

The Hat for Fall

WHEN you consider buying a new hat—you will do yourself a favor if you select it here.

Our matters have cleverly combined all the desirable features that emphasize the London and New York styles in men's Fall hats.

Their roll brims and rakish blocking are bound to be popular. The prices, of course, are right.

Westenhaver & Gilbert
1309 Adams La Grande



Local News in Brief

Weeks Made Record Drive—Several days ago L. W. Weeks made the drive from Portland to La Grande in nine hours and fifteen minutes, which is considered by many motorists to be a record drive on that trip.

Woodpile Burns—A woodpile belonging to David Bloomquist at 3267 North Third, was burned this morning about 10 o'clock. The little Bloomquist boy was said to have been playing with matches and started the fire. The city fire department rushed to the scene but was unable to check the flames, which had a good start. The damage was small.

Will Open Loan Office—George Hunting Currey, who recently sold the Bays Hotel, is in the city today accompanied by Mrs. Currey. He stated to the Evening Observer that he will open an office in Baker immediately to handle loans and insurance, having already connected himself with the strong companies in this line of business. Miss Lois Nelson and brother Russell will accompany Mr. and Mrs. Currey to Baker for a short visit.

Ed, Staples and Wife Returns—Mr. and Mrs. Ed. Staples arrived in La Grande yesterday and will make their home here in the future. A few years ago Mr. Staples, who is well known here, having been connected with the M. & M. company, went to Baker and purchased the Baker City Implement company. Later he moved the stock to Haines where he operated until he sold out. His yearning for the Grande Road got the best of him, and he is here now to move no more, as he states it.

Calf Club Meets—The Union Calf Club met Tuesday at the Eastern Oregon Experiment station and spent the day in judging hogs, dairy cows and sheep. County Agent H. G. Avery was present and the members are wholeheartedly taking up the task of judging with the end in view of entering stock judging contests in this section of the state, the winner to go to Portland this year and meet other teams during the Pacific International Live Stock Show. Eight boys were present at the meeting.

"FAIR AND WARMER" AT THE GARDENS.

"Fair and Warmer," a play of national renown, will be presented at The Gardens this evening and the bill will be repeated tomorrow evening. Special stress has been laid on the rehearsing of this bill and The Gardens management promises a very excellent show. Good musical numbers and snappy vaudeville selections will make up the performance. The final showing of "When East Meets West" was held last evening in the auditorium and the audience was delighted with the character of the show.

PSYCHOLOGIST MEETING HELD. A most interesting and instructive meeting was held last evening at the Odd Fellows Hall by Cecelia Gustaf, the noted psychologist and scientist. The meeting was well attended. Miss Gustaf has devoted practically all her life to studying, teaching and healing. The first part of the lecture dealt with the fundamentals of an individual's life—health, wealth, success and happiness. The latter part of the lecture was given over to her demonstrations, which were most remarkable. Miss Gustaf's mind was active and she readily read the minds of those present. In giving her the name of a city and the state she could locate the house office or building and describe the inhabitants accurately and also at this time she gave messages from other worlds. A testimony was given concerning a pin valued at \$800 which was lost and upon consulting Miss Gustaf the lady was told the exact place to locate the ring and she found the ring at the specified place. Also several people are being healed under the psychologist's care. Cecelia Gustaf is a woman with a charming personality and has won many friends in La Grande during her short visit here. There is a possibility that she will hold another meeting before she leaves the city.—Adv.

Boy Scout of Walla Walla is Awarded Gold Medal for Saving Life

WALLA WALLA, Wash., Aug. 17.—Acknowledgment of his heroic action in rescuing Mrs. Frank Heiser from drowning last July, Frank Tousey, 14-year-old son of Mr. and Mrs. Frank Tousey of this city, has been awarded a bronze medal by the national court of honor of the Boy Scouts of America. The boy is a member of a local Boy Scout troop. The rescue occurred when Mrs. Heiser was swimming with others at the Lehman Springs summer resort in the Blue mountains. Mrs. Heiser got beyond her depth and was sinking for the third time when young Tousey saw her, plunged into the water and dragged her to safety.

Point to Remember. All you have really to do is to keep your back as straight as you can, and not think about what is upon it. The real and essential meaning of virtue is that straightness of back.—John Ruskin.

Making Space for Fall Goods—Watch Our Windows for Bargains

- "KIDDIE CARS" less than half price.
 - "DOLLS" below cost.
 - "TOILET PAPER" 14 rolls for \$1.00
 - "DECORATED CREPE PAPER" 5 ets.
- Regular value 25 ets.
- AND OTHER BARGAINS

Newlin Book & Stationery Company

S·H·E·R·R·Y'S

TODAY and TOMORROW
GOLDWYN Presents
WILL ROGERS DOUBLING for ROMEO

The tale of Will's remarkable adventures as a double in a Hollywood studio will keep you doubled up in your seat with violent laughter.
Also Showing
IRVING CUMMINGS in "THE AVENGER"
A Two Reel Western

The Weather Man Says—
Fair And Warmer at
The Gardens TONITE
The greatest of farce comedies.
Bound to drive away the blues.
Don't Miss It.
Any Seat in the House
35c

J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated
371 DEPARTMENT STORES

Presentation In Brown of Autumnal Apparel

Offering Important Savings!

Coats, Suits and Dresses

OF INTEREST TO EVERYONE



With the approach of autumn days, the new styles are of uppermost interest. We are now showing our opening presentation of the new fall models. The styles illustrated above are a few of the models included in this display, and others equally attractive await you in our Ready-to-Wear section.

For our fall showings our buyers have combed the markets to secure the newest styles, favored coloring the most serviceable materials and the greatest values. We are indeed proud to offer these splendid garments at prices that place them within the means of everyone.

Little Girls' Coats In Smart Simplicity

Simply in the fashion of the modern child's upbringing and dress. Particularly appealing, therefore, to the mother, will be the fashions now shown in dainty coats suitable for both dress and school wear.



Our present displays embrace a variety of the newest styles in colors and trimmings which will quickly win favor with the smaller girls. The values are well up to the high average of the J. C. Penney Company standard. Prices range

\$3.45 to \$12.50

Fall Millinery

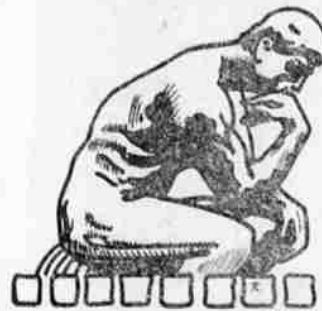
Smart Shapes and Colors



We are showing some beautiful styles in Fall millinery, and in your early inspections we invite your consideration of our splendid values at

\$2.98 to \$9.90

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD



Hooverized Groceries WHERE THE THIRTY THINGS YOUR SALVATION—THINK!

- FRESH FRUITS AND VEGETABLES**
- Another Carload of Idaho Watermelons, lb. 15c
 - Cantaloupes Vine Ripened 4 for 25c
 - Lemons, dozen 39c
 - Peach Plums, 50 lb. box \$1.90
 - Extra Select Tomatoes, 20 lb. box 75c
 - Apriots for Canning, per crate \$1.75

- WASH DAY NEEDS AT HOOVERIZED PRICES**
- Crystal White Soap, 10 bars 42c
 - White Borax Naphtha, the finest laundry soap and the price is Hooverized 23 bars \$1.00
 - Sweet Maple Clothes Pins, doz. 2c

Your Money's Worth

EVERY DAY AT LA GRANDE'S PIONEER

CASH GROCERY

DAIRY FOODS

- Fresh Creamery Butter, 2 lb. roll 87c
- Fresh Ranch Eggs, doz. 25c 4 doz. 95c
- Tillamook County Cheese, lb. 33c
- Cream Brick Cheese, lb. 28c

- Kleen Easy Laundry Soap 4 bars 25c
- Fairy Soap 15c bar; 2 for 25c
- Silk Soap 25 bars \$1.00

SYRUPS AND BREAKFAST FOOD

- Seudder's Canadian Maple, full gallon \$1.90
- Golden Rod Wheat Nuts, large pkg. 29c
- Quaker Pancake Flour 2 pkgs. 25c
- Fancy Oat Flakes, 10 lb. sack 47c
- Golden Rod Oats 3 pkgs. 50c
- Pure Honey, 5 lb. tin 75c; 10 lbs \$1.48
- Sea Foam Flour, 49 lb. sack \$1.54
- Blue Stem Flour, 49 lb. sack \$1.78

HOOVERIZED GROCERY