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note book

Vest Pocket Kodak

PICTURES 1 1/2 x 2 1/4 inches. Price \$7.50.

We have films for all sizes of Kodaks and everything for Picture-making.
You will, no doubt, be taking pictures tomorrow, so be sure to get your films early, for tonight

WE CLOSE AT 7 P.M.

Red Cross Drug Store

Local and Personal

A. W. Parley, special O. W. R. & N. master mechanic, is in the city.

Mr. and Mrs. Z. P. Ames, of La Grande, are visitors in Portland.

Mrs. T. Garrison leaves tonight for Pendleton to remain for some time.

B. J. Sperry, of the Paramount Picture Co., is in the city looking the Materick's Bluebird.

A. C. Hampton, school superintendent returned this morning from Spokane where he has been attending the Interstate teachers' association. There were twenty-two hundred teachers present.

Mrs. A. E. Ivanhoe, county school superintendent, returned this morning from Spokane.

Miss Fannie Sommers and her niece, Miss Carolyn Rosenthal, are spending the day at Hot Lake.

Mae Wood, of the Golden Rule store, is spending the day at Gibbon.

Walter Rose was in the city last evening en route to his home in Pendleton.

Mr. and Mrs. Leon Stoddard of Baker City are visiting with relatives in this city.

Delbert Turnbow left this morning for Hot Lake, where he will be employed at the Sanatorium.

W. B. Sargent, of the La Grande Investment Co., leaves this evening for a business trip to Spokane.

Mr. and Mrs. W. C. Kelly left last evening for Portland, where Mr. Kelly will be employed in the shipyards.

Mr. Albert Kinney of Caldwell is in the city on his way to Echo, where

he is interested in the sheep business.

Mrs. W. D. Long left this morning for Portland to visit her daughter, Mrs. Edward Culp. Mrs. Culp was formerly Miss Iva Long.

Don't forget the Elka dance Monday night is to be given for the benefit of the Hospital Unit Men's fund.

Mrs. Norman Stoddard and children, of Baker, will spend a few days visiting friends in this city before going to Portland.

Miss Carolyn Rosenthal, who has been visiting relatives in this city, leaves tonight for her home in Spokane.

Mr. and Mrs. Herman Richey and daughters of Cove are enjoying the Liberty Loan day and evening in La Grande.

Mrs. Lou Dawson returned to her home in Elgin today after spending a few days in this city visiting with relatives and friends.

Mrs. C. E. Turnbow of Joseph came

to La Grande last evening to spend a few days visiting relatives and friends.

W. A. Weonine, factory man of the American Photo Player and Pipe Organ Co., is in the city overhauling and inspecting the pipe organ at the Arcade theatre.

Chas. Denny, formerly with the mechanical end of the Observer and more recently with George Huntington Curry, publisher of the Malheur Enterprise, is down from Vale on an over Sunday visit.

Mrs. Ada Loah Rose, one of the most talented readers in Oregon, was in the city last evening on her way to her home in Pendleton after visiting a few days with friends at her former home in Elgin.

Mr. and Mrs. J. J. Bloomfield and daughter Lillian Ferne, have returned to their home in Idaho, after visiting at the home of Mrs. Bloomfield's mother, Mr. B. F. Richardson.

Read the Observer Want Ads. It pays.

The Club

CIGAR STORE

We carry the Choicest Brands of

CIGARS AND TOBACCO, CONFECTIONERY, CANDIES, ETC.

Our Fountain Service Cannot Be Excelled in Eastern Oregon.

West-Jacobs Bldg. EARL N. DOANE, Prop.

Heating value of COAL is determined scientifically in what is called BRITISH THERMAL UNITS, the same as the energy of an engine is measured in HORSE POWER, food value in CALORIES and Electric Force in VOLTS AND WATTS. The GOVERNMENT buys and pays for COAL on this basis.

Bulletin No. 22 UNITED STATES BUREAU OF MINES, based on actual analysis of sixteen different Western COALS, shows

KING COAL

"THE BEST IN THE WEST BY GOVERNMENT TEST." BUY IT NOW.

THE J. D. LYNCH CO.

House Cleaning Time

We are Ready to do the Dirty Work for you.

We Clean Carpets and Rugs and send them home fresh and ready to put on the floor.

Call MAIN 56 and we will call for them, Clean them thoroughly and deliver them promptly.

STANDARD LAUNDRY CO.

LOCALS
And
Advertising in Brief

Cottage Cheese.—Get it at the Pure Milk and Cream Co. Fresh every day. 3-26-1f

If you want good pictures from your kodak you should learn all about how to use your kodak. You can get all these points for nothing by going to Silverthorn's. Let the kodak man show you how.—Adv. 4-2-1f.

Overstock of Auto Tires. We have a number of 30x3 tires which we will sell at a discount while they last. 3-28-1f. MAXWELL SERVICE STATION

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

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

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. 3-6-1f.

Dance. Under auspices of La Grande Review No. 27, Macaboe ladies, for benefit of W. B. A. patriotic service, at Eagles hall, Friday evening, April 19, 1918. Admission \$1.—Adv. 3-28-30; 4-2-6-9-13-16-18.

Stolen. Two automobile tires are in the custody of the police and the owners may recover same by satisfactory proof. Apply to chief of police.—Adv. 4-1-1f.

SPECIAL BARGAINS. Gauntlet all leather gloves at \$1 for engine men, lumber handlers, linemen, farmers, mechanics and laborers. Ten days cash. TOGGERY.—Adv. 4-2-10.

It is more fun to watch your money grow than watch it go. Buy War Savings Stamps.

Cold creams and rubbing creams for tan and complexion. See what they have at Silverthorn's Family Drug store.—Adv. 4-2-1f.

BIG SURPRISE TO NOTICE. Members of the G. A. R. and W. R.

Relief from Eczema. Don't worry about eczema or other skin troubles. You can have a clear, healthy skin by using a little zemo obtained at any drug store for 35c, or extra large bottle at \$1.00.

Zemo generally removes pimples, black heads, blotches, eczema, and ringworm and makes the skin clear and healthy. Zemo is a clean, penetrating, antiseptic liquid, neither sticky nor greasy and stains nothing. It is easily applied and costs a mere trifle for each application. It is always dependable.

The E. W. Rose Co., Cleveland, O.

ATTENTION!



Your Country Needs You or Your Money.

Our Government needs the financial support of every loyal citizen in our own United States as well as it needs the man power of its brave sons in this war for humanity.

PUT YOUR MONEY BACK OF UNCLE SAM

Do your part in helping lick hell out of the Kaiser and make the entire world safe for future generations.

The Liberty Loan is the safest investment on Earth. . . You save and you serve when you buy Liberty Bonds.

This store will close at 7 p.m. Saturday for the Grand Liberty Loan P

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



Topless Sport Model
Look Your Best and Be Comfortable in a

"La Camille"

FRONT LACE CORSET

—the only corset with the patented

VENTILE

Back and Front Shield

Be fitted to the corset designed for your figure. There are

LA CAMILLE MODELS

for every figure. They are always fitted by a scientifically trained corsetier. This service goes with the corset—and such comfort.

A full line of the latest models always on hand. Priced at \$2.00 and up.

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Turn Down Your Light
Save Current

Five changes of light—
Full, Half, Dim, Night-
Light and Out.

Ideal for Hall, Nursery
and Sick-room.

For sale by

NASH ELECTRIC CO.

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

TODAY

Greater Vitagraph Co. Presents

EDITH STOREY IN

"THE SHOP GIRL."

Also a Frank Daniel Comedy.

TOMORROW

Everybody's Favorite

HAROLD LOCKWOOD IN

His Latest Success

"BROADWAY BILL"

And a "Chickley" Christie Comedy

NOTE—Show Saturday night will start immediately after the Parade.

Local and Personal

Mr. and Mrs. A. R. Herrmann and baby son left last evening for Garfield, Washington, where they will make their future home. Mr. Herrmann was formerly employed in the La Grande Grocery Co.

J. B. McLaughlin, master signal electrician in the radio branch department of the aviation corps, is in the city on a few days' furlough. Mr. McLaughlin was formerly with the O. W. R. & N. office force in this city but he is now stationed at Long Island, New York.

Snappy New Hats

New Shipment of Trimmed Hats

The Blackmon Hat Shop

Opposite Newlin Book Store

Spring Shoes at Right Price

Ladies Shoes in Greys and Browns, both military and high heels, priced. . . \$5.50 to \$9.00
Misses and Children's Shoes and Pumps, blacks, black and white and all white, all prices and styles.

Men's Shoes in English lasts, regulation army lasts and round toes, in tan and blacks \$4.50 to \$8
Boys' Shoes, with guaranteed tops—The kind that never wear out . . . \$3.75 and \$4.00

When in need of shoes, let us show you our stock.

L. J. French Shoe Co.