

Enjoy A Winter Without A Chap

Skin chapping is very annoying and painful and should be guarded against. You may easily escape chaps this winter by using

PRIMROSE CREAM LOTION

It will keep your skin soft and in a healthy condition. It not only prevents chapping, but quickly heals rough and chapped skin and restores its natural softness.

Use it before and after exposure to the cold and wind.

Put up in attractive bottles and priced at 30 cents.

Snapp's La Grande Pharmacy

ALVIN SNAPP, Proprietor

MALE 10

"The Mysterious Rider"

A new book by ZANE GREY just in. As good, if not better than his other books.

NEWLIN BOOK & STATRY CO.

OBSERVER ADVERTISING will bring results.

Be An Artist
LEARN TO DRAW

SEND US YOUR NAME AND ADDRESS. WE WILL MAIL YOU OUR ILLUSTRATED ART BOOKLET AND TERMS WITHOUT ANY COST TO YOU. SCHOOL ENDORSED BY THE LARGEST NEWSPAPERS, MAGAZINES, EDITORS AND FAMOUS ARTISTS.

Correspondence Instruction and Local Classes
COMIC DRAWING, CARTOONING, NEWSPAPER DRAWING, FASHION, COMMERCIAL ILLUSTRATING, MAGAZINE AND COUNTRY ARTISTS.
ASSOCIATED ART STUDIOS
A-35 PLAZA BLVD. 24-31 & 32-33
NEW YORK CITY

SHERRY'S

Today and Tomorrow

THOMAS H. INCE Presents

DOUGLAS MACLEAN
DORIS MAY

"Mary's Ankle"

They have done it again! Followed their great laugh hits, "23 1/2 Hours Leave" and "What's Your Husband Doing," with another picture so funny it will keep you laughing for days.

All about a young doctor who needs money and a pretty girl who needed love. Not quite all, but plenty! Also about Mary's Ankle, without which there would have been no story.

Come and see the picture, of course, and we guarantee again in your tale from over laughing.

Also Showing

"THE LOST CITY," The Big Wild Animal Story

ALICEL LIBRARY IN FINE SHAPE

ALICEL, Jan. 9 (Special)—On her first day as a guest in the library, Mrs. Will Buchanan, granddaughter of Mrs. Buchanan, spent the week-end in La Grande.

Mr. and Mrs. Magin left Saturday for their home in Canada after a visit of several weeks at the Buchanan home.

Paul Chambers left for his home in California Saturday. He has spent the past three months with his sister, Mrs. J. J. Kuhn.

Mr. and Mrs. Frank Speckhart of Illinois are guests at the home of Herbert Speckhart this week.

Alice, young people enjoyed a dance party at the home of Jay Shaw Friday evening.

Miss Ina May Webster is quarantined in La Grande for smallpox. Miss Myrtle Gandy of La Grande spent the week-end with her sister, Mr. Irwin May.

Mr. and Mrs. Thomas Wallander and W. J. Galt, attended the farmers' meeting at Elgin Friday.

LeRoy Pham of Wabash was a guest at the Van Housen home last week.

Walter Matthews was a business visitor in La Grande last week.

Mrs. Gardner and daughter, Mrs. Galt, spent the week-end at the Hansen home leaving Sunday evening.

Andrus Buckman left for Walla Walla last week on business.

Relatives of Thomas Clark have received word that Mr. Clark is rapidly recovering from the South at Brantford, Ohio.

Linn Johnson of La Grande spent Sunday with her parents, Mr. and Mrs. S. W. Johnson. Her brother, George, accompanied her.

The Allied School Library is in better shape now than it ever has been. There are between four and five hundred of the highest class books of the books are separated into classes and are renumbered and reclassified so they are easily found. This school wishes anyone interested in good reading to call at any time and make use of this excellent library.

If It Is A Silious Attack.

Take three of Chamberlain's Tablets and a quick recovery is certain.—Adv.

When you feel like having a fine hot lunch about 11:30 a. m. to 1:00 p. m., just drop in and see us. We serve a delicious hot roast, a fine lettuce or fruit salad, chicken (tame) or chicken, a hot chocolate or coffee that is as fine as you could get at your own home. At Call at the

Palace Confectionery Co.

1-11-21

Don't overlook the best laxative of them all—those "Little Liver Tablets." They are fine for constipation in children and women; 80 in a box for 32c, about double the amount usually sold for 22c, at

Wilbur's
FAMILY DRUG STORE
LA GRANDE, OREGON.

1-11-21

BUTCHERING SEASON ON

BRIDGE HALL, Jan. 8 (Special)—Jesse Anson is able to be out again after having a attack of the smallpox.

Mrs. Lynn Hill and son Fred H. returned home Thursday morning after visiting with Mrs. Hella Peters, Mr. and Mrs. C. D. Huffman.

Mrs. LeRoy Hill who spent the holidays with her mother, Mrs. E. Golden and family, returned to her home at Glens Ferry, Ida., a few days ago.

Mrs. N. M. Anson and son Chas. H. came out from La Grande and spent the holidays with Mrs. Anson's sons.

The children of Mr. and Mrs. O. C. Pishman have been absent from school several days on account of colds and trouble with their eyes.

Today was butchering day at the Will Hughes place. It is with great satisfaction that Mr. Hughes goes to and views his six big porkers all huddled in a row.

Mr. and Mrs. Ernest DeLong and family spent New Year's Day with Mr. and Mrs. Everett Walsinger and family.

The home of George Gekker is quarantined for smallpox. Miss Edna seems to be the first on the program.

Earl Hughes makes his daily trip down the Gekker lane to tend the Grande Ronde Meat Company's cattle that are being watered on the Martingale farm.

Mrs. Josephine Spencer is spending a few days as the guest of her son, Charles, and family.

IMBLER HAS NEW DOCTOR

IMBLER, Jan. 11.—(Special)—Clarence Westfall returned to his home in Enterprise last Sunday morning. He spent nearly a week in Imbler visiting friends.

Mr. and Mrs. W. E. Moore arrived from Portland last Sunday morning. They have been spending the holidays with relatives. Mr. Moore visited several other points, looking after the interests of the Box and Imbler company.

Conklin Bros. are packing their apples and will ship next Wednesday.

Elmer Reider arrived in our city last Monday morning and is stopping at the Imbler hotel.

Mrs. Kirk, mother of Mrs. Chas. Gleaner, is quite ill at the Gleaner home.

Mr. Wesley McDonald left for Portland last Monday evening. Mr. McDonald will take a machinist course.

Dr. Hoke arrived in our city last Sunday evening from Florio, Oregon. He is anticipating leaving here. Imbler has needed a doctor a long time.

H. H. Huron made a business trip to La Grande the first of the week. Ted Conklin went to La Grande on Tuesday evening's train.

Forest Day went to Elgin last Saturday.

The many friends of Mrs. Joe Day were pleased to see her on the streets last Tuesday afternoon. Mrs. Day has been ill with rheumatism for nearly three months.

Chas. Cole and daughter, Annetta, returned from Wabash last Sunday evening.

Mrs. M. Killebrew is suffering from rheumatism and is in a very bad condition. She was taken to La Grande for special treatment.

Mrs. Frank Cassell returned last Monday morning from Portland.

WEEK-END VISITS IN HILGARD, MARY

HILGARD, Jan. 9.—(Special)—Mrs. Maud Hooper returned this morning to resume her work as station agent after a month's vacation which she spent visiting in Portland and other points. Mrs. Hooper's return will leave Mrs. Fryer, who has been substituting.

Miss Elvira Arnold, who has been taking an enforced lay-off due to ill health, began working at the telephone office again Wednesday. Miss Della Williams of Gibbon, who is ill, is expected to return.

James Beachamp is spending the week-end in La Grande visiting his mother, Mrs. Mollie Beachamp.

Mrs. Ed Galt and Mrs. J. B. Galt spent Saturday in La Grande shopping.

Reverend Whitehead made a business trip to La Grande Friday.

Miss Agnes Schur of La Grande is spending the week with her sister, Mrs. Edward Staley.

Loyle McFadden is a guest at the J. W. Scott home this week.

Joe Beattie Blue, former telegraph operator here, visited friends in Hilgard this week.

Miss Donna Scott, who attends the Sacred Heart Academy in La Grande, spent the week-end with home folks.

Mrs. Irling Watson visited her parents, Mr. and Mrs. Cantrell, this week, returning to her home in La Grande today.

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

EIGHTEEN YEARS OF Successful Retailing Without a "Sale"

LOWEST PRICES EVERY DAY INSTEAD OF "SPECIAL SALE" PRICES NOW AND THEN HAVE BUILT FOR THE J. C. PENNEY CO. A CHAIN OF 312 DEPARTMENT STORES WITH ANNUAL SALES OF NEARLY FIFTY MILLION DOLLARS. COMPARE OUR RECONSTRUCTION PRICES WITH THE SO-CALLED "SALE" PRICES OFFERED BY OTHER STORES.

Do you want to trade with a store in which you can have confidence that the merchandise and prices are right every day in the year? Of course you do. That's just why it will pay you to become a steady customer of the J. C. Penney Co.

Eighteen years ago this organization started out with one small store doing an annual business of twenty-nine thousand dollars. From this modest beginning we have grown to a chain of 312 stores doing approximately FIFTY MILLION DOLLARS. During eighteen years we have never held a "special sale" of any kind in any of our stores. Our prices are marked right in the first place. This does away with the necessity for "sales." Our enormous purchasing power enables us to buy our merchandise for less money than our competitors. We eliminate middlemen's profits and pass them along to our patrons in better merchandise at lower prices.

Just now every item in our stores has been revised downward to meet our lower replacement costs. These prices are not transitory, but will remain in force until the goods are sold or market conditions necessitate a further revision. Compare our prices with those offered by other stores. This will quickly convince you that the J. C. Penney Company can save you money.



LADIES' SILK AND WOOL POPLIN

Dresses

A dress for every purpose. This is a wonderful opportunity to purchase a serviceable silk dress at a cotton price.

Reconstruction Prices
\$1.50 to \$6.90

BLACK SATEN PETTICOATS

Fine quality black sateen, elastic waist bands, full cut.

Reconstruction Prices
88c to \$1.40

NEW ARRIVALS STAPLE

Cottons

36 inch Percale 19c yd.
27 inch Percale 14c yd.

Sateens 24c, 49c yd.

27 inch Outings 19c yd.

Lonsdale Cambric 27c yd.

Lonsdale Muslin 22c yd.

Reconstruction Prices

Comforts

A new shipment just received. Sateen and silk-line covered. All new cotton filler.

Reconstruction Prices
\$2.98 to \$5.90

Blankets

Cotton \$1.49 to \$1.98
Woolnap \$3.98 to \$5.50
Wool Mixed \$5.90 to \$7.50
Pure Wool \$7.90 to \$11.50

Reconstruction Prices

OUTING GOWNS

Ladies' \$1.25 to \$1.69
Children's 59c to 79c
Men's \$1.39 to \$1.89

Reconstruction Prices

CHILDREN'S UNDERWEAR

Single garments, shirts and drawers, of heavy standard fleece cotton.

Reconstruction Prices 39c

MAIRAS SHIRTINGS

Grey and blue striped madras, 27 in. widths.

Reconstruction Prices 23c yd.



Work Pants

A heavy, full cut long wearing pair, in black with a white stripe.

Reconstruction Price \$3.40

Work Shoes

A new shipment received today. All new and leather.

Reconstruction Prices \$3.40 to \$6.90

Creme Oil Soap 3 Bars 25c

J.C. Penney Co.
A Nation-wide Institution
291 STORES

Palmolive Soap 3 Bars 25c

J. C. PENNEY COMPANY—A NATIONWIDE INSTITUTION