

When the Fishing Fever Gets You

—There comes a time when you long for a trip to your favorite fishing spot. When you feel the urge don't go without an equipment which will insure success. Our stock of

REELS—
RODS—
LINES—
HOOKS—
FLIES, Etc.,

is very complete. Come in and see the new things designed to add to the pleasures of the piscatorial art.

Snapp's La Grande Pharmacy

ALVIN SNAPP, Proprietor

MAIN 40

DELCO CUT-AWAY PLANT IS HERE

NATE ZWEIFEL IS EXHIBITING WORKING OF SYSTEM.

Individual Lighting Plants Shown in Every Detail to the Public.

Proud as the proverbial peacock, Nate Zweifel, agent for the Delco Lighting system, set upon his floor today and started in operation the "cut-away" Delco plant which is on an exhibition tour of the coast.

The demonstrator shows every part of the lighting system at work, with the casing and housing cut completely away thus exhibiting to view all working parts. It is a handsome machine, and, with the lecture Zweifel delivers everyone who desires to be posted on the merits of individual lighting plants the information can be had at first hand.

"This is the plant," said Mr. Zweifel, "that revolutionized lighting. It is the plant that turned the farm home into the modern home, the plant that brought happiness and good cheer to every isolated district. No longer is it necessary to have wires and poles, no longer is it necessary to float bonds and sell securities to have electric light, for we load in a Delco and take to the farmer's home, run the wires through the window and furnish light for a party or a dance, then attach the churn, the washing machine and the flat iron in the morning and do up the work around the house. It's the greatest rig that ever happened and Mr. Apperson, the district manager for the Delco people, will be here from Seattle to further instruct anyone who wishes to know about the individual lighting of the present day. I invite everyone to call at the store and see this machine which will be here for about a week."

MISS ESTHER KELLEY IS SOCIAL SECRETARY FOR UMATILLA COUNTY

PENDLETON, Apr. 15.—Miss Esther Kelley, a woman of several years' experience as a social service worker, has been chosen as the social service worker for the Umatilla county Red Cross, and the official agent of the various charitable organizations of Pendleton which have, by agreement, designated the Red Cross as the clearing house for all social service work.

Miss Kelley, who will arrive here from Portland May 1, is a graduate of Reed College and took post graduate work at the University of California. She was for two and a half years with the child welfare bureau in Washington and for two years and half with the welfare bureau in Portland.

Cynical Definition.
"A bachelor," remarks a disappointed lady, "is a man who lives alone with the one he loves."

OBSERVER WANT ADS GET RESULTS

THE APRIL VICTOR RECORDS ARE HERE—A SPLENDID LIST OF CLASSIC AND POPULAR MUSIC—

We are also getting in the largest shipments of old favorites since the war began. These include HAWAIIAN, SAXAPHONE, good MARCHES, OLD VOCAL FAVORITES, etc. Come in and try them over.

—YOU ARE ALWAYS WELCOME AT—

NEWLIN BOOK & STATRY CO.

WANT TO BUY OR SELL SOMETHING? — TRY AN OBSERVER CLASSIFIED AD.

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

BEAUTIFY YOUR HOME

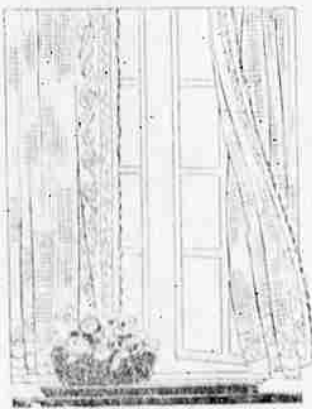
SPRING

Curtain Materials

A wonderful showing arrived this morning. Plain, figured, lace edge, and novelty bordered serims, voiles, marquisettes and Swisses. New patterns and designs, beautifully colored. The prices range from 19c to 79c yard.

FILET NETS

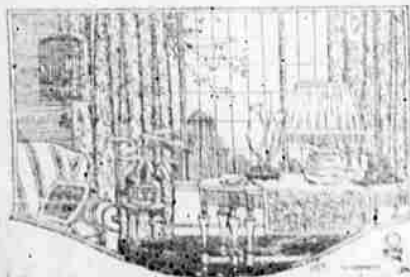
Twelve new pieces of this much-wanted material. They are 36 to 40 inches wide, with plain borders, in white, ivory and beige. Prices 39c to \$1.19 yard.



Beautiful New—
CRETONNES

DRAPERIES

Such a beautiful assortment we are seldom able to show. There are beautiful designs in colors to match any room. The materials are Repps, Rajah Cloth, Marquisettes and Cretonnes. Prices 25c to 98c.



J.C. Penney Co.
312 DEPARTMENT STORES

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

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

MEN!!!

We want to sell you your suit this spring, as well as the other things you need. We are catering for your business this spring with the most substantial argument in the world: VALUE. There is plenty we could say about the size of the money's worth we give, but boiling it all down, it amounts to simply this.

Every price ticket in this store has been made with the view of giving you a sincere and wholesome run for your money, and it isn't going to take more than 15 minutes of your time to prove that we are telling the absolute truth.

Your call is therefore looked forward to with pleasure—yours and ours.



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

COOPER
CLOTHES

J.C. Penney Co.
312 DEPARTMENT STORES

CORTLEY
CLOTHES

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

WORKS ON PEST ERADICATION

ROCK SALT BEING USED UPON WEED GROWTHS.

E. D. Gaskill Applying Salt to Get Rid of Morning Glory—Cultivation Failed.

E. D. Gaskill, who raised 63 bushels of Hybrid 128 wheat per acre on his ranch on the sand ridge last year on ground that had been planted to Fortyfold wheat for 20 years with the exception of one year, when it was in beans, is trying out methods of controlling the wild morning glory.

Last year he resorted to cultivation but the weeds continued to come up ten days or so after each cultivation. The method he is trying this year is that of applying common rock salt to the infected spots. From one-half to one pound of the salt is being applied per square foot. This method has been tried with good results in other places and both Mr. Gaskill and County Agent H. G. Avery expect it to bring good results here.

ARID WEST WOULD BE RECLAIMED

(Continued from Page 1)

ary of the United States \$50,000,000 per year until the total amount advanced is repaid. It is estimated by that time the reclamation fund will have reached an aggregate of \$500,000,000 and that added to this

sum every year will be the fees received from the sale of public lands and the royalties from the lease and operation of all oil land under the oil leasing bill. These fees, it is estimated, will amount to \$8,000,000 annually, and the total fund available for the reclamation purposes will be sufficient to develop in a large way the irritable lands in these states susceptible of production. A conservative estimate of the total amount of land that may be brought under cultivation by the operation of this bill is 20,000,000 acres, and the amount of wealth to be produced from these reclaimed acres is too great to fairly estimate at this time.

"I believe that there will be a general support for this measure because it overcomes practically all of the objections heretofore advanced against the reclamation plan which required the use of the credit of the United States. By this bill we simply advance the reclamation fund \$250,000,000 and certify each of its lands, actually becomes twice the value of the total bond issue it proposes to sell.

Safeguarding the Miner.

To protect the miner against his ancient enemy, inflammable gas, a mining engineer has improved the standard type of miner's lamp. He has added a device which causes the lamp to emit a loud ringing note as soon as the atmosphere becomes charged with inflammable gas.

MAYOR TRIPPEER IS HERE TODAY

Mayor Joseph Trippier of Cove is in La Grande today and is still imbued with the road idea from La Grande to Cove. He is pleased that the county court granted the road work on the Cove-Union road, but the main issue is the highway across the valley and he has hopes that the court will find a way to start work during the coming season.

"I wish in behalf of the people of Cove," said Mayor Trippier, "to thank the Ad club and other citizens of La Grande for the splendid entertainment given our delegation several days ago when we appeared before the court on the road matter. The dinner and entertainment delighted everyone and brought back that old neighborly spirit of years ago. We wish also to advise La Grande people that we want their further help and co-operation in the road work and in all other matters that make a better and bigger country of the Grande Ronde valley. Cove is in the game for advancement and you can always count upon us."

Murderer Held Accountable.
The commandment "Thou shalt not kill" has an application not generally recognized. It is this, that moral responsibility forbids one to kill time.

To Spice Up the Wardrobe



HATS have long been conceded the place of first importance in the matter of smart dressing—they do, waiters to those who know how to select them—but up-to-date women are inclined to discount this supremacy. Blouses, sweaters and small coats or jackets that will dress one up to any degree of formality are making things interesting for millinery. These brilliant garments rival hats in gay beauty and are the most convenient of belongings, for they are not difficult to make and they tone up the wardrobe without any great expenditure of time or money.

A lovely example which may be placed as either a contrast or a complement to the illustration above, blue and silver are combined in the simple blouse that makes a little coat out of a blouse of light net with a row of embroidered swags and a circle of blue velvet ribbon. This affords equal to comparison with any of the brilliant headresses and gowns or ornaments that may bear it company at the theater or dance. It is

only one of many fine blouses that may be toned down or toned up by the handwork that is worn with them. There are other accessories that spice up the blouses. There are myriad strings of beads in all colors—in crystal, ivory, onyx, gold, silver, pearls and all sorts of mock jewels. There are chains and charms from China that cannot be overlooked and an endless variety of necklaces that add color and sparkle or interest to frocks. Head circles and other made of beads and silk cord. And the neckties, conspicuously placed on afternoon and evening frocks. Fans have disappeared in favor of variety. To mix with those of retouch feathers and more familiar accessories—neckwear and handkerchiefs are growing more complicated with the introduction of color and variety of design.

Julia B. Brown

Serve Sandwiches



made with our special sandwich bread. It cuts splendidly and without crumbling even when very thin slices are desired. You will find it true in flavor and that it will make your sandwiches taste better than ever before. Serve our cake, too. It is delicious in every way.

BUTTER HORNS
Made from Sweet Butter and Not Mince. Get that old time flavor and guess what it is.

Macpherson's Bakery