

Color Your Last Year's Straw Hat with
COLORITE
MAKES OLD STRAW HATS LOOK NEW.
 Splendid for fixing up Ladies' & Children's hats.
EASY TO APPLY
 Dries in 30 Minutes.
 Waterproof and Durable.
 Made in Jet Black Dull Black Cardinal Red Navy Blue Cadet Blue Sage Green Burnt Straw Brown Violet
 Send all orders to J. G. Snodgrass, La Grande, Ore.
FOR SALE BY
RED CROSS DRUG STORE

PERSONAL MENTION

Ward Fowler returned from Portland last night.

Miss Louise Welty returned to her home in Wallawa today.

Mrs. Don Sargent was in from Hot Lake last evening.

Miss Mae Murphy, emergency home demonstration agent, is in the city for a few days.

Miss Lillian McDonald returned this morning from Spokane, where she has been visiting for some time.

C. A. Nicholds of the Oregon Grocery Co., is spending the day in Union.

Ed. Coolidge, of the La Grande National Bank, left for New Plymouth, Idaho, this morning.

H. A. Blair, connected with the bridge building department of the O. W. R. N. is in the city on business.

Miss Edith Weaver, formerly of this city, but now of Portland, is in La Grande, and will spend some time visiting friends in this city.

J. O. Meers, of O. W. construction department is a business visitor in La Grande.

Frank Carr, manager of the American Type Foundry Co., was in La Grande yesterday looking after and face and complexion in fine

different things connected with his line of business.

Dr. W. T. Phy, of Hot Lake, left last night for Portland, where he goes to consult with physicians relative to his physical condition.

Herbert Browning of this city, and for six years an employee of Pattison Bros. grocery store, leaves Saturday for Killekat, Wash., where he has accepted a position as manager of the commissary and retail store of the Western Pine Lumber Co. at that place.

LOCALS

And
Advertising in Brief

To Introduce Our "OWN MAKE" PREPARATIONS We Are Offering You the Benefit of Our Hooverized Sale 2 for 1 for Three Days Only.

Thursday, Friday and Saturday. Silverthorn's Tooth Paste, regular 25c, 2 for 25c. Silverthorn's Tooth Powder, regular 25c, 2 for 25c. Silverthorn's Talcum Powder, regular 25c, 2 for 25c.

Silverthorn's Cleansing Massage Cream, regular 25c, 2 for 25c. Violet Cream, for chapped skin, sunburn, etc., regular 35c, 2 for 35c. Silverthorn's Almond Cream, regular 25c, 2 for 25c.

Silverthorn's After Shave Lotion, regular 25c, 2 for 25c. Silverthorn's Ideal Hairdressing, regular 50c, 2 for 50c. Silverthorn's Depilatory, regular 75c, 2 for 75c.

White Pine and Eucalyptus Cough Syrup, regular 25c, 2 for 25c. White Pine and Eucalyptus Cough Syrup, regular 50c, 2 for 50c.

Silverthorn's Campholatum, regular 25c, 2 for 25c. And many other items. We make this sale as an inducement to get new customers into our store, and we are offering all customers the benefit of this sale.

SILVERTHORN'S FAMILY DRUG STORE 3-14-3t

The very choice candy that you like so well is sold at Silverthorn's Family Drug Store. 3-4-tf.

If you want to keep your hands

condition, drop in and see what our face lotions will do for you. They are just right at Silverthorn's Family Drug Store. 3-11-tf.

HAT SALE
 For 15 days will sell hats for \$1.00 and \$1.50. These hats are values of \$3.00 to \$4.00. 3-14-3t. TOGGERY.

Beautiful sunny days are the days for kodak picture taking and that means you will need films for your kodaks, and these may all be had and developed and finished well and promptly at Silverthorn's Family Drug Store. 3-11-tf.

HAT SALE
 For 15 days will sell hats for \$1.00 and \$1.50. These hats are values of \$3.00 to \$4.00. 3-14-3t. TOGGERY.

125 bushel grain bed, seat and break for \$80.00. Why pay more? La Grande Implement Co. 3-12-5t.

Partners when in La Grande should see the Portable grain bin at Child's Auto Livery. Leave name and solicitor will call later in the season. 3-6-tf.

You may want a box of very nice writing paper, something that is better than the ordinary. You will be able to find just what you want at Silverthorn's Family Drug Store. 3-11-tf.

For the dandruff use Silverthorn's Ideal Shampoo and Germicide Hair Tonic. It always does the work. 2-28-tf.

To Whom It May Concern: I will not be responsible for any accounts contracted by my wife after March 8. 3-12-5tpd. J. G. ORMOND.

Overstock of Auto Tires. We have a number of 30x3 tires which we will sell at a discount while they last. 2-28-tf. MAXWELL SERVICE STATION

Money to Loan. On unproved real property in Union county. No delays. Current rates. La Grande Investment Co. -Adv. tf.

HAT SALE
 For 15 days will sell hats for \$1.00 and \$1.50. These hats are values of \$3.00 to \$4.00. 3-14-3t. TOGGERY.

Come see the children in "Cinderella in Flowerland" and living flag by primary of L. D. S. children. High School, Saturday evening at 8:00 p. m. Admission 25 cents, children 10 cents. 3-14-3t.

NEW TODAY

WANTED.—Man with some experience in creamery work and in ice-cream making. — Valley Creamery. 3-15-tf

FOR SALE.—50 head of Cattle.—18 cows, 10 head two-year old Steers, 3 head 3 year old steers, 21 head yearlings. Most all are red stock, except 6 Jersey milk cows. Cows are fresh or coming fresh very soon. All are in good shape. Edwin Morrison, Summerville, Ore. 3-15-3t

FOR SALE.—Two lots, three-room house; woodshed; storeroom; cellar. Cheap is taken at once. Call, L. care of Observer. 3-15-4t

FOR SALE.—Two houses at a bargain. If looking for an investment, investigate this. R. A. Crawford, Block 562. 3-15-2tpd

FOR SALE.—Acre lot No. 24. Grand View addition; has good orchard. Also lots 7 and 8, block 3, Carr's Subdivision. Address L. D. Mosier, 2119 Grand St., N. E., Minneapolis, Minn. 3-15-5t pd

LOST.—Between Cove and La Grande, a black traveling bag, containing lady's wearing apparel. Notify Weiner Bros., Cove. 3-15-3t

The corn mill in South La Grande is making fresh corn meal every day. try it. 3-15-2t

Big Time vaudeville act Star Saturday. 1-15-1t

Miss Margorie Silverthorn will preside at the story hour Saturday afternoon at the Library. All children invited.

Special Big Time Vaudeville Act at the Star Saturday only. 1-15-1t

Gail Kans in a thrilling mystery drama, Star Saturday. 1-15-1t

ESTRAY NOTICE.
 Red Milk Cow, white face and large horns. Branded P on hip. Finder please phone Black 961. 3-15-5t

Ask your grocer for fresh ground corn meal as one of your substitutes for wheat. 3-15-2t

The corn meal with the natural oil in it is rich in food value. It is made by H. P. Lewis at 3rd and D St. 3-15-2t

Jas. Hallgarth Escapes Injury

ELGIN, March 14.—(Special.)—Mr. William Stoop returned last Thursday morning from La Grande, where he has been confined to the hospital for treatment of an eye which was put out accidentally while working.

Word was received by relatives last Tuesday from James Hallgarth, stating that he escaped any severe injuries in the wreck of the "Tuscania." Elgin people are glad to learn this news directly from Mr. Hallgarth.

Mr. Riley Chandler is now in the Hawaiian Islands. Riley states that he enjoys all of that country but the heat.

Iver Simonson, W. H. Klooster, Lucian Shelton and George Rogers, all of whom enlisted in the army recently, are now in Palo Alto, Cal. Jay Johns will leave tomorrow evening for his training camp in San Antonio, Texas. Jay enlisted in the Aviation Corps.

The Red Cross will give another benefit program at the Gem Theater Monday evening. A reading by Nell Milne and a duet by Helen Billa and Ray Wilson will be special numbers of the evening's entertainment.

Mr. and Mrs. Charles Riggs donated two articles to the Red Cross last week. One was a beautiful piece of work which is being disposed of in the dry goods department, and the other was a large ham which is being disposed of in the grocery department of that store.

Mrs. Harry Spencer expects to leave next Saturday for Clement, Mo., where she will visit with her sister for several months.

MARRIED.

Parley Price and Lila Mae Aull, both of this city, were married by Justice of the Peace Williams yesterday afternoon.

LUMBER FOR GOVERNMENT.
 A solid trainload of lumber, including forty cars, passed through La Grande last night. The entire shipment is for the government, but no particulars have been given out as to the destination.

CALL FOR IMPROVEMENT BONDS.

Notice is hereby given that Improvement Bonds of the City of La Grande, Oregon, numbers 347 to 375, both inclusive, bearing date the 1st day of May, 1912, including interest to date of redemption, will be taken up and redeemed by the Treasurer of the City of La Grande, at the office of the said treasurer in La Grande, Oregon, on the first day of May, 1918. Interest on said bonds will cease from and after the said first day of May, 1918.

Dated this 15th day of March, 1918.

FLORENCE BACON, Treasurer of the City of La Grande, Oregon. 3-15-3t

NOTICE.
 Persons outside of fire limits will not need a fire permit to burn rubbish until June 1, 1918. C. L. MACKAY, Fire Chief. 3-16-10t.

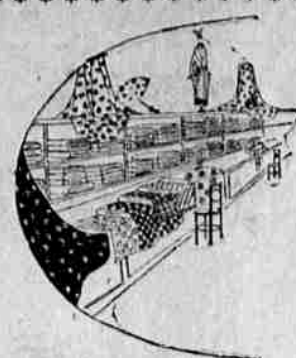
The Pneumonia Season
 The cold, damp weather of March seems to be the most favorable for the pneumonia germ. Now is the time to be careful. Pneumonia often results from a cold. The quicker a cold is gotten rid of the less the danger. As soon as the first indications of a cold appears take Chamberlain's Cough Remedy. As to the value of this preparation, ask anyone who has used it.—Adv.

McKibbin hats



A good head deserves a good hat

\$3.50 and \$4.00
THE GOLDEN RULE CO.



An Attractive Showing of Dainty New

SPRING DRESS FABRICS

at equally attractive prices. Voiles, batiste, lawns, lace cloths and foulards in many charming patterns for your selection.

12½c 15c 25c 48c 85c 95c Yard

New Arrivals This Week in Spring Merchandise

NEW KORREKT SKIRTS.
NEW REDFERN COATS
AND SUITS
NEW SILK PETTICOATS.

NEW SATEEN PETTICOATS.
NEW WIRTHMOR \$1 WAISTS.
NEW KID GLOVES
NEW NECKWEAR

We Invite Your Inspection of Our Easter Millinery Showing

THE GOLDEN RULE CO.

Quality the same—Prices less.

One of the 600 R. C. U. Stores with an Annual Purchasing Power of Over 60 Million Dollars

Oregon Grocery Company

March 16th
 Saturday—Use no pork; evening meal wheatless.

CREAM OF BARLEY

For Sale by All Retail Grocers in La Grande. Cream of Barley is just barley. It is the finest kind of a wheat substitute. It is nutritious. It is easily digested. It is an ideal infant food. The sick and aged can assimilate it when practically nothing else will remain on the stomach. It makes delicious Bread, Cakes, Muffins, Pancakes, etc. Cream of Barley contains practically no moisture and it therefore goes considerably further than many other cereals. This makes it economical.

When you eat Barley you are conserving Wheat for our Boys at the front.

Oregon Grocery Company

DISTRIBUTORS

OATMEAL MACAROONS

Cream 1 level tablespoonful butter with ¼ cup sugar, add 1 well-beaten egg, 1½ level cups raw rolled oats, 1 level teaspoonful salt, 1 level teaspoonful baking powder.

Directions—Cream butter, egg and sugar, stir in rolled oats and drop from spoon on well-greased pan and bake in quick oven. These macaroons have a real nutty flavor. They make delicious tea cakes or light dessert.

Fresh Ground Peanut Butter

Try a pound of our fresh ground Peanut Butter. You will find it is much nicer than the ordinary bulk Peanut Butter.

We now have our Vegetable Spray installed, and you will always find a nice assortment of Vegetables in our window.

For Saturday we expect to have Young Turnips, Beets and Carrots, Artichokes, Sprouts, Lettuce, Cauliflower, Radishes, Spinach, Green Onions, Fresh Tomatoes, Cucumbers, Celery and Cabbage. Fresh Saratoga Chips.

Phone Us Your Order

J. G. Snodgrass

SHERRY THEATRE

THE HOUSE OF QUALITY

LAST SHOWING TODAY OF

"FOR LIBERTY"

A Stirring Patriotic Drama, Starring the Former La Grande Girl

GLADYS BROCKWELL

And

"MUGGSEY IN SOCIETY" -- Comedy