

# Easter Announcement

## Your Easter Footwear

Will be both stylish and comfortable if selected from our unequalled offering of spring and summer styles in



### UTZ & DUNN SHOES AND SLIPPERS

Fancy two-tones and one-shade novelties to match your new apparel. Prices are very moderate, considering the excellence of workmanship and materials in these famous shoes.

\$5.00 to \$12.50

We Sell the Following High Grade Makes of Shoes

### F. F. H. MEN'S DRESS SHOES

"Unequaled for style, fit and service."

### EDUCATOR SHOES FOR GROWING CHILDREN

"Room for all five toes"

### SKUFFER SHOES FOR BOYS AND GIRLS

### ARMY LAST (Solid Leather) SHOES FOR BOYS AND MEN

"Real comfort and long service"

Compare our shoe values and our shoe prices—you'll find why our shoe department is constantly gaining new customers.

## THIS STORE ANNOUNCES THE OPENING OF THE NEW SEASON WITH A DISPLAY OF NEW SPRING APPAREL AT COSTS THAT WILL FURTHER EMPHASIZE OUR VALUE-GIVING

We do not open the season with elaborate and costly displays that mean nothing to you, but rather with a complete showing of the NEW fashions and NEW merchandise in all departments of the store, marked at prices that convince you at once, that at this store you can buy new spring clothes at costs that are within reason and which demonstrate, absolutely, the value-giving ability of this store.

The items printed here have been selected merely to give you a clear and definite idea of the values prevailing. It is practically impossible to list and describe here even the smallest part of the remarkably fine stocks we have gathered for this season.



The Spring Styles in Redfern Garments Offer Many Novel Ideas in

## COATS and SUITS

Radically different from the ordinary styles, yet not extreme, with a touch of style that most ready-to-wear makers fail to accomplish, is the distinguishing mark of a Redfern garment.

Every Redfern garment, whether it be the cheapest or the higher priced, is an exceptional value at the price, and bears our guarantee of perfect service to the buyer.

Redfern Coats \$17.50 to \$50.00

Redfern Suits, \$20.00 to \$45.00

## You Should Visit Our Millinery Department Today



Every woman that has inspected our new spring millinery has pronounced our showing unequalled and the styles to be the prettiest in La Grande.

Chic little hand-tailored hats—larger styles in various attractive shapes. In fact, you will find so

many novel new shapes and style ideas that your choosing of an Easter bonnet will be easily accomplished.



## The Dainty New Silk Waists



Offer a charming array of attractive new style ideas in Tub Silks, Crepe de Chenes and Georgettes.

Our showing include all the popular new shades. Unusual values at

\$2.98, \$3.75, \$4.98, \$5.50, \$6.00

Sole La Grande Agents for the Famous

WIRTHMOR \$1.00 WAISTS

and the

WELWORTH \$2.00 BLOUSES

The standard \$1.00 and \$2.00 waist values of America.

New shipment just received.

## NEW SPRING ARRIVALS IN EVERY DEPARTMENT

New Silk Dresses New Silk Petticoats New Neckwear  
Misses' Spring Coats Dainty New Fancy Wash Fabrics  
New Standware Silk Sweaters

## NEW KORREKT SKIRTS

In scores of attractive spring styles in fancy silks and woolen fabrics.

\$4.98 to \$15.85

New Spring Line Men's Clothing and Furnishings ready for your selection. We are sole La Grande agents for Capps (100 per cent pure wool) Clothing—Elk Jr. (all wool) Suits for Boys McKibben Hats—Ferguson McKinney (fast color) Dress Shirts—Oregon Cassimere (2 pants) Suits for Men—Elk Special Young Men's Suits.

## BEWARE OF CHEAP MERCHANDISE

With all market prices constantly advancing, the markets are flooded with inferior merchandise in an attempt to hold prices down.

Remember, Cheapness Is Never Economy

## THE GOLDEN RULE CO. Quality the same—Prices less

LA GRANDE'S STORE

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

## PHONE AND MAIL ORDERS

Receive prompt attention and careful filling.

We Prepay the Postage

## BARS OVERALL MAN

Girl Declares She Does Not Know How Her Card Got Into Them.

One of the young men employed by the Lehigh Valley railroad in Towanda, Pa., purchased a new pair of overalls and found pinned inside the name of a young woman who was supposed to have made them. He accordingly sent a letter to her. Last night he received a letter reading as follows:

"I am a working girl, but I am making a good living and do not care to be married and support a husband, as would probably be the case with a fellow who gets mashed on a girl he never saw. Permit me further to say that I do not know how my card got in that pair of overalls, and that when I do marry it will be someone who can afford something better than a 17-cent pair of breeches."

## BREADSTUFFS FOR GERMANY

Syndicate Formed to Transport Goods From Russia.

The Berlin correspondent of the Frankfurter Zeitung reports the organization of a syndicate for the purpose of bringing breadstuffs from Russia to Germany. It says the government will have a half interest in the undertaking and the other half will be in the hands of large wholesale dealers.

The grain will be delivered to the war grain department, which assumes all risks of transport and delivery. Similar syndicates are to be organized in Austria-Hungary, Bulgaria and Turkey.

## LOCALS And Advertising in Brief

### MONEY.

Money on easy monthly payments on improved city property. Also money for farm loans at 6 1/2 per cent.

See J. R. Oliver, 3-21-2m

A new shipment of "Over The Top" just in. Most popular war book out.—Newlin Book and Stationery. 3-20-3t

Cambolatum, for Burns, for Sores for Corns and Bunions. Try it at Silverthorn's family drug store. daily 3-19-1f

WANTED—Clean White Cotton Rags at the Observer Office; 5c per lb.

Big Concert and Dance at Rex Hall, Tuesday, March 26th, by the newly-formed Home Guard band. 3-18-1f

Splendid opportunity for capable man at La Grande with agency Old Line Health and Accident Insurance Company. Good immediate money and permanent business. Direct

contract. National Casualty Company, Detroit, Michigan. 3-21-23-26-3t pd

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Hemstitching, 10c per yard, at The Elite Shop, Baker, Oregon. 3-20-1f

\$2,000 to loan on first-class real estate mortgage. Money available at once. Phone: Black 172. 3-19-4t

Weather permitting, there will be a street band concert Tuesday evening, March 26th, as a preliminary to the dance which the newly-formed Home Guard band will give that night. 3-18-1f

### ESTRAY NOTICE

On or about March 1st, 1918, there came to my place in Fruitdale, near La Grande, Oregon, one sorrel horse with white stripe in face, weight 900 pounds and perhaps 10 years old. Owner can get said animal by paying cost of feed and charges for this notice. J. B. STODDARD. 3-14-10t

Lots of mappy and plenty jazz music at the Home Guard band dance given by the newly-organized band at Rex Hall, Tuesday, March 26th. 3-18-1f

Our Kodak line is full in every particular and we are developing and printing pictures promptly—you will find our work most satisfactory. At Silverthorn's. 3-19-1f

Overstock of Auto Tires. We have a number of 30x3 tires which we will sell at a discount while they last. 2-28-1f. MAXWELL SERVICE STATION

A good kodak that gives entire satisfaction, that you can buy at Silverthorn's Family Drug Store at \$2.00, at \$4.50, at \$7.50, at \$10.00, at \$12.50 or at as much more as you wish to pay. Better come in and let us show you these. 3-11-4f

For the dandruff use Silverthorn's Ideal Shampoo and Germicide Hair Tonic. It always does the work. 2-25-1f.

### Money to Loan.

On improved real property in Union county. No delays. Current rates. La Grande Investment Co.—Adv. 1f.

### NOTICE.

Persons outside of fire limits will not need a fire permit to burn rubbish until June 1, 1918. C. L. MACKEY, Fire CE-1f.

## Oregon Grocery Company

March 23rd 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 cereal 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 BREAD

Pour two cups of boiling water over two cups rolled oats, cover and let stand until lukewarm. Dissolve one yeast cake and one-fourth cup brown sugar in one-half cup lukewarm water, add two tablespoonfuls lard or butter substitute, melted, and add this to the oatmeal and water. Add one cup flour, or enough to make an ordinary sponge. Beat well. Cover and set aside in a moderately warm place to rise for one hour, or until light.

Add enough flour to make a dough—about three cups, and one teaspoonful salt. Knead well. Place in greased bowl, cover and let rise in a moderately warm place until double in bulk—about one and one-half hours.

Mold into loaves, fill well-greased pans half full, cover and let rise again for about one hour. Bake forty-five minutes in a hot oven.

One-half cup chopped nuts may be added, if desired.

Read the Observer Advertisements and Save Money