilson of Joseph is in the Grande Ronde Hospital.

Big dance at Rex hall Wednesday night, February 7. Everyone invited. 2-3-1t

Walter Maxwell returned to Enterprise after a few day's visit at the home of George Gilbert.

Mrs. Phels arrived this morning from Perry.

Mrs. Grace Barrie, who has been visiting her sister, Mrs. Stella Ingle, returned to her home in Weiser this morning.

Coming to Sherry's Saturday, Charlie Chaplin in "The Rink." 1-31-2t

Dancing Saturday night, Rex hall; good music; dancing, 75 cents. 2-1-3t

The Flonzaley Quartet composed of Adolfo Betti, Alfred Pochon, Ugo Ara and Twan d'Archembeau were in La Grande this morning. They are booked to appear at the Heilig in Portland tonight. They left for that city on a special this morning.

Coming to Sherry's Saturday, Charlie Chaplin in "The Rink." 1-31-2t

W. B. Sargent left this morning for a business trip to North Powder.

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

Dancing Saturday night, Rex hall; good music; dancing, 75 cents. 2-1-3t

Benefit dance Wednesday night, Feb. 7, for the Elks band. Come and have a good time and boost the band. Don't forget the date. 2-3-1t

Mark Neal of Haines was a La Grande visitor today. He returned this noon.

Mr. and Mrs. Homer Coleman and Arthur Powell left this morning for their home in Meridian after attending the funeral of Mrs. C. E. Wilson.

Benefit dance Wednesday night, Feb. 7, for the Elks band. Come and have a good time and boost the band. Don't forget the date. 2-3-1t

S. Weimer of Cove left this morning for an extended trip to Salt Lake and points in Colorado. He expects to remain until June 1.

Alvin Johnson, an O. A. C. alumnus now employed by the government as engineer in the Hawaiian Islands, spent yesterday in La Grande visiting old schoolmates. He is on his way to Boston to enter the school of Tech for advanced work in his vocation.

Clarke Carnes of North Powder who has been at Hot Lake was in La Grande this morning. He returned to his home this noon.

Miss Grace Fisk of Prairie City, who has been visiting at the homes of D. B. Fisk and Mrs. George Gilbert, returned to her home this morning.

SHERRY THEATRE

Today Only Charlie Chaplin

TOMORROW MME. PETROVA

— IN —

A Metro Wonderplay Of Irresistible Power The Black Butterfly

SUNDAY



Henry Walthall

(Star in the Birth of a Nation)

— IN —

Pillars of Society

A powerful story from Ibsen's novel

Mack Swain in a Keystone

ARCADE

TONIGHT



Marguerite Clark

— IN —

Miss Geo. Washington

The story of a girl who could not tell the truth. Miss Clark is at her best in this farce.

ARCADE

SOCIETY

Mrs. A. W. Nelson entertained the Billiken club Thursday afternoon at her home.

The Elks are entertaining all the little folks, who took part in their recent show with a "movie" party this afternoon.

Judge W. W. Cotton of Portland was entertained Monday in the George Palmer home. Mr. Cotton left Monday night for Portland.

Mr. and Mrs. Harry Last entertained informally one evening last week for a number of the younger people.

Miss Eva Ruby and Ralph Poston were joint hosts at a birthday surprise party given Thursday evening in the E. J. Brown home on M street for Miss Helen Poston.

Justice of the Peace Arthur C. Williams married John E. Ryssdam and Nina Luella Letherby, of Elgin, in his office in the West Jacobsen building, Wednesday evening. The marriage was the first Justice Williams celebrated in his new office.

Bubble, bubble, toil and trouble. Isn't it the truth?

When the Kaiser gets into action with his submarines, Thomas W. Lawson must climb off the front page.

Miss La Verno Wissler of Pendleton and Earl Nelson Doane of La Grande were married January 23 at the Wissler home in Pendleton. The bride was formerly a La Grande girl and is well known here. She is a sister of Mrs. Gale Sturdivant. The groom is a brakeman on the O.W. R. & N. Mr. and Mrs. Doane are at home here at 1509 Fifth street.

Herbert J. Speckhart of Alice and Miss Mayme Virginia Snider were married Sunday at the Methodist parsonage, Rev. Charles Edwards officiating. Miss Snider attended school here and has many friends both here and at Alice where she has been living recently. Mr. and Mrs. Speckhart will make their home on a ranch adjoining Mr. Speckhart's father's property at Alice.

The Monday Evening Bridge club will meet Feb. 5 with Mr. and Mrs. Colon Eberhard.

NEW TODAY

HEATED ROOMS—With or without board; 1607 Sixth street. 2-3-4t

FOR RENT—Furnished large front room, \$6 per month; 1306 E Ave. Phone Main 721. 2-3-3t

FOR RENT—Two furnished rooms, \$8 per month. Phone Black 1642. 2-3-5t

FOR RENT—3 room bungalow modern. Phone Black 1671. 2-3-3tpd

I GUARANTEE TO TEACH ANY one all the major and minor chords on the piano in one lesson by mail. You can teach others. Money refunded if not satisfied. Special price \$1. J. E. Taylor, P. O. Box 427, Portland. Testimonial: Mr. Taylor—Your piano chord instructor is a wonder. My ten-year-old boy learned to play all the major and minor chords on the piano in two days. Mrs. F. W. Jobeiman, 464 East Oak street, Portland, Oregon. Dly1-29to2-6; Wkly2-3pd