

J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

Influenza May Again Invade The Country

Noted physicians and other authorities state that an epidemic of influenza may again appear with cold weather.

It will therefore pay you to consider the general good health of yourself and family.

Chills, Intermittent Fever, Dumb Ague, Dengue and other disorders which are generally classed under the head of malarial diseases should be checked promptly.

COLD AND INFLUENZA TABLETS will quickly overcome such complaints and keep the body in a healthy condition so that you may resist the germ of Grippe, Influenza, etc.

SNAPP'S LA GRANDE PHARMACY

ALVIN SNAPP, Proprietor.

MAIN 40

FARMERS MAIN 311

Spruce Soldiers Well Paid; Those In France Worked In The Snow

(By Associated Press to The Observer)

PORTLAND, Sept. 13.—While soldiers employed in the spruce production under Disque lived in comfort and worked eight hours and drew liberal wages, American soldiers engaged in lumber production in France worked ten hours in snow from three to seven feet deep, at the regular army compensation, Lieut. Col. Kelley, of Eugene, testified today. Some of the L. W. W.'s agitated for an eight hour work day but were put on bread and water.

FIRST MEETING OF AD CLUB TUESDAY

The first meeting of the membership of the Ad Club after the summer vacation, will be held Tuesday, September 16 at 7 o'clock p. m. at the Foley house. G. L. Larson is chairman for the dinner. There is a very important matter to come before the membership and it is earnestly requested that the membership get back to the old luncheon idea and prepare for an interesting and profitable year's work.

The matter to come before the club

at the Tuesday night meeting needs immediate attention and will be of general interest. Very soon after this event, President Coolidge will announce the exact date of resumption of the regular Tuesday noon luncheon.

HEAVY INCREASE FOR WAR RISKS

(By Associated Press to The Observer)

WASHINGTON, Sept. 13.—Increases practically doubling the monthly compensation originally provided for by the War Risk Insurance act to the disabled soldiers and sailors and their families was passed unanimously by the house, with other amendments to the act liberating its provision and to eliminate red tape in the administering of the law.

General Obregon Will Defy Intervention By the United States

(By Associated Press to The Observer)

NOGALES, Sept. 13.—General Obregon, former minister of war in the Carranza cabinet and candidate for president next year, announced today that he would take the field in the event of armed intervention by the United States.

SHERRY'S

—TODAY AND TOMORROW—

Madge Kennedy

—In—

"DAUGHTER OF MINE"

—It's a Goldwyn Picture.

—And—

THE SCREEN SUPPLEMENT.

School Book and Supplies For Every Pupil

Our stock is unusually complete this year. It includes every item that will be needed. We buy these goods carefully and believe we can make it worth your while to buy them here.

Newlin Book & Stationery Co.

PRESIDENT WILSON IS MAKING A TOUR OF THE UNITED STATES

To fight the high cost of living, and save the League of Nations, the J. C. Penney Co. has fought the high cost of living regardless of the shortage of materials and high priced merchandise, has held the prices down, to make it possible for each of you to live. So we invite you to feel free to come, make your own comparisons, and see what service we are able to render you in La Grande.



New Dresses

Every day women come into our store and tell us that they have shopped everywhere and our values are absolutely the best, and prices far below others.

Our Dresses are wonderfully pretty this fall. Russian Blouse style for the slender woman, straight lines for the medium and stout figures. We have an especially fine assortment for the stylish stout.

Priced \$22.50 \$24.75 \$26.50
\$28.50 \$32.50 \$34.75 \$36.50
\$39.50 \$42.50 \$44.75 \$52.50.

Coats

Economy and wisdom should prompt you to make selections now, while our stock is large. Remember they cost you no more now. We most cordially extend to you our heartiest invitation to come, pick your Coat out, make a reasonable deposit, and we will keep it for you till you are ready for it. You will find our selections of Coats to cover a large range, and anything that is new on the market this fall you will find it at our store. Prices range \$12.50 \$14.75 \$16.50 \$17.50 \$18.50 \$19.90 \$22.50 \$24.75 \$27.50 \$29.50 \$32.50 \$34.75 \$37.50 \$39.50 \$42.50 \$44.50 \$49.75 \$52.50.



OUR MAIL ORDERS INCREASING

—Each day we add new mail order customers to our list. Why? Because our prices are right, the quality right, and the service right.

—Send Us YOUR Mail Orders—



Suits Overcoats and Raincoats for Men

When you have seen the vast assortment of garments we are showing you will understand why so many well-dressed men are adopting this institution to clothe themselves. We solicit the young man, as well as the middle-aged to buy their next suit from us. Priced \$19.90 \$24.75 \$28.50 \$32.50 \$34.75.

Ladies' Waists



Our Waist Department is the talk of the town. We have just received a splendid shipment of those new Crepe de Chine and Georgette Waists, made especially for the stout lady. Priced \$6.90 \$7.90 \$8.90 \$9.90.

PRETTY GINGHAM SCHOOL DRESSES

Another large shipment of Girls' School Dresses, the kind that saves mother lots of worry. We consider this lot to be the best value we have had for some months. Priced \$1.49 \$1.98 \$2.69 \$2.98 \$3.98 \$5.90.



Women's Purses and Hand Bags—

You will find a beautiful assortment of the season's newest styles and shapes in hand bags and purses; they are shown in All Beaded, Marie Silk, Satin, Leather and Seal, at prices far below today's market. Priced at 49c 98c \$1.49 \$1.98 \$2.99 \$3.98 \$4.98 \$5.90 \$6.90 \$8.90 \$9.90 \$10.50 \$12.50.



BUCKAROO NECK WEAR.

Everybody wants a new tie for the Round Up. Well, we have a new tie for you, in all the new shapes and designs, and our price is only 45c 60c 98c \$1.49 \$1.69 \$1.98.



Buckaroo Boots

We have just the boot, boys, you have been waiting for—the kind that fits right in the ankle and carries the sharp nose heel, with just enough slant to make riding easy. Buy a pair, and stay on. Priced \$13.50, \$16.50, \$19.90.

BUCKAROO SHIRTS—

Have you seen those new FALL SHIRTS we are showing? They are quality, just like olden times, with the late patterns and, say, boys, they will only cost you 98c \$1.49 \$1.98 \$2.98 \$3.98 \$4.98.



BUCKAROO HATS

Large Velours and Beaver, priced \$2.98 \$3.98 \$4.98 \$5.90.

J. C. Penney Co. Incorporated
197 BUSY STORES

BUCKAROO HANDKERCHIEFS

Just the kind that everybody wants for we are all buckaroo now. We have them in the big shapes, in all the bright colors of blue, red, yellow, with combination. Priced at 98c, \$1.98.

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