

Choice Candies for Easter

There is always an extra demand for good candy during Easter. We have increased our stock of Candies to meet this demand. Many of our special gift boxes are works of art and will make excellent Easter tokens. Send a box to wife, sweetheart or mother. Remember that the kiddies like candy, too.

LA GRANDE PHARMACY

Adolph Newlin, Mgr.

Quick Delivery Phone Main 40
La Grande, Oregon

Society

Hope Chapter Number 13, Order of Eastern Star, enjoyed a visit from the Grand Worthy Matron, Mrs. Lena C. Mendenhall on Wednesday evening, March 27. The ritualistic work was put on and four candidates were initiated into the mysteries of the Chapter. Mrs. Mendenhall complimented a Hope Chapter on its splendid work and gave a number of helpful remarks. After the meeting the guests and members were ushered into the banquet room where a bountiful repast was spread.

C. M. Humphrey, the Worthy Patron, acted as toast master and a number of interesting speeches were given. Mrs. Ida Cherry, in behalf of the members of the Hope Chapter, No. 13, presented the Worthy Matron with a beautiful nut bowl.

April 12 La Grande's Honor Guard girls will be hostesses at what they propose shall be one of the very best dances of the season when they entertain at a jitney dance in Rex hall. The girls have been only moderately supplied with funds with which to carry out their splendid work—and now they need help. The leaders of the institution believe that with a successful jitney dance April 12 they will be able to replenish their storehouse of monies and propose with their usual line of effective war-relief work.

Lela Sanford is chairman of arrangements and Iva Wilson and Stella Desilet her able lieutenants.

La Grande, is at the Multnomah, representing Union County in the Liberty Loan committee. She was chairman of the La Grande committee on the membership drive for the Red Cross and put her county third on the list, two chapters of Multnomah, alone, being ahead. She is a prominent clubwoman.

The Parkdale club met Wednesday at the home of Mrs. Alvera Stillwell and the time was occupied chiefly in the making of pajamas. Refreshments were served. The club decided on a plan to assist the Red Cross with money as well as sewing by adopting a resolution by which each member is to contribute a silver offering at the meeting when refreshments or luncheons are served. The next regular meeting will be held two weeks hence at the home of Mrs. Barney Oldenburg. The meetings on the alternate Wednesdays, beginning the coming week, will be for sewing and will be held at the home of Mrs. Hattie Eckley.

A delightfully gay surprise shower and house-warming party was given Thursday evening in honor of Mr. and Mrs. Geo. A. Chadwick at their home in Mt. Glen when about 35 or 40 of the young people of La Grande packed in half a dozen cars arrived just at the time when "good country folk" are preparing for the feasters.

The young people were as delighted as they were surprised and the evening was indeed one of justification for all.

Many beautiful presents were received by the bride and groom of a few months.

Mrs. Chadwick was formerly Miss Erma Bean.

Wednesday evening, March 27, a jolly party of Rebekahs gave Mr. and Mrs. Geo. Grout a genuine old-time surprise party at their home, two miles east of La Grande. The party assembled at 1. O. O. F. hall in town then drove in autos to the Grout home where they found Mr. and Mrs. Grout genuinely surprised at the gathering.

A very enjoyable evening was spent by all. Those present were: Messrs. and Mesdames W. E. McClure, I. C. Kennedy, S. A. Robertson, F. J. Bartlett, E. O. Meyerick, M. Elledge, J. L. Robertson, Mesdames Lucy Graham, Estella Webb, Mollie Buck, Messrs. C. W. Culliver, Walter Clapp and G. W. Robertson, Masters Marvin Bartlett, Raymond Meyerick and Misses Velma Kennedy and Ada Lorene Robertson.

At the Christian church "parsonage Sunday afternoon Mr. Cullen Friewold and Miss Nellie Smith, both popular young people of this city, were united in marriage by Rev. H. L. Ford. Miss Smith is the daughter of Mr. and Mrs. Jack Smith, prominent people of this valley. Mr. Friewold is the oldest son of John Friewold, well to do farmer of Allice. Mr. and Mrs. Friewold will be at home on their farm, three miles south of Imbler, soon after the first of April.

The Oregonian this morning says: Mrs. George T. Cochran, of

Mrs. H. C. Grady, president, reports the following as the receipts from the series of chain parties and donations for the week ending March 30:

Mrs. C. T. Bacon, party \$ 5.00
Mrs. Fred Gaskill, donation 5.00
Mrs. H. M. Geddes, sale 10.00
Mrs. H. S. Bean, sale 26.25

The Neighborhood club will meet next Tuesday afternoon. Messo Soprano Solo by Mary Newlin, Selected.

Subject, John Burroughs, Nature Writer, by Mrs. William Nichol. Vocal Duet by Miss Dove McGee and Mary Newlin, Barcarolle from the Tales of Hoffman, by Osenbach.

Miss Mylam, of O. A. C., will give her lecture April 16 instead of April 2.

Rebekah lodge is planning a big time Tuesday, April 2. Among other things there will be election of delegates to Rebekah assembly which will be held at Seaside, Ore., May 21, 22, 23, 1918, also initiation of a class of candidates and other enjoyable features. All visiting Rebekahs cordially invited to attend.

It's Up to You

if you can see any reason why you should pay the "asked price" in other stores for the following articles — Well and good — **REMEMBER THESE PRICES ARE OUR EVERYDAY PRICES—NO SPECIALS—EVERY DAY IS SALES DAY AT A PENNEY STORE.**

Colgate's Shaving Soap.....	6c	Hair Nets, all shades.....	5c, 8c
Colgate's Shaving Powder.....	19c	Hawaiian Bone Hairpins, pkg....	5c
Lava Soap.....	10c	"Edgette" Edging.....	8c
Colgate's Mechanic's Paste.....	10c	School Pencil Tablets.....	5c
No. 5 Colgate's Cold Cream.....	49c	Colgate's Talcum Powder.....	12c
Peroxide Cream.....	10c	Girls' Fancy Purses.....	49c
Coats' Crochet Thread, Nos. 30, 40, 50.....	10c	Paris Garters.....	19c
Gold Medal Tooth Picks.....	4c	Boston Garters.....	10c
Le Page's Liquid Glue.....	8c	Flex Arm Bands.....	10c
Thomas Library Paste.....	4c	Coats' Thread.....	4c
Shinola, all Colors.....	8c	Corticelli Silk.....	8c
Leather Hair Curlers, all sizes.....	4c	Luxor Tooth Paste.....	19c
Eagle Pins, perfect points.....	3c	Mentholatum.....	19c
Heather Needle Point Pins.....	5c	3 in 1 Cil.....	8c
Wilsnap Fasteners.....	8c	Sylvan Com. Powder.....	25c
Laurel Hooks and Eyes.....	4c	Blue Seal Vaseline.....	8c
Cuticura Soap.....	19c	Vaseline Camphor Ice.....	8c

We are Agents for McALL'S Patterns

J. C. Penney Co.
Incorporated
197 BUSY STORES

We are Agents for McALL'S Patterns

Formerly the United Store

NOW THAT THE WEATHER PERMITS, ALLOW THE LITTLE FOLKS TO GET OUTSIDE ON A

"KIDDIE KAR"

AND GET IT FROM US

NEWLIN BOOK & STATIONERY CO.

WAR BREAD

We make War Bread fresh every day. Every Monday and Wednesday—regular War Buns. Try our Liberty Bread. We also have the most complete line of Home-made Pies, Cakes, Doughnuts, Snails, Coffee Cakes and Cookies in the city. All made according to Government regulations.

DUTLI BAKERY
317 North Fir St. Just Across the Track

Attention Honor Guard Girls. Business meeting of extreme importance Tuesday evening followed by military drill. LELA SANFORD, Vice Leader. Adv. 3-30-21.

Knights Templar Services. Easter observances by Eastern Oregon Commandery No. 6, K. T. E. C. will consist of services at the Methodist church at 2 o'clock and a banquet at their asylum at 4 o'clock in the afternoon on Easter day.

Rev. W. W. Youngston, of Portland, Grand Prelate of the Grand Encampment of the Knights Templar and their families are cordially invited to attend.—By Order of L. H. RUSSELL, Recorder.

SEEDS

We Have a Limited Amount of Golden Bantam Sweet Corn Seed -- Come Early

Cherrys Florists



(AT WASHINGTON)

Sailor: "Aw! Cut out the sawin' and shoot! I know I only got four days' leave."

Do Your Bit Plant Your Liberty Garden NOW

The averaged sized garden, 25 feet square, will produce more vegetables than the average family can eat during the season. The rest of the crop canned or otherwise conserved will become a tremendous factor in relieving the food situation this coming winter.

We are prepared to help by supplying you with any of the well-known brands of quality seeds at unusually low prices.

ONION SETS, per quart.....	10c
ONION SETS, Home Grown, per qt.....	15c
SAVE 20 PER CENT ON YOUR PACKAGE SEEDS.	
15c package.....	12c
10c package.....	8c
5 c package.....	4c
Seed Tape, 3 packages.....	25c

SELECTED SEED POTATOES.	
Early Rose, per lb.....	2 1/4c
Earliest Of All.....	2 1/4c
Burbanks.....	1 1/2c

IT PAYS TO PAY CASH AT THE REAL CASH STORE.
HOOVERIZED GROCERY
Across the Track—Next Door to Stillwell's Cash Market
PHONE MAIN 32

With the Colors

AN APPRECIATIVE SOLDIER
The following letter is from Victor Niederer, to his sister, Mrs. Lee Fine: Somewhere in France, February 9, 1918.

Dear Sister: Strange things happen to show up the inconsistencies of human nature. I have been grumbling, sort of a subterranean grumble because I have not been receiving any of the packages sent me. Today your package came with its candy and cake and now I wonder how it ever could come so far. But the candy and cake came and are gone again and were tremendously good, and filled a long-neglected spot, and I sit back to meditate of what further benefit I can be to mankind. I send this across the foaming main and far-reaching continents to tell you the cake and candy have fulfilled their mission to the furthest details. Your loving brother,

VICTOR.

FROM L. S. DUNLAP.
Somewhere in France, Jan. 22, 1918.

Mr. and Mrs. Westfall, Imbler, Ore. Dear Friends:—Will try and send you a few words of thanks this p.m. for the many Xmas gifts you sent me. I received them at intervals of four or five days between boxes, so it made them come about right. They were all things that a soldier is certainly glad to receive not only that it is things he needs most, and craves, but to know that someone is trying to make us happy.

Candy and sweetmeats of all kinds being something that it is almost impossible to get, and what we do get aren't good. We are not doing very much hard labor at present, most of our program being school, first aid, gas drill, etc., some subjects being very interesting, others very dry. We are all getting a touch of the spring fever the last day or so being very bright and sunny, and it certainly looks like spring has come. I suppose you are still having snow and cold weather around Imbler yet, but nevertheless it would seem nice to be back even though the snow was up to our necks. Not that we are getting anxious or home sick, but peace would certainly be welcome.

We are having good eats lately. They changed cooks a few days ago, and they sure do a good job as far as their authority goes and in addition to our regular ration, Lynn S. and myself blow ourselves for a liter of milk each a day, a liter being about 1-1/8 quarts and it costs us six cents, the only thing that is cheap in France.

Well, as it is bed time and hard writing with a stationary box for a desk, will close hoping to hear from you soon.

L. S. DUNLAP,
167 Field Hospital, 117 San. Train, A. E. F., France.

TALKS ON ADVERTISING

How Advertising Cuts Dealers' Sales Costs.

Advertising helps the dealer by increasing his volume of sales. It

does this in three ways: First, by extending the market for the product.

Second, by creating new uses for the product.

Third, by creating a market for new products.

Another most important way in which dealers benefit by handling advertised products is the result, not only of increased volume of sales, but of the willingness of the consumer to accept readily the goods when offered by the dealer.

This consumer acceptance created by manufacturer-advertising results in economy to the dealer, economy of time and hence money.

Economy of time is secured because the name of the product has been standardized in the user's mind. The customer will accept an advertised brand at once and without question or argument. She knows what it is. The salesman does not need to take time to talk it up—to sell it. It has already been sold through the advertiser. The dealer needs only to offer it and the consumer accepts it. The transaction is completed in a minimum of time.

AN ACTIVE FARMER.

J. L. Caviness Is Busy With Big Crop for War Help.

J. L. Caviness, one of the earliest pioneers of this section, is not on the retired list by any means. On the contrary he is busy in putting in all the vacant ground he has with grain to help win the war. He expects to soon have upwards of 200 acres planted in spring wheat and is doing his utmost in other ways to help the food supply.