

Needed Now



During mid-winter colds, coughs, grippe and other diseases are apt to attack without warning. For this reason you should stock your medicine cabinet with

EMERGENCY REMEDIES

A few suggestions are given below:

Cough and Cold Remedies, Liniment, Croup Remedy, Plasters, Quinine, Emulsion of Cod Liver Oil, Etc.

We will be glad to help you in your selections.



LA GRANDE PHARMACY

Joseph Hewitt, Mgr.

Quick Delivery Phone Main 40
La Grande, Oregon

GIRLS CHALLENGE TRIUMPHS OF MEN AT AT BILLIARD TABLE



By invading men's field of work by running street corners and in this picture, are proving themselves as good as men. The scene was taken in the city company.

Changes in Fortune.

He entered the race with an air of being a sure thing. He was a favorite. The chief of the watermen met him and drew to his elbow.

"Give me the bill of fare," signed the guest.

"Yes, sir," breathed the waiter. "By the way, water, your face is strangely familiar."

"Possibly, sir. Last year I was a guest here, not a servant. But if you will pardon me for my presumption, I seem to know your face too."

"Probably, last year I was a water here."

Isn't it pathetic, this reminding of old friendships?—Cleveland Plain Dealer.

No Time For Her.

Physician—Your case is such, madam, that time alone will effect a cure. Mrs. Randall—Then it is hopeless, for I never have even five minutes—Lafayette.

He Knew Her.

Mrs. Gabbles—I met Mr. Brown today while I was shopping. Her husband—That not? What did he have to say?—Boston Transcript.

Winter Is Here!

Principle Our Guide

Are You Prepared?

We find that the right kind of merchandise, rightly priced, brings the right reward, namely, continued patronage through right dealing with the public.

MEN! - Why Pay More?

Mackinaw Coats	\$6.00, \$7.00, \$8.00
Wool Knives	\$2.00, \$3.00, \$4.00
Bag Shirts	\$4.00, \$5.00, \$6.00
Wool Shirts	\$1.50, \$2.40, \$3.90
Men's Overalls	\$1.19
Suits	\$1.50, \$2.40, \$3.90, \$5.90
Leather-faced Gloves	23¢
Men's Unions	\$1.40, \$2.40, \$3.40, \$3.90
Men's Wool Pants	\$2.90, \$3.40, \$3.90
Men's Sweaters	\$1.40, \$1.90, \$2.90, \$4.90

Away with Credit Slavery

J. C. Penney Co.
Incorporated
BUSINESS
The United Store

Pay Cash and Be Independent

CAPABLE WORKERS ARE IN DEMAND for the national service call. Men who are not available for military service at the front are still able to render real national service at home through helping to keep the wheels of industry and trade turning to capacity. Classified advertising will help you to find the work for which you are best suited—and that's the only work you should try to do.

Biggest Reading Value for your Family



The Youth's Companion

High in ideals of home life and civic life. Tastes in the amount of reading it brings to all ages. The best for all kinds. The best from all sources. 12 Great Serials or Group Stories for 1918—then 250 Shorter Stories. Each article by noted authorities. "The best Editorial Page in the country." Current Events, Nature and Science, Family Page, Boys' Page, Girls' Page, Children's Page, Doctor's Corner, Things to Make, Money to Save, Games and Sports to Play, Companion Receipts. 32 issues, \$2.00.

McCall's Magazine

America's Fashion Authority for millions of women. What to wear—how to make it—how to save. 12 splendid numbers full of fashions and more suggestions. 15 cents per year.

64 issues of everything that will delight all ages, the Best Stories, the Latest Styles, \$2.25

Send \$2.25 to the publishers of the paper in which this offer appears and get
1. THE YOUTH'S COMPANION for 32 weeks.
2. The Companion Home Calendar for 1918.
3. McCall's Magazine every month for 1 year.
THE YOUTH'S COMPANION, BOSTON, MASSACHUSETTS

Subscriptions Received At
THE OBSERVER OFFICE



America's Greatest Exponent of the Smile

DOUGLAS FAIRBANKS
in his own story
"DOWN TO EARTH"
A Laugh-Comic Building Over With Fairbanks' Storyline Philosophy
Screenplay by ALVIN LLOYD & JOHN DREWSON
Directed by JOHN DREWSON

FRIDAY and SATURDAY ARCADE

OPPORTUNITIES FOR WOMEN in the business world are now opening to a greater extent than ever before. The woman who is capable of doing the work left behind by the man who is called to the colors is doing patriotic work—just as if she were a Red Cross nurse. Find your opportunity for useful service through the classified ads.

Phone your Want Ads to the Observer, Main 37.
Read The Observer Classified ads.

Try the Want Ad Way

Small Matters too Big to Neglect and Important Matters That Cause Constant Worry Taken Care of by Observer Classified.

TO THE FARMER:
We want people residing in the rural districts to feel free to use Observer Classified any time. Write your ad and mail to The Observer, of phone Main 37.
If you will but stop and think, you have many things to sell that you can advertise.

Start Something---

Do It Now

Reach the public with a business proposition at a time when business can be transacted with a full day of business hours ahead for action.

Use Evening Observer Classified

Phone 37

No matter what your wants may be, there's a way to satisfy them, and promptly, too. Just get your pencil and paper and sit down and write a CLASSIFIED AD for Observer Classified Page.

If Your Proposition Has Merit Desired Results Will Follow

Thousands of eyes read The Evening Observer every evening, and the Classified Column are as carefully read as the big news features.

If its for Rent--Advertise!
If its for Sale--Advertise!
If its for Exchange--Advertise!
If its a Want--Advertise!
If its Lost--Advertise!
If its Found--Advertise!

AND THE SUREST WAY TO BEST RESULTS IS THROUGH

Observer Classified

TODAY



Ella Hall

"THE LITTLE ORPHAN"

The Story of a Little Belgian Refugee, Full of Sweet Pathos and Comedy Situations

Also

HELEN HOLMES

in Chapter 14

"THE RAILROAD RAIDERS"

Only One More Chapter! Are You Ready for the Big Finish Next Week?

S-T-A-R

TOMORROW

Alma Reubens

In

"THE FIREFLY OF TOUGH LUCK"

A Western photoplay with a burst of action and with characters and a story that makes it different from the average Western picture.

Triangle Comedy

Orchestra Music

S-T-A-R