

The Cause Of A Cough

It is unwise to attempt the treatment of any ailment until you have discovered its cause.

A cough is usually caused by an irritation or inflammation of the air passages. This is a condition which, if neglected, may prove serious. Therefore a cough should always be treated before it reaches the stubborn stage.

THE TREATMENT

To successfully combat a cough use

CLA-WOOD COUGH BALSAM

It will stop the cough in a very short time by removing the inflammation which caused it.

It is a scientific remedy that is made to cure permanently and not to merely drug a cough into silence.

PRICE 25c.

La Grande Pharmacy

L. C. EDWARDS, Prop'r.

Quick Delivery

La Grande, Oregon

Phone Main 40

When in Portland you will find The Observer on sale at the Oregon Hotel news stand and Imperial Hotel.

ARCADE

TODAY AND TOMORROW



The talented, popular young favorite

Louise Huff
Jack Pickford

In a delightful romantic drama

What Money Can't Buy

Truly a lavish offering with an extraordinary cast which includes Theodore Roberts, Hobart Bosworth, Raymond Hatton, James Neill and James Cruze.

FILM HOUSES NOW FORCED TO RAISE PRICES

"FIRST RUN" THEATRES WILL CHARGE 20 CENTS.

With Tax on Admissions, Including Complimentary, Day of Passes Seems Waning.

Portland, Oct. 22.—(Special.)—The 100,000 Portland residents who are patrons of the so-called first-run motion-picture theatres of the downtown district will pay 20 cents for their photoplay entertainment after November 1. That is, the adult portion of the film public will pay 20 cents a ticket.

The Liberty and Columbia theatres went to 20 cents yesterday, and on November 1 the Peoples, Majestic, Star and Sunset will follow suit.

On November 1 the 10 per cent war tax becomes effective, as well as the tax on film. From these sources the Government expects to derive a revenue of approximately \$60,000,000.

However, the direct war taxes are not alone responsible for the increased price of admission, for film rentals, wages of all classes of theatre attaches and other expenses incidental to film exhibition have jumped nearly 50 per cent.

A number of 5-cent motion picture theatres are expected to go to 10 cents on or before November 1.

A feature of the new bill is going to reduce the number of holders of complimentary theatre tickets. This calls for a 10 per cent tax on all admissions, which means that the exhibitors will be forced to contribute 2 cents on each pass they issue.

It is generally conceded that the local houses will advance to 20 cents for evening prices and to 15 cents for matinees. When asked about the Arcade and Star, Meyers & Leiter stated that they had received notice of the advance in their service. Arter and Paramount stars cannot be shown for less than 20 cents and besides the war tax on admissions, the film exchanges have made an extra charge of 15 cents a reel per day. Therefore an exhibitor showing a 6-reel program will have to pay 90 cents per day extra and so on according to the length of the program. It is conceded that all 10 and 15-cent theatres in the state will be forced to raise their prices. Just how this tax is to be collected by the Government has not been learned but detailed instructions will no doubt be received by local exhibitors as the new law goes into effect November 1. The 5-cent tickets are not taxable and these will be sold for children at matinees and evenings as usual at the Arcade and Star Theatres, except at certain features. The houses at Pendleton and Baker have already raised their prices.

NEW TODAY

LOST—Small Purse containing \$60 to \$65 in currency. Reward. T. A. Choate, Farmers Phone. 10-22-35-pd

FOR SALE OR TRADE—A Red roadster in good condition. Inquire at Grande Ronde Lumber Co. Retail Department. 10-22-1f.

It pays to advertise.

WOMEN RAILROADERS HAVE NOTHING ON LADY WHO IS RIVER STEAMBOAT CAPTAIN



CAPTAIN NUMA ELFER AND HER CREW.

Women as chauffeurs, elevator operators, car conductors and motormen are results of the world war, but there's only one woman steamboat captain and engineer. On a trip to New Orleans from up the picturesque bayous and down the Mississippi River Mrs. Numa C. Elfer has been discovered. Her crew consisted of two negro deckhands and these as able-bodied bayou sailors: Heloise Elfer, aged 12; Nance Elfer, 10; Laurel Elfer, 8; Cleopatra Elfer, 6 and Bruce Elfer, 4. They are Mrs. Elfer's children.

Mrs. Elfer has an excellent sense. While Elfer has a good sense, although Mrs. Elfer has the job as well as the pilot wheel.

PLEDGE CARD WEEK

Takes place between Oct. 21 and 28. Every loyal housewife should be willing and glad to promise co-operation with the Food Administration Department.

Promise now co-operation with your Government and your family. Resolve today to do "your bit" by purchasing your family's wants where you can secure good dependable merchandise for the least outlay of money.

HELP YOUR GOVERNMENT—HELP YOUR HOME.

Ladies' Coats, the latest in plush, velours, silverstone, broadcloth and mixtures	\$9.90, \$12.50, \$14.75, \$16.50 to \$36.50
Ladies' Dresses, the newest of the new	\$5.90, \$6.90, \$7.90, \$9.90 to \$26.50
Ladies' Waist price you can afford to pay	\$1.98, \$2.98, \$3.98, \$4.98, \$5.90, \$6.90
Ladies' Suits far below credit stores prices	\$9.90, \$12.50, \$14.75, \$16.50 to \$32.50
Men's Blue Serge Suits	\$12.50, \$14.75, \$22.50, \$24.50
Men's New Fall Novelty Suits	\$12.50, \$14.50, \$16.50, \$18.50
Men's Overcoats	\$9.90, \$12.50, \$14.75, \$18.50
Men's Mackinaw Coats	\$4.98, \$5.90, \$6.90, \$7.90, \$8.90
Men's Leather Vests	\$5.90, \$6.90, \$7.90
Men's "Stag" Shirts	\$3.98, \$4.98, \$5.90, \$6.90
Men's Woolen Shirts	\$1.49, \$1.98, \$2.49, \$3.49
Men's Union Suits	\$1.29, \$1.98, \$2.49, \$2.98, \$3.98

WE SELL FOR LESS—WE SELL FOR CASH.

Follow the Crowds—There's a Reason.

J. C. Penney Co.
Incorporated
175 BUSY STORES
Formerly The United Store

The store where the Masses Trade

Announcements

Are you planning a Halloween Party? If so let us help you with the decorations. Special party invitations made to suit the occasion, all designs. New designs in Halloween Napkins, Decorated Crepe, Silhouettes, and everything needed to make your party a grand success. Silverthorn's Family Drug Store. 10-22-1f.

Estrayed

Taken up at my farm one 3-year-old black mare colt, white stripe in face; one yearling black colt, white spot in face. No brand visible. Owner can have same by claiming property and paying for advertising. 10-17-6t, wk. 1t. G. G. TAAL.

Croup

If your children are subject to croup get a bottle of Chamberlain's Cough Remedy, and when the attack comes on be careful to follow the plain printed directions. You will be surprised at the quick relief which it affords.—Adv.

Will Attend Federation of Clubs—Mrs. A. E. Ivanhoe, Mrs. G. M. Curtis, Mrs. Ray Logan and Mrs. O. E. Silverthorn left last night for Primeville to attend the annual convention of the State Federation of Women's Clubs.

C. E. RALLY TUESDAY NIGHT

Miss Edna M. Whipple, of Eugene, Ore., president of the Oregon State Christian Endeavor Union, will be at the Presbyterian church, Tuesday evening, October 23, at 8 o'clock, to meet all members of the Christian Endeavor societies in the city.

Miss Whipple is making a tour of the state to help inaugurate the Challenge Campaign Chart, and it is important that every member in the city should be there to learn first hand knowledge about it. It is the most comprehensive plan that the state has ever instituted and will prove a wonderful impetus to the work. A splendid time is being arranged and all interested are urged to be present. 10-22-1t.

HAVE COLOR IN CHEEKS

Be Better Looking—Take Olive Tablets

If your skin is yellow—complexion pallid—tongue coated—appetite poor—you have a bad taste in your mouth—a lazy, no-good feeling—you should take Olive Tablets. Dr. Edwards' Olive Tablets—a substitute for calomel—were prepared by Dr. Edwards after 17 years of study with his patients. Dr. Edwards' Olive Tablets are a purely vegetable compound mixed with olive oil. You will know them by their olive color. To have a clear, pink skin, bright eyes, no pimples, a feeling of buoyancy like childhood days you must get at the cause. Dr. Edwards' Olive Tablets act on the liver and bowels like calomel—yet have no dangerous after effects. They start the bile and overcome constipation. That's why millions of boxes are sold annually at 10c and 25c per box. All druggists. Take one or two nightly and note the pleasing results.

Write a letter to the boys at the Cantonment on a nice new stationery. Everything in the line of writing materials, Tinted Papers, prices from 25c to \$1.00 per box. Fine linen tablets and envelopes to match. At Silverthorn's Family Drug Store. 10-22-1f.



ARCADE

Fri. and Sat.

Better Arrange to Come to the Matinee.

WANTED - - Apples and Potatoes

To store for shipping, we have modern warehouse facilities for handling your crop.

LA GRANDE FRUIT CO.

A MASTER PRODUCT

OF A

MASTER MIND

THE NEW EDISON DIAMOND DISC

Why not investigate the New Edison, the instrument of music's re-creation?

We shall be pleased to demonstrate this new art for you whenever you find it convenient.

Newlin Book & Stationery Company