

THE BEST EGG DYES

Our packages of Easter dyes this season are full of interest and entertainment for the little folks.

All sorts of colors, designs and combinations.

FUN FOR THE CHILDREN

These dyes are so easy to use and give so much pleasure that none of the little folks should be overlooked.

Bring the children in and let them see our line of Easter novelties.

Red Cross Drug Store

Easter Millinery

Your Easter Hat Is Here -- All That is New and Beautiful.

New Shipments Every Week.

Dressy Transparent Brim and Tailored Effects

The Blackmon Hat Shop

Opposite Newlin Book Store



DIRECT FROM NEW YORK BY EXPRESS--JUST IN TIME FOR EASTER

Many New Novelties in Newest

Spring & Summer Coats

Offering several distinctly new shades and models at popular prices \$13.50, \$17.50, \$20.00, \$22.50, \$25.00

NEW REDFERN SUITS AND COATS

for your approval. "The best of America's ready-to-wear apparel"

Charming Millinery

Our showing of Easter millinery well deserves all the favorable comments received daily by Easter shoppers—for we are confident that we offer not only the most attractive styles but the most moderate prices as well.

Visit Our Millinery Department Today



Korrek Skirts

in scores of pretty styles in both silks and wools.

The prices range from

\$4.98 to \$15.85

THE NEW SHIPMENT UTZ & DUNN FOOTWEAR HAS ARRIVED

See the New Plaids and Stripe in Pongee Suiting 32 in. Wide, 48c Yard

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

New Styles in Capps (100 per Cent Pure Wool) Clothing for Men and Young Men

Local and Personal

Mrs. Al Ray is spending the day at Hot Lake.

Henry C. Griesel, president of the W. B. Glafke Co., of Portland, is spending the day in the city.

T. J. Serogin, of the United States National bank, returned this morning from a business trip to Salem.

The Home Missionary society of the M. E. church will meet with Mrs. Leland Hanford, No 865 Washington avenue, tomorrow afternoon at 2:30.

Attorney Runnels, of Joseph, is a visitor in La Grande, accompanied by Mrs. Runnels.

W. C. Combs, former La Grande resident but lately engaged with his son in the lumber business in Idaho, has been here a few days on business. He will return to Idaho tomorrow.

Mrs. A. A. Holiday, sister of Mrs. E. C. Tuckey, of this city, left this morning for her home in Clear Lake, Wash. Her nephew, Frank Tuckey, accompanied her home and will spend the summer there.

The Home Economics club will meet with Mrs. L. P. Day, at 1901 U avenue, Friday afternoon at 2:30. Miss May Murphy, of the Food Conservation service, will be present and a full attendance is desired.

The Dalles Chronicle of Monday says: Mr. and Mrs. Ray F. Halfpapp, of La Grande, spent Sunday here at the home of their parents, Mr. and Mrs. Fred Halfpapp. Mr. Halfpapp is division accountant of the O.-W. R. & N. Mrs. Fred Halfpapp accompanied her son to La Grande for a brief visit.

The following people registered at the Imperial hotel, Portland, March 25: Mrs. Hugh Wilson, Joseph; J. F. Hutchinson, Union; Mrs. Chas. Reynolds, La Grande;

John Calvin and wife, Enterprise; Mrs. William Fowler, La Grande.

Mrs. Lena C. Mendenhall, of Portland, grand worthy matron of the Eastern Star, is a guest at the F. G. Schilke home in La Grande.

Mrs. E. E. Kiddle, of Island City, was hostess today at luncheon given in honor of Mrs. Lena C. Mendenhall, worthy grand matron of Oregon of the order Eastern Star.

HOME ECONOMICS MEETING

Will Be Held at Home of Mrs. Moran Tomorrow Afternoon

The ladies of Old Town are urged to be present at the Home Economic Study Class meeting on Wednesday afternoon, March 27, at the home of Mrs. O. E. Moran, 308 Third street.

If this war is to be waged successfully, not only must the nation's fighting men be put into physical and mental trim, but the same process must be applied to its civil population. Especially important is the welfare of the children, for it is the rising generation that we must look to fill the gaps in our ranks caused by the sacrifices of war.

Come, and bring your neighbor. Recent bulletins on war cookery will be on hand for distribution.

MAY MURPHY, Home Demonstration Agent. Phone your Want Ads to the Observer, Main 37.

LOCALS

And Advertising in Brief

Persons outside of fire limits will not need a fire permit to burn rubbish until June 1, 1918. part to help it along. C. L. MACAHEY, Fire Chief.

Do you know it would please the boys in France to receive a picture from the folks at home now and then, especially from his best girl.

If you know this, why not buy a Kodak at Silverthorn's and learn to take pictures, so that you may enclose a picture with your letters occasionally? Please drop in and let us show you these Kodaks. The prices are within your means at our Store. d & w 11 3-26

Farmers 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. 3-6-17.

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

Big Concert and Dance at Rex Hall, Tuesday, March 26th, by the newly-formed Home Guard band. 3-18-17

Overstock of Auto Tires. We have a number of 30x3 tires which we will sell at a discount while they last. 2-28-17

MAXWELL SERVICE STATION 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. 3-19-17

Money to Loan. On improved real property in Union county. No delays. Current rates. La Grande Investment Co.—Adv. 17.

MONEY. Good attention, careful work, quick service will please you with one finishing and developing of films. Our stock of all Kodak ma-

MODART CORSETS

Front Laced



Looking Well

It is not solely a matter of good clothes. It also involves proper corseting.

The use of good materials, clock spring boning and the very superior designs that are found in the MODART Front Laced Corset, gives the proper poise to the figure that induces a carriage that will show clothes to the best possible advantage.

A badly poised or improperly corseted figure will never look well even in the best of clothes. A half hour in our Corset Department will prove to you by direct fitting that in a MODART Front Laced Corset, a superior garment is found. We know from our own experience that woman after woman has improved her appearance by the use of these corsets. They are comfortable, stylish and wear well.

PAULINE LEDERLE

terial is very complete. We will be pleased to convince you of this at Silverthorn's Family Drug Store. d 3-26-17

Red Cross benefit dance Monday, April 1. 3-25-17

SALE.

HATS! HATS! HATS! J. B. STETSON'S VELOURS WOOL FELT, \$1.00 and \$2.00. Lot of small sizes left. These are odds and ends. These values at present market are \$2.50, \$3.50 and \$4.50. Caps 25c and 50c. TOGGERY. 3-25-17.

Hemstitching, 10c per yard, at The Elite Shop, Baker, Oregon. 3-20-17

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To drive a tank, handle the guns, and sweep over the enemy trenches, takes strong nerves, good rich blood, a good stomach, liver and kidneys. When the time comes, the man with red blood in his veins "is up and at it." He has iron nerves for hardships—an interest in his work grips him. That's the way you feel when you have taken a blood and nerve tonic, made up of Blood root, Golden Seal root, Stone root, Cherry bark, and rolled into a sugar-coated tablet and sold in sixty cent vials by almost all druggists for past fifty years as Dr. Pierce's Golden Medical Discovery. This tonic, in liquid or tablet form, is just what you need this spring to give you vim, vigor and vitality. At the far end of a hard winter, no wonder you feel "run-down," blue, out of sorts. Try this "Medical Discovery" of Dr. Pierce's. Don't wait! To-day is the day to begin! A little "pep," and you laugh and live.

The best means to oil the machinery of the body, put tone into the liver, kidneys and circulatory system, is to first practice a good house-cleaning. I know of nothing better as a laxative than a vegetable pill made up of May-apple, leaves of aloë and jalap. This is commonly sold by all druggists as Dr. Pierce's Pleasant Pellets, and should be taken at least once a week to clear the twenty-five feet of intestines. You will thus clean the system—expel the poisons and keep well. Now is the time to clean house. Give yourself a spring house cleaning.

Oregon Grocery Company

March 28th

Thursday—One porkless meal; 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

Reliable Corn Muffins.

Group 1

- 1 Cupful of Corn Meal
- 4 Teaspoonfuls of Baking Powder
- 1-2 Cupful of Flour
- 1-3 Cupful of Sugar

Group 2

- 1 Egg
- 1-2 Teaspoonful of Salt
- 1 Tablespoonful of Melted Butter
- 1 Cupful of Milk

Sift together the ingredients in group one. Beat the egg; add the other ingredients in group two, and stir into the dry mixture. Pour into greased muffin tins and bake for about twenty minutes in a moderate oven.

and ends. These values at present market are \$2.50, \$3.50 and \$4.50. Caps 25c and 50c. TOGGERY. 3-25-17.

and permanent business. Direct contract. National Casualty Company, Detroit, Michigan." 5-21-23-26-31 pd

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

The White Ivory Goods we are still selling at the old prices. The new prices of all these goods at the factory is much higher than before—better come in and let us sell you what you need now. We

For the dandruff use Silverthorn's Ideal Shampoo and Germeide Hair Tonic. It always does the work. 2-28-17.

Cottage Cheese.—Get it at the Pure Milk and Cream Co. Fresh every day. 3-26-17

RUGS OF ALL KINDS JUST RECEIVED AT VERY LOW PRICES

Also Bungalow Rugs, \$1.98 and \$2.49 While They Last

Where Your Dollar Does Double Duty

Harris Furniture Store

H. B. HARRIS, Proprietor

Where you buy good furniture for less. NEXT TO HOOVERIZED GROCERY

SHERRY THEATRE

THE HOUSE OF QUALITY.

Corinne Griffith and Evert Overton in

"THE MENACE"

And "Vengeance and the Woman" Chapter 9 LAST SHOWING TODAY

TOMORROW.

Paramount presents

FANNIE WARD IN "ON THE LEVEL"

Also

BIG BILL HART IN THE FUGITIVE—Two Reels.

How to Make Oatmeal Bread

Healthful to Eat—Saves the Wheat

- 1 cup flour
- 1 1/2 cups corn meal
- 1 teaspoon salt
- 5 teaspoons Royal Baking Powder
- 2 tablespoons sugar
- 1 cup cooked oatmeal or rolled oats
- 2 tablespoons shortening
- 1 1/2 cups milk
- No eggs

Sift together flour, corn meal, salt, baking powder and sugar. Add oatmeal, melted shortening and milk. Bake in greased shallow pan in moderate oven 40 to 45 minutes.

This wholesome bread is easily and quickly made with the aid of

ROYAL BAKING POWDER

If used three times a week in place of white bread by the 22 million families in the United States, it would save more than 900,000 barrels of flour a month.

Our new Red, White and Blue booklet, "Best War Time Recipes", containing many other recipes for making delicious and wholesome wheat saving foods, mailed free—address

ROYAL BAKING POWDER CO., Dept. H, 135 William St., New York

FOOD WILL WIN THE WAR