

It Stimulatee and Refreshes the Skin

Every housewife should always keep a bottle of violet ammonia handy—as it is a splendid stimulator for the skin. A little

VIOLET AMMONIA

sprinkled in the bath or basin will aid one to quickly recover from the exhaustion caused by housework, shopping or other exertions. It stimulates, cools, cleanses the skin and prevents chafing, prickly heat, etc. It is also valuable for use in the sick room.

PRICE 35c PINT.

La Grande Pharmacy

L. C. EDWARDS, Prop'r.

Quick Delivery

Phone Main 40

La Grande, Oregon

Announcements

HALLOWEEN NOTICE

Tonight, being Hallowe'en, the city administration has hired extra policemen to patrol the city and to protect property from damage. There is a spirit of conservation in the air, so merry-makers are urged to have a good time but not to damage property or overturn woodpiles, etc., if they wish to avoid arrest and prosecution. E. B. CURREY, City Manager. 10-31-17.

LUTHERAN LADIES.

The Ladies' Lutheran Parish Mission Society will meet at the home of Mrs. Ferd Jensen, on corner Lake and Walnut street, on Thursday afternoon of this week at 2 P. M. 10-30-20

PHYSICIAN AND SURGEON

George R. Vehrs, M. D. Special attention to women and children's diseases. Phone, office Main 2; Home, Black 3862. 10-27-17

BOOTLEGGER MAY SERVE PATRIOTIC PURPOSE

PORTLAND, Ore., Oct. 31.—Even the bootlegger can serve a patriotic purpose.

In these days of wartime economy, even blindfold booze must not be wasted. City and federal authorities have completed arrangements whereby confiscated liquor will be turned over to the Government to be redistilled into alcohol for the manufacture of munitions.

Hundreds of quarts of whisky, gin and wine have been destroyed monthly in the past.

THEATRE ADMISSION TAX IS IN EFFECT AFTER NOV. FIRST

By MRS. CLARKE LEITER.

On November 1 the theatre admission tax goes into effect. It behooves everyone to learn as much about this tax as possible. In order to help you understand it more fully, we print a paragraph of the law which will give you the requirements of the tax in plain English:

Section 700 of the law requires a "tax of 1 cent for each 10 cents or fraction thereof of the amount paid for admission." Anyone admitted to a theatre on a pass must pay the tax which is charged on the admission tickets, just as if she or he and bought an admission ticket.

All 5 cent tickets are exempt from the tax, this naturally eliminates tax on children here, except where the admission for children is more than 5 cents. The management of the local theatres will in the future when 10 cents for children was formerly charged make the admission price 9 cents, giving the other 1 cent to the Government. The law further reads that children in no case are to pay more than 1 cent admission tax, no matter if the admission to theater is \$1. This means that if children's admission to any picture or vaudeville show was more than 10 cents their Government tax would still be only 1 cent.

The adult tax is as follows: If you are going to a picture show that charged 15 cents admission you would pay 15 cents for your admission ticket and 2 cents for your Government ticket. If the admission charge was 20 cents you would pay the Government 2 cents also. If the admission was 25 cents you would have to pay the Government 3 cents besides your regular admission price, and so on up the line. For each additional 10 cents or fraction thereof you pay 1 cent more Government tax. If the admission price was 50 cents you would give the Government 5 cents.

The law also reads: Above all things put this tax fairly and squarely before your patrons. Your patrons must be told—the Government requires this.

There is a \$500 penalty against the owners of motion picture theatres or other amusements who fail to collect this tax and turn it over to the internal revenue commissioner each month.

Here is the ending of a letter from the National Exhibitors' League: The war tax is a national necessity in the present crisis. Treat it as such. Don't raise a howl that it will put your theatre out of business. Be mighty glad you are not lying in a cold, muddy trench and swing in to line for the United States Government. Above all acquaint your patrons with the way this tax works. No red blooded American citizen is going to kick on paying an extra few cents to Uncle Sam to help bring the war to a successful end. We don't believe anyone is going to stay home from the motion pictures simply because Uncle Sam

It Makes No Difference---

What you have been told—what we want is an opportunity to meet you face to face and explain why and how we undersell all competition—It is no idle boast that we have sold more merchandise for cash during October, 1917—and have given better values than any store in Union County. Did you ever see this "Busy Store for More" trimmed for action?

FOLLOW THE CROWD—THERE'S A REASON

Ladies' Coats
\$9.90, \$12.50, \$14.75,
to \$36.50.

Ladies' Suits
\$9.90, \$12.50, \$16.50
to \$28.50

Ladies' Dresses
\$5.90, \$6.90, \$7.90, to
\$26.50

Ladies' Corsets, all styles 98c, \$1.49, \$1.98, \$2.49, \$2.98
Ladies' Kimonos in outing colors 98c, \$1.19, \$1.49, \$1.98, \$2.98
Ladies' Dress Skirts, wool or silk \$2.98, \$3.98, \$4.98, \$5.90, \$7.90
Ladies' Waists, new designs \$1.98, \$2.98, \$3.98, \$4.98, \$6.90
Ladies' Dress Kid Shoes 3.98, \$4.98, \$5.90, \$6.90
Ladies' Patent Shoes \$2.98, \$3.98, \$4.98
Ladies' Fancy Novelty Shoes \$4.98, \$5.90, \$6.90, \$7.90, \$8.90
Men's Wool Shirts \$1.98, \$2.49, \$2.98, \$3.49
Men's Mixture Shirts 98c, \$1.49
Men's Union Suits \$1.29, \$1.49, \$2.49, \$2.98, \$3.98
Men's Winter Caps 25c, 49c, 98c, \$1.49, \$1.98
Men's Work Pants \$1.98, \$2.49, \$2.98, \$3.49
Men's Dress Shoes \$2.98, \$3.50, \$4.50, \$4.98, \$5.50
Men's Work Shoes \$2.98, \$3.50, \$3.98, \$4.50, \$4.98

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

requires that they dig a little deeper into their pockets.

Beginning tomorrow, November 1, the Arcade Theatre prices will be:

Matinee—Adults, 15c; children, 5c.

Matinee—Adults, 11c; children, 5c.

This raise in prices has been made necessary by the increased cost of exhibiting the high-priced pictures. Besides the Government tax of 1c on every 10 admission and 2c on every 15c admission, the exhibitor must pay an increased price for the films which is made necessary by the Government tax on raw material. Express will also be taxed, adding another item.

These extra expenses take up the increase on the admission and leave to the exhibitor his original 15c with which to meet his regular expenses.

Films that a year ago could be had for \$10 and \$15 now cost \$15 to \$25. Artcraft pictures, then \$10 are now \$25. Besides this lobby display sheets which were furnished free

then are now charged for at a good rate.

The management wishes it thoroughly understood that the advance does not mean any gain for them but is made necessary in order to meet taxation and that as soon as the Government allows, the price will be dropped to its former standard. The theatres are merly yacting as Government tax collectors.

As before the houses will continue to show the best films obtainable and will maintain the standard which they have set.

The Star will continue at its present price but adding the 2c tax on 15c admissions and 1c tax on 10c admissions, making the prices for adults, 11c matinees, and 17c eve-eing.

All passes outstanding at the two theatres will have to be presented at the door with the 2c tax.

Pendleton and other cities anticipating the advance, raised their prices sometime ago so do not have to advance now. Most of these places now charge 25c for pictures that in La Grande may be seen for 20c.

Sherry's Theatre will follow the same schedule of prices as the Star, 11c matinees, and 17c evening.

The theatres of La Grande have maintained low prices for some time when other cities have been raised. All three theatres have held their standard high and have given the theatregoers of La Grande the best programs possible. They hope they can count on the same loyal support from the public in the future as they have enjoyed in the past.

Sammies Well Paid.

WASHINGTON, D. C., Oct. 31.—According to statistics in a war bulletin, issued recently by the National Geographic Society from its headquarters here, a first class private in the United States Marine Corps serving abroad, draws \$41 a year more than a Russian colonel; \$64 a year more than a German lieutenant for the first three years; \$31 a year more than a first lieutenant of the Austrian army, and \$19 a year more than a junior lieutenant in the service of Italy.

NEW TODAY

FOR SALE—Studebaker roadster in good condition. Inquire at La Grande Garage. 10-31-17.

FOR RENT—6-room house, bath, electric lights, etc. Inquire at I. X. L. Store. 10-31-17.

HELP WANTED—Male. WANTED—Boy to carry morning paper route. Phone Black 371. 10-31-17.

WANTED—To Rent. YOU CAN FIND A TENANT for any desirable property—one who will pay and stay. It's still an advertising task, just as it was before the war and just as it will be afterwards.

LOST—On Fourth or Spring St. a linen table napkin, partly hemmed. Finder please return to 1706 First Street. 10-31-17.

SENATOR McNARY ILL.

SALEM, Oct. 28.—(Special.)—Senator Charles L. McNary, who has been resting at the Stolz-McNary farm has been obliged to cancel several speaking dates on account of neuralgia. He hopes to be able to fill his engagements at Portland tonight.

It pays to advertise.

Public Seat Sale Opens

Beginning tomorrow morning public reservations for the Vice-President Marshall lecture will open at the Red Cross Drug Store.

The lecture is Monday evening at the M. E. Church, beginning promptly at 8 o'clock.

GET YOUR SEAT EARLY
Price \$1.00

SPECIAL NOTE—Exchange tickets are no longer necessary—The public at large can, after tomorrow morning, obtain a reserved seat for \$1.00. This arrangement includes Chattanooga members who by any chance didn't get exchange tickets.

PIMPLY? WELL, DON'T BE!

People Notice It. Drive Them Off with Dr. Edwards' Olive Tablets

A pimply face will not embarrass you much longer if you get a package of Dr. Edwards' Olive Tablets. The skin should begin to clear after you have taken the tablets a few nights.

Cleanse the blood, the bowels and the liver with Dr. Edwards' Olive Tablets, the successful substitute for calomel; there's never any sickness or pain after taking them. Dr. Edwards' Olive Tablets do that which calomel does, and just as effectively, but their action is gentle and safe instead of severe and irritating.

No one who takes Olive Tablets is ever cursed with "a dark brown taste," a bad breath, a dull, listless, "no good" feeling, constipation, torpid liver, bad disposition or pimply face.

Dr. Edwards' Olive Tablets are a purely vegetable compound mixed with olive oil; you will know them by their olive color.

Dr. Edwards spent years among patients afflicted with liver and bowel complaints, and Olive Tablets are the immensely effective result.

Take one or two nightly for a week. See how much better you feel and look. 10c and 25c per box. All druggists.

ARCADE

HIPPODROME VAUDEVILLE

TONIGHT ONLY

1. OVERTURE ARCADE ORCHESTRA
ACCOMPANIED BY STEVENS AT THE
PIPE ORGAN
2. COMEDY A ROYAL ROGUE
3. BEN TIDWELL BALANCING ACT
4. FARRINGTON AND CORNELL
COMEDY HARMONY DUO
5. JEAN AND JACK MASSEY
IN MUSIC LAND
6. GUESS, TRY AND GUESS
NOVELTY ENTERTAINERS

NOTE—Two complete shows tonight. Doors open at 7. Overture at 7:15. Vaudeville starts about 8. Adults, 30c; children, 15c.

TOMORROW ONLY

Dorothy Phillips

In

"BONDAGE"

The dramatic story of a girl whom love set free.