

Readjustment of Prices

NOW IN EFFECT IN EVERY DEPARTMENT WITH EXCEPTION OF RUBBERS.

Shoes Reduced
25 TO 40 PER CENT

Clothing Reduced
50 PER CENT

Dry Goods Reduced
25 TO 60 PER CENT

February Designers are Here

Hill's Department Store

Always Be Sure of the Number

—When you trust to an old card or letter head you are apt to call a number that has been changed.
—And when you do call a "wrong number" you cause inconvenience and delay for yourself and for the party whom you call in error.
—Make it a practice to consult the Telephone Directory first.

Home Independent Telephone Co.

OBSERVER ADVERTISING will bring results

PAYROLLS AND PROSPERITY

Oregon needs more and larger payrolls. Prosperity is a concrete condition, not an abstract thought. It is created by the opportunity for work, the investment of money in new and enlargement of old projects, the development of trade, the meeting of producer and consumer, the exchange of labor for purchasing power.

The Pacific Telephone and Telegraph Company, representing a payroll of approximately \$1,000,000 per year in Oregon, has reached a point beyond which it cannot go with its present income. It has asked for higher rates which will enable it to maintain its service, meet its payroll obligations and earn a reasonable return upon its investment in Oregon. If it obtains this it can carry on its construction program, offer more work in Oregon, enlarge its payrolls and take its proper part in the progress of this state. If it cannot secure adequate rates it must limit its expansion in every way, abandon its plans for extensions and lay off its construction crews.

The rates asked for will not work a hardship upon any individual; they represent but a small increase per station over present rates, but in the aggregate would permit the telephone company to continue to fully serve the public, carry out its plans for the development of Oregon, and do its part in creating and maintaining the prosperity which is essential to this state.

Adequate service is dependent upon adequate rates.

The Pacific Telephone and Telegraph Company

Society

On Saturday evening, Mrs. Mildred Hugh was a charming hostess to about twenty-five guests at a miscellaneous shower in honor of Miss Blanche Black, popular bride-elect whose marriage to Lester Stoddard will take place this week. During the evening of needlework and conversation, many dainty articles were made for Miss Black in the room where the guests were assembled. Later, the guests were each told to write a message, which when received, disclosed a small note. These notes were read in turn by the recipients, and were supposed to be the one thing about themselves which they did not want their friends to know. Many funny results were obtained, and the guests were in a merry mood for the luncheon which followed, and which was served at small tables.

Penelton friends of Mr. and Mrs. J. T. Richardson will be pleased to learn that they plan to return to Penelton to reside. Mr. Richardson is employed by the O. W. T. & N. and his headquarters will be in this city. They have been making their home in La Grande. Mrs. Richardson was a prominent member of the Women's Club and regular socially during her residence here. Penelton East Oregonian.

Mrs. S. J. Elam is spending the day in Island City, where she is a guest at the home of Mrs. Fred Kibbe.

Mrs. John McEwen was hostess to members of the Eastern Star Social Club at the Masonic Parlors yesterday afternoon. A pleasant afternoon was spent around the card tables, and when scores were counted, they proved Mrs. W. H. Bohnenkamp winner of the prize. Mrs. Charles Binzer will entertain the club Tuesday, February 1, at her home.

Monday and Tuesday Mrs. D. H. Jesse, Mrs. W. H. Safford and Mrs. C. D. Enghiser were hostesses to a number of guests who came in for an afternoon of bridge. The Jesse home was a pretty tower of pink carnations and white narcissus, thus carrying out the over-pretty color scheme of pink and white. Even the score cards were of the same pretty coloring.

Monday afternoon the guests were seated around six tables and, when the scores were tallied, Mrs. W. H. Bohnenkamp proved herself the high score winner, closely followed by Mrs. Monday and Tuesday Mrs. D. H. Jesse, Mrs. W. H. Safford and Mrs. C. D. Enghiser were hostesses to a number of guests who came in for an afternoon of bridge. The Jesse home was a pretty tower of pink carnations and white narcissus, thus carrying out the over-pretty color scheme of pink and white. Even the score cards were of the same pretty coloring.

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Fred Gulling, Mrs. Richard Jones winning the third prize. The second afternoon seven tables of bridge were placed. Mrs. Elmer Stoddard winning first, Mrs. J. Donald Meyers, second, and Mrs. Chase Bohnenkamp, third. Both afternoons a few guests were invited for refreshments only, these numbering among the hostesses friends who do not play cards.

Mrs. W. H. Bohnenkamp will be hostess to members of the Thursday Afternoon Bridge Club tomorrow afternoon at her home.

Mrs. W. H. Jones and Mrs. A. L. McAllister will entertain members of the Baffee Klatch Club at the Jones home Saturday evening.

The Rex Hall was the scene of a most successful dance Sunday night. The Volunteer Women gave one more of their annual affairs, a large crowd being present. Many dancers danced to the music furnished by Lindsay's eight-piece orchestra. The response was indeed hearty, and Fire Chief Murphison, La Grande dancers were all in attendance.

Mrs. Joe Sommer is in Salt Lake, where she will spend a short time on a vacation trip.

Mrs. Samuel Irwin will be hostess to members of the Island City Club January 20, Friday.

Mr. and Mrs. Ray Fuller entertained a number of their friends at their home near Alsea, Friday evening. The evening was spent in cards and dancing. The party broke up at a very late hour after refreshments were served by the house. Those who enjoyed the evening were Mr. and Mrs. G. F. Christie, Mr. and Mrs. Jay Shaw, Mr. and Mrs. Fred Moss, Misses Pansy Van Housen, Myrtle Gundry, Ruby Day and the Messrs. A. E. Welcke, R. L. Sherrill and Wilbur Shaw.

The King's Herald Society met at the home of the Misses Ruth and Lois Huston last Saturday night. The evening was spent in studying China. Dorothy Brownout acted as leader for the evening and, after the study hour was over, the guests enjoyed a social hour spent in parlor games. The hostesses served dainty refreshments. The next meeting will be held Saturday night at the home of Lois Nelson.

Honan Hall was the scene of a very pretty dinner party given for the choir of the Catholic church, last night. It was given in order to stimulate more interest among the choir boys and also to instill a social spirit. The tables were prettily decorated with polka plants and a two-course chicken dinner was served by the women of Our Lady of The Valley Church.

The Mard Club will meet Tuesday, January 25, with Mr. and Mrs. Claude Stratton.

Miss Blanche Black and Lester Stoddard left this morning for Salt Lake, where they will be married in the I. D. S. Temple. Miss Black is one of La Grande's most popular bride-elects and Mr. Stoddard is a well known young man with a promising career in the lumber business. They will make their home in Perry upon their return.

Chapter I of the P. E. O. Sisterhood, will be entertained on Friday afternoon by Mrs. J. K. Wright.

A new P. E. O. social committee will make its initial appearance Monday evening, when it will be sponsor for a dancing party for the members of that organization. These dances have not much to entertain the members and their friends during the past months, and every two months a new committee is chosen. Arthur Van Fleet is chairman of the new social committee, and will be aided by Martin Stein, H. M. Bibb, Charles Harris, Victor Eckley and Ben Bassett. Although the committee has not adopted a name thus far, it expects to be a very much alive organization, and has already announced that the dance Monday evening is going to be one of the best of the year, with Lindsay's orchestra furnishing music. No refreshments are also to be a feature of the evening.

The Thursday Afternoon Social Club met with Mrs. Walter Faidor, Saturday at 3 o'clock. The first part of the afternoon was spent around a prettily decorated table which held as its centerpiece a huge bowl of sweet peas of the pastel shades. Each guest was presented with an unique corsage which was formed of flowers of the pastel shades. The Social Club is a club of long standing, having been formed seven years ago, but has not been meeting for some little time. The afternoon is generally spent with the needles.

Covers were laid for the Madames A. T. Hill, J. K. Wright, William Miller, J. T. Richardson, A. G. Lane, H. R. Hanna, James Aikins Smith, L. S. Moo, Robert Rubin, O. E. Moorhead, and W. S. Parker.

Word has been received from Dr. and Mrs. F. W. Walling, who are returning from California, that they are having a most enjoyable time and it is probably that they will call on their home in Los Angeles.

Ira V. Vasey, passing inspector of the state highway department, at North Power, and John C. L. Van Baker, were quietly married yesterday afternoon at 4 o'clock at the Baker county court house by County Clerk J. C. Baker.

THEATRES

"DANGEROUS HOURS" TELLS THRILLING STORY AT SHERRY

Thomas H. Ince has taken as the underlying theme of his latest big production, "Dangerous Hours," at Sherry's Theatre, the current Radical unrest.

The central figure is a young visionary who feels called upon to help the working classes, and is led to become the leader of a band of Bolshevik sympathizers. He is in love with a beautiful and innocent young girl, and not until the violent program of his Communist companions threatens to engulf her does he realize the true significance of their aims. In a gripping scene he is able to foil their purposes and vindicate himself as well.

Also showing "The Lost City," episode No. 11.

MARY MILES MINTER IN "SWEET LAVENDER"

With Mary Miles Minter as the star, supported by a really exceptional cast, Realart will present a film version of "Sweet Lavender" by Sir Arthur Wing Pinero today and Thursday at the Arcade Theatre.

Beyond all doubt the best work of the famous English writer, "Sweet Lavender" scored a greater financial success than any other play of its period. It has played in every country in the civilized world and millions of dollars have been paid in the box offices by those drawn to the theatre because of the sweet and gentle humanity of this play.

THOROUGH WORK

How a La Grande Citizen Found Freedom From Kidney Trouble.

If you suffer from backache—From urinary disorders—Any curable disease of the kidneys. Use a tested kidney remedy. Doan's Kidney Pills have been tested by thousands.

La Grande people can testify. Ask your neighbor. Can you ask more convincing proof of merit? Mrs. J. R. Rhodes, 806 Spring St., La Grande, says: "I have used Doan's Kidney Pills and found them to be a satisfactory remedy. My kidneys were weak and I had a dull aching across my back. I felt dull and languid and my kidneys did not act right. I read of Doan's Kidney Pills and used them from the Red Cross Drug Store. They soon cured the trouble and rid me of all signs of kidney disorder."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Rhodes had. Foster-Milburn Co., Mfrs., Buffalo, New York.

HUMOROUS SHERRY'S SUNDAY AND MONDAY

WHAT you naturally expect to see in Hilton's Garage Window won't be there. 1-19-21

TOM MIX—Star Theatre, Saturday and Sunday. 1-17-21

Those "Individuals" at Al Cain's are bound to make a telling with the candy lovers. Why not try a few today at the 1-17-21

Palace Confectionery Co.

PLUMBING

Any kind of plumbing and repairing, at reasonable prices. by—

C. DeKeyser
1816 Adams Ave.
Phone B. 4051

The NEW EDISON

The Phonograph with a Soul



What Edison did during the War

THE official announcement is out. Ask us for your copy of "What Edison Did During the War." Write for it; if you can't call.

It tells how Edison left his home and business and went to sea, how Edison's "Yankee magic" foiled the German submarines.

The bulletin tells many other things Edison did while Chairman of the Naval Consulting Board. It explains how Edison kept the price of his phonograph at bed rock during an era of high costs and soaring prices. Since 1914 the New Edison has advanced in price less than 15%—and part of this is war tax.

This bulletin also describes the Budget Plan, which makes it possible for every home to enjoy the benefits of good music without feeling the financial outlay.

NEWLIN BOOK & STATIONERY CO.

Watch for the announcement of Mr. Edison's New Research!

Clearance Sale

ONE LOT COATS
High grade, some full lined with silk. \$17.50 to \$37.50.

HATS—Tailored and Trimmed—
Values \$10 to \$17.50 for \$2.50 to \$7.50
Children's Beavers, \$3.50 each.

ONE LOT DRESSES
Good New Styles, \$25.00 to \$47.50 values at \$12.50 to \$25.00.

ONE LOT VELVET BAGS
Nifty and Stylish at One Half Price.
Petticoats, \$5.75 to \$16.00 values at \$3.75 to \$9.00.

Walling's



The "AMERICAN BEAUTY" Electric Iron is an architect among irons. It will outwear and outlast any other electric iron made and its sole you very little more. It's expert finish, practical design and construction and select materials will delight any housewife.

Eastern Oregon Light & Power Co.