

Handy Heat For Cold Feet

When Fall nights come, you will probably be troubled with cold feet. An excellent all-rubber

HOT WATER BOTTLE

Will provide comfort and induce sound sleep. We buy rubber goods from the best makers and while in stock all articles are guarded against deterioration.

Our Prices Are Right.

SNAPP'S LA GRANDE PHARMACY

ALVIN SNAPP, Proprietor.

MAIN 40

FARMERS MAIN 311

OBSERVER ADVERTISING will bring results.

SHERRY'S

TODAY—TOMORROW

MADGE KENNEDY

IN

"Through The Wrong Door"

A modern drama of romance, adventure and mystery. The story of an accidental honeymoon. Madge Kennedy's most captivating Goldwyn Picture.

FORD WEEKLY

and

The Newest Thing In Pictures

—VAUDEVILLE MOVIES—

What shall we do this evening?

How often does this question bob up in your home? It's perfectly natural. For every one should have some recreation after the day's work, and no one need want for it where there is a Victrola or Edison in the home. Why not get one for your home? Come in and see us about it today.

Our terms for easy payment are attractive and the Victrola and Edison give the best reproductions in the world today.

Newline's Book and Stationery Store

Thunder and Lightning.
Thunder is caused by electric discharge of lightning. This discharge, in forcing its way through the atmosphere, heats the air and vaporizing in its path to a high temperature, causing a violent expansion along the whole length of the flash. The result is a deep compression wave, or what is the same, a noise. Lightning is the flash of the electric explosion.

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Didn't Seem Funny to Him.
Little Augusta had never seen a bald-headed man closely until one day a friend of the family came to dinner. When we were all seated at the table Augusta looked very intently at his bald head for several minutes, then whispered in mother's ear: "Mother, hasn't Mr. Reid funny, shiny, pink hair?"—Exchange.

After Thirty-Four Years.
A Bath man has just received dividend checks from some shares of a silver mine which he bought 34 years ago and had forgotten all about. A friend who remembered the purchase told him of a notice in some paper that the mine was about to pay its first dividend and he began to cut coupons.—Grit.

Temperature and Metals.
In a demonstration at the London Royal Institution of the effects of sudden changes of temperature on various materials, Prof. C. H. Lees showed that iron and marble could be removed from low temperature to 630 degrees, Fahrenheit, and changed back from heat to cold without cracking. Quartz was shattered, though silica glass was unaffected.

Origin of "Eleventh Hour."
The "eleventh hour" means figuratively the last minute, or, as we sometimes express it, "just in the nick of time." The expression now in general use, comes from the parable narrated in the gospel according to St. Matthew of the laborers hired for the harvest.

Were Built to Endure.
The Egyptian engineer who built the famous water works at Aden constructed the masonry so well that the services of a plumber never have been required. These water works were built 3,000 years before the Christian era and are the most celebrated and unique in the world.

The Brains Bee.
The following incident testifies to the remarkable sagacity and efficiency of bees. A hive was being "spied upon" by a wasp. When wasps ascertain a hive is worth attacking they often succeed in ousting the bees. Every time the wasp approached the small entrance hole a bee came out. An hour later the wasp was dead.

Only Popularity Worth While.
I wish popularity; but it is that popularity which follows, not that which is run after—it is that popularity which sooner or later never fails to do justice to the pursuit of nobility by noble means.—Lord Mansfield.

Again Peace on Earth.
"Jones doesn't believe in promoting his good old idea of 'Peace on earth and good will toward men.'" "What makes you think so?" "He has bought his son a cornet."

Prairie Version.
Lots of people live in a dugout of darkness when all they have to do is to punch a hole in the roof and look upward to get light.—Ashland Bugle.

Westeyan College the Oldest.
Westeyan college at Macon, Ga., was founded in 1830, and is therefore older than Elmore college, chartered in 1832. It is the oldest women's college in the United States.

Keep Hoping.
It may be that just at the moment that we give way to the bitter influence of discouragement and tell ourselves that nothing is worth while as far as we are concerned, we are perhaps at the point of changing our fortunes, although we are unconscious of the fact.

"Highgate."
The word "Highgate" is derived from a gate erected over 400 years ago to receive tolls for the bishop of London. At one time all travelers who traveled to Highgate tavern were required to take an oath never to eat roach bread while they could get high.

Durable Male Beauty.
One reason why a man doesn't look into a mirror as often as a woman does is because he has more confidence in the durability of his beauty.—Galveston News.

Adhesive Tape.
People who have spent hours of agony from wearing new shoes over corns will find that strips of adhesive plaster applied over corns and across the heels, where blisters so often appear, will insure solid comfort.

Free Lucids.
"A reasonable wish," says Householder, "is to grab a good one."—Boston Transcript.

Where You Do Better

J. C. Penney Co.
Incorporated
197 BUSY STORES

One Price To All

Says I to myself, says I: J. C. Penney Company is the place to buy, and after you read the prices in this ad, you will, again, be more than convinced that you are able to save on every purchase you make from this store.

Domestic

Hope Muslin 29c
Ivory 27c
Indian Head 39c
Lonsdale Cambric 36c

Sheeting.

Pequot 10-4 Bead 89c
Foxcroft 8-4 Bead 62c
Foxcroft 10-4 Bead 73c
Foxcroft Unbleached
8-4 Bead 56c
9-4 Bead 59c
10-4 Bead 65c

Pillow Tubing.

Pequot 45 in. 43c

Slips.

Pequot 42x36 49c
Ivory 42x36 49c

Outing Flannel.

White 27 in. 19c, 25c
White 36 in. 29c
Fancy 27 in. 19c, 25c
Dark 27 in. 19c, 25c
Plain 27 in. 25c

Gingham.

Fancy Plaids 27 in. 28c
Plain 27 in. 28c
Checks 27 in. 28c

Percales.

Light and Dark 27 in. 28c
Light and Dark, 36 in. 28c

Madras Prints 25c
Fancy Patterns 36 in. 28c

Bed Spreads.

Extra Heavy full size
Medium Weight \$2.98
Light Weight \$1.98

Indian Linen.

36 in. 19c, 25c, 29c
36 in. 19c, 25c, 29c, 39c, 49c

Cotton Crepe.

Pink and White, 39 in.
..... 33c, 39c, 49c.



ADDED MORE NEW DRESSES



Our Eastern buyers were able to furnish us with a nice lot of New Models, just on the market, at prices that will appeal to you. —\$19.90, \$27.50, \$29.75, \$34.75, \$39.50.



KEEP YOUR MONEY AT HOME.

Every day we hear it said: "Why, we can do just as well buying from the J. C. Penney Company as we can by sending away." Yes, it's all true. Just bring your orders to us and see what we can do for you.

NOTIONS!

Just a few of the many articles on which we save you money:

Hair Pins, bone 5c, 8c, 10c.
Hair Pins, wire, bundle 2c
Tooth Brushes 10c to 25c
Buttons, card of 9 3, 5, 8c
Combs 19c to 69c
Dress Shields 19c, 25c
Dress Snaps 8c
Hooks and Eyes 2c, 4c, 5c
Rick Rack Braid, all sizes, 10c

Striped Braid, all colors 8c

Binding Tape 4c, 6c

Ladies' Napkins, box of 3 10c

Colgate's Tale Powder 12c

Baby Taleum, 7 oz. 19c

Palmolive Soap 3 for 5c

Violet Toilet Soap 10c

Hind's Honey and Almond Cream 45c

Colgate's Dental Cream 8, 19

Cashmere Bouquet Soap 25c

Cuticura Soap 19c

Spencer's Perfume 10c

Pebeco Tooth Paste 45c

White Flyer Laundry Soap per box 5c

Men and Young Men's Suits

We have a suit to please the taste of the middle aged man as well as the young man. You will find in our showing a style suitable for you at a big saving. Priced \$19.90, \$24.75, \$29.75, \$34.75.

Increasing Shoe Sales!

Our constantly increasing shoe business is evidence itself that we are able to give the best there is at the lowest possible price. In this day of reconstruction, people no longer say, "Well, I'll buy from so and so, because we have known the milliner." But they do say, "We buy where we can get the most for our money." Come in and see what values we are able to offer you.



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