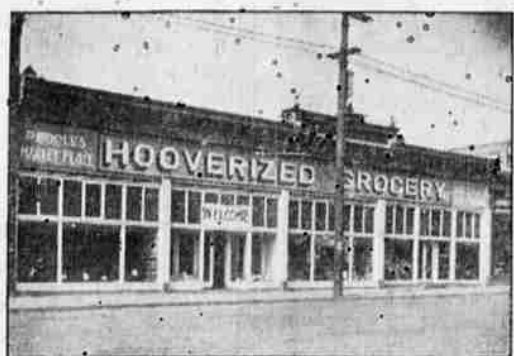


The Hooverized Grocery

The Big Money Saving Store

\$250,000 Business in 1919

Thee's A Reason



Our Store at Present

And Still A Growin'

\$10,000 Business in 1917

\$100,000 Bussness in 1918



Our Store December 16, 1917



Our Store in 1918

The fact that this store fulfills every requirement—Quality, **LOWEST PRICE**, and General Satisfaction—in conclusively shown by the many recommendations brought in from them—by new Customers.—This is not only gratifying to us, but should appear attractive to you, if you are inclined to "Economy" and Thrift—Visit our store—see the "difference" between **OUR PRICES** for first quality groceries and **CREDIT STORE PRICES**—No war time prices, but a store full of contented, anxious customers—**OTHERS SAVE MONEY, WHY NOT YOU?**

- Hill's Coffee, M. J. B. Coffee, Royal Club Coffee, Our Price 52c lb.
- Sugar, Sugar, Our Price \$10.35 sack
- Sego and Libby's Milk, Our Price \$6.85 case
- Fancy Creamery Butter, Our Price \$1.18 roll
- A. & L. Canned Corn, Our Price 19c can
- A. & L. Canned Corn, Our Price \$2.18 dozen
- California Standard Tomatoes, Our Price 19c can
- Red Label Karo Syrup 5-lb tins, Our Price 58c
- Blue Label Karo Syrup 5-lb tins, Our Price 58c
- 10-lb tins \$1.03
- Red Label Karo Syrup, 10-lb tins, Our Price \$1.10
- Alaga Syrup, 2-lb can, Our Price 22c
- Alaga Syrup, 5-lb can, Our Price 62c
- Koon Brand Syrup, 5-lb can, Our Price 62c
- Koon Brand Syrup, 10-lb can, Our Price \$1.26
- Crisco, 1-lb can, Our Price 42c
- Crisco, 1 1/2-lb can, Our Price 62c
- Crisco, 3-lb can, Our Price \$1.22
- Jewel or Pearl Shortening, No. 5 tins \$1.38
- No. 10 tins, our price \$2.80
- Cottolene, small cans, Our Price 58c
- Medium cans, Our Price \$1.19
- Large cans, our price \$3.01
- Lard, "Swifts" Silver Leaf, small, Our Price \$1.02
- Medium, Our Price \$2.18
- Country Club Coffee, 1s, Our Price 43c
- 3s, Our Price \$1.26
- 5s, Our Price \$2.10
- Pure Malt, light and dark, per gallon \$1.95
- Caps for beer bottles, Our Price 8c dozen
- Bottle Cappers, extra heavy, Our Price 50c each
- Gelatine, "Just It," Our Price 15c pkge.
- Hops, in quarter pound package 50c lb
- Macaroni, 5-lb box, Our Price 67c box
- Macaroni, 7-lb box, Our Price 93c box

- Spaghetti, 10-lb box, Our Price \$1.27 box
- Spaghetti or Macaroni, 25-lb box, Our Price \$2.95
- Bulk Macaroni, Our Price 2 lbs for 25c
- Bulk Macaroni, Our Price 10 lbs for \$1.19
- Bulk Spaghetti, Our Price 25 lbs for \$2.87
- Star or Horseshoe Tobacco, Our Price 78c lb
- For the Housewife—Jars and Fittings.**
- Economy, pints, Our Price \$1.27 dozen
- Economy, quarts, Our Price \$1.37 dozen
- Economy, half gallon, Our Price \$1.78 dozen
- Self-Sealing, Wide Mouth, pts, Our Price \$1.27 doz
- Quarts, Our Price \$1.37 doz
- Half gallon, Our Price \$1.78 doz
- Regular Mouth, S. S., pints, Our Price \$1.05 doz
- Quarts, Our Price \$1.12 doz
- Half gallon, Our Price \$1.48 doz
- Mason Jars with zinc lid, pints, Our Price \$1.05 doz
- Quarts, Our Price \$1.12 doz
- Half Gallon, Our Price \$1.48 doz
- American Caps, Our Price 29c doz
- Economy Caps, Our Price 32c doz
- Economy Clamps, Our Price 14c doz
- Wide Mouth Discs for S. S. Jars, Our Price 19c doz
- Reg. Mouth Discs for S. S. Jars, Our Price 14c doz
- Kerr S. S. Mason Caps, complete, Our Price 23c doz
- Mason Jar Caps, zinc, Our Price 32c doz
- Sure-to-Keep Jar Rings, Our Price 8c doz
- Kold Pack Jar Rings, Our Price 12c doz
- Atlas Wide Mouth Jar Rings, Our Price 9c doz
- For the Man Who Smokes—**
- Prince, Albert, Velvet, Tuxedo, Edgeworth, Gold Shore, Stag, Dixie Queen, George Washington, Our Price 15c tin, \$1.77 dozen
- City Club, Union Leader, Pedro, Mail Punch, and Tiger, Our Price 10c tin, \$1.17 dozen
- Matches, 5 package set 60c, Our Price 25c cartoon

FILMY SILKS

You know the light, delicate clinging weaves—Georgette, Crepe de Chine, Chiffon, Tussah, Mousseline—beautiful fabrics, alive with lustre, full of natural draping qualities—await you at our store; priced at 89c, 98c, \$1.49, \$1.69, \$1.96.



SILK AND LACE VESTEES or GILETS.

—A big item right now. We have just received a splendid assortment in Silk Poplin, Satin, Fantasi Silk, in fact all the late materials and colors; priced 98c, \$1.49, \$1.98, \$2.49, \$3.98, \$4.98.

CAMISOLE RIBBON.

We have on display a beautiful assortment of Camisole Ribbon, just the proper width, priced at 49c, 69c, 98c yd.

Wash Neck-wear, 25c, 49c

J. C. Penney Co.

Incorporated
197 BUSY STORES

Silk Sox, 49c, 59c, 98c

PUBLIC TOLD ABOUT TANLAC

Authorities Now Show Just What This Medicine Really is

In a recent issue of this paper an announcement was made that Tanlac now has the largest sale of any medicine of its kind in the world, and that more than twelve million bottles had been sold during the past four years.

These are unusual figures, and the question naturally arises in the mind of the reader why this phenomenal success, and why has this preparation so far outstripped all other medicines of its kind. It is only natural therefore that the manufacturers should offer some explanation to satisfy public interest.

In the first place, Tanlac is manufactured in one of the largest and most modernly equipped laboratories in this country. Its formula is purely ethical and complies with all national and state pure food and drug laws. Altogether there are ten ingredients in Tanlac, each of which is of recognized therapeutic value.

Many of these ingredients have been individually known and used since civilization first began, and some of them have been used and prescribed by leading physicians everywhere, but until they were brought together in proper proportion and association as in the Tanlac formula, humanity had never heretofore realized their full value and effect.

In referring to one of the more important ingredients of Tanlac, the Encyclopedia Britannica says: "It has long been the source of the most valuable tonic medicines that have ever been discovered." In referring to others of the general tonic drug category in Tanlac the 13th Edition of Potter's Therapeutics, a standard medical text book, states that: "they impart general tone and strength to the entire system, including all organs and tissues."

This is a well-known authority in describing the physiological action of still another of the ingredients of Tanlac which is of value in treating what is commonly known as a "run-down condition" and the following expression: "It is highly esteemed in loss of appetite during convalescence from acute diseases."

There are certain other elements

in Tanlac which because of their influence upon the appetite, digestion, assimilation and elimination improve the nutrition and vital activity of all the tissues and organs of the body, and produce that state of general tonicity which is called health.

In discussing another ingredient Encyclopedia Britannica says: "It is one of the most efficient of that class of substances which act upon the stomach so as to invigorate digestion, chlorosis, anemia and various other diseases in which the tone of the stomach and alimentary canal is deficient." Concerning still another ingredient this same standard authority says: "It causes dilation of the gastric blood vessels, increases secretion of the gastric juice, and causes greater activity in the movements of the muscular layers in the walls of the stomach. It also tends to lessen the sensibility of the stomach, and so may relieve gastric pain."

The United States Dispensatory makes the following comment regarding another ingredient: "It may be used in all cases of pure debility of the digestive organs or where a general tonic impression is required. Dyspepsia, a tonic gout, hysteria, and intermittent fever are among the many affections in which it has proven useful."

There are certain other ingredients described in the Dispensatory and in other standard medical text books as having a beneficial action upon the organs of secretion, whose proper functioning results in the purification of the blood streams passing through them. In this manner objectionable and poisonous ingredients of the blood are removed, and the entire system is invigorated and vitalized.

Tanlac was designed primarily for the correction of disorders of the stomach, liver, and bowels. At the same time, however, it is a powerful reconstructive tonic and body builder, for it naturally follows that any medicine that brings about proper assimilation of the food and the thorough elimination of the waste products must therefore have a far-reaching and most beneficial effect upon the entire system.

Although Tanlac's claims for supremacy are abundantly supported by the world's leading authorities, it is the people themselves who have really made Tanlac what it is. Millions upon millions have used it, and have told other millions what it has done for them. That is why Tanlac has become the real sensation of the drug trade in this country, and that is also why it is the most widely used of medicines in the world today.

Tanlac is sold in La Grande by Silverthorn and Richardson Drug

stores; in Union by L. A. Wright; in North Powder by L. A. Russ; and in Elgin by Scott E. Harris; and in Telocast by Telocast Drug Co.—Adv.

AMERICAN ATHLETES WIN IN INTER-ALLIED MEET

(By Associated Press to The Observer) PERSHING STADIUM, France, June 25.—American athletes won five firsts, two seconds, a third and a fifth place in the first nine preliminary track events run off yesterday, the first day of the inter-allied games.

Why Librarians Go to Danvers. Young Woman (to librarian)—"I'm sorry to trouble you, but I've forgotten the name of the book I want. If you'll just mention what books you have I'll stop you when you come to it."—Boston Transcript.

Compliatum is the latest and best in 25c tubes and in jars at 25c and 50c. Just what you need for tan and sunburns and pimples. You will find this at Dry 6-27-19



Observer advertising will bring results.

The Demand Of The Day

is for service which actually serves—augmented by a sincere personal interest.

The business man who associates himself with this institution enjoys the benefits of our exceptional facilities—supplemented by the willing and helpful advice and cooperation of our staff of experts.

With full confidence that we can most adequately meet your requirements, we invite your patronage.

United States National Bank

2 E. Grand, Ore.

The Greater Hooverized Grocery

THE BRIGHTEST SPOT IN LA GRANDE.

SAM HARRIS, Prop.

The Store Where Thrift Counts. One Store

25c 50c 10c 20c 50c 100c

TWO MAIN LINE PHONES

WALKER

Grande Ronde Meat Co.

We are pleased to announce to our patrons that the above is that of Mr. Albert Walker, or "Peaches Walker," as he is familiarly known up and down the coast, who has accepted a position with us. He is an artist at his work, and the juicy platters of steaks which he cuts daily, are greatly increasing our trade.

Mr. Walker's ambition point serves only to add charm to his personality. He is jovial, hearty, jocular and jolly, and one fair customer even accused him of "gloating" her.

The report of Mr. Walker's engagement to a Piedmont young lady was erroneous. He is now in La Grande, over in matters of this kind, and a definite announcement will be made when it comes.

Mr. Walker has had many years' experience behind the counter, and you will find it a pleasure to be served by him.

AS USUAL, we have everything the market affords for your Saturday and Sunday needs.