

"Snappy Service"

GIVES OUR STORE AN AIR OF
UP-TO-DATENESS SIMILAR
TO BIG CITY SHOPS

Service plays almost as important a part in modern business as the character of merchandise handled.

At our store careful attention is given to every phase of service which may contribute to the convenience and comfort of customers.

Salespeople are neat and courteous and supply your wants with a class of goods called for.

When it is more convenient for you to shop by phone—our prompt free delivery service enables you to have drug store goods just when they are needed.

PHONE MAIN 40

To customers who reside in rural routes we recommend the use of our prompt post service.

At our store all little conveniences such as phones, directories, writing materials, etc. are provided for our customers.

Service is the Thing

Snapp's La Grande Pharmacy

ALVIN SNAPP, Proprietor

MAIN 40

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

SHERRY'S

TODAY and TOMORROW

WALLACE REID

— IN —

'Sick Abed'

A Paramount Aircraft Picture
Symptoms: Sinking spells, dizziness,
fluttering of the heart, sudden bursts
of woe or merriment.

Diagnosis: Emotional hyperstrabismus of the mental optics—or love.

Treatment: A beautiful nurse before,
after, during and between meals.

Latest Bulletin: Patient rapidly
growing worse. Public is called in con-
ference. Contagion certain. You'll
break out all over with laughs.

WITH BOBE DANIELS AS NURSE

Also Showing "THE LOST CITY"

The Big Wild West Story

MAN HAS NEVER SCALED PEAK

MT. EVEREST IS OFTEN CALLED
"ROOF OF THE WORLD."

Towers Above the Frontiers of the
Hitherto Forbidden Land of
Tibet, in India.

NEW YORK, Jan. 25.—Mt. Everest, the Himalayan peak called "the roof of the world" which Sir Francis Younghusband, the British soldier-explorer, will attempt to climb next summer, has never yet been scaled by man.

Towering above the frontiers of the hitherto forbidden land of Tibet and the remote province of Nepal, India, another land of mystery, the difficulties in even approaching Mt. Everest have been sufficient to baffle explorers.

The world's highest peak lies in Tibet north of the British Indian border, yet, so far as known, no European has ever approached nearer than 60 miles from its base and few travelers have ever seen its upper slopes.

The attempts which have been made to ascend some of Mt. Everest's sister peaks of the Himalayas have usually been made through Nepal because access to them through Tibet was not open. The approach to Mt. Everest, through Tibet is said to be more accessible and present greater prospects of success than from the Nepal side.

Sir Francis Younghusband, announced that the Tibetan government had granted his permission to attempt the ascent of the mountain by the Tibetan route. It was Sir Francis, who, as Colonel commanding a British mission to the Forbidden City of Lhasa in 1903-05, opened Tibet to civilization.

Mt. Everest, named for Sir George Everest, famous British Surveyor General of India, is the highest known mountain in the world. Its trigonometrical altitude is 29,002 feet; its probable height is 29,141 feet. The next known highest of the Himalayan peaks are Kanchenjunga, 28,225 feet and K-2, or Bride Peak, whose altitude is 28,101 feet.

The intrepid Duke of Abruzzi, who reached the top of Mt. St. Elias in Alaska (18,924 feet) and who at one time held the record of "farthest north" in Arctic exploration, tried to climb K-2 or Bride Peak, in 1909 but failed because from whatever point of the compass he advanced, he could find no way up to attain the summit. At 24,600 feet he and his companions were in good physical conditions although progress was slow and laborious; a thick mist warned them that to go on "would have been madness." This achievement of the Italian explorer, however, is the world's record for mountain climbing. Bride Peak is in the Karakoram Himalayas. Besides it and its two higher sister peaks, there are in the Himalayas no less than 72 peaks above 24,000 feet, 48 above 25,000, 16 above 26,000 feet and five about 27,000 feet.

Mountain climbing is one of the most ancient as well as fascinating forms of adventure. Its chief dangers are avalanches, landslides, falling rocks, blizzards, falling ice, falls from precipices or into crevasses, falls from ice slopes or down snow slopes.

Sir Francis announcement of his intention to attempt this mountain climbing feat recalls the exploits of two American women—Mrs. Fannie R. Workman and Miss Annie S. Peck—and their conquest of some of the highest peaks in Asia and South America.

Mrs. Workman, in 1899, 1903, 1906 and 1908 made ascents in the Himalayas, including one of the Nun Kun peaks whose summit is 23,200 feet high, or more than half a mile above the apex of that forbidding sentinel of the Alaskan silence, Mt. McKinley. Miss Peck in 1908 negotiated the top of Mt. Huascarán in the Peruvian Andes, a height of 21,812 feet and three years later she climbed the two peaks of the volcano Comana.

Some of the notable mountain climbing peaks of history and the year in which the peaks of the various mountains were attained follow: 1744, the Titlis, the first true snow mountain; 1786, Mt. Blanc's summit reached for the first time; 1811, the Jungfrau; 1812, the Finsteraarhorn; 1813, the Zermatt Breithorn; 1820, Peck's Peak; 1834, the Wetterhorn; 1855, the Monte Rosa; 1856, the Matterhorn; 1879, Chimborazo; 1883, the Cordillera; 1888, the Selkirk; 1897, Aconcagua; 1908, the Bolivian Andes; 1909, Sikkim in the Himalayas; 1909, Mt. Ruwenzori. There have been no pre-eminent achievements by explorers since the last named date.

Message in Vogue in Japan.
Massage is much in vogue in Japan and a notable feature of any Japanese town toward evening is the blind massager as he walks along, announcing himself with his peculiar whistle, in search of work, which he can always find in plenty.

But it is—fish it on.
Our Cambridge at 37c and 47c. It is as necessary as a good oil to machinery. In case of cold, grip, sore throat, pneumonia, there is nothing better.

Life Calls for One's Best.
To make a success of life you must be alive to it with your eye on the job. Diversion will stimulate far more intensive effort, but the effort itself must have no diverting influence. "This one thing I do," says the apostle, and doing it he wins. Keep your eye on the ball and put your best into the game.

Wonderful Vatican Library.
The Vatican library is the most sumptuously housed of all libraries and contains some of the most precious manuscripts in existence. The printed books include over 2,000 volumes in the fifteenth century, many of them written in gold. The library is said to contain over 2,000 volumes.

Shoe Three Feet Long.
The latticed sneaker resembles in a general way a large tennis racket with the handle missing. The body of the shoe is two or three feet long and twelve inches or more wide at the broadest part, says the American Footwear Magazine. The rim is of artificial leather or skin. The sole is made of each, birch, maple, ash or spruce.

Compound Syrup and Eucalyptus
Buttoughs.

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Fraternal Directory

R. P. O. MOORE—La Grande Lodge No. 413. Lodge opens each Thursday evening at 8 o'clock. Social and club privileges cheerfully extended to all Brother Elks.

CHAS. R. HAWKING, Excelsior Club. E. L. PEARSON, Sec'y.

WOODMEN OF THE WORLD—La Grande Camp No. 155. Meets every first and third Monday at 8 o'clock. All visiting woodmen welcome. Dues payable at the office of the clerk. Rooms 21-22, La Grande National Bank Bldg.

MODERN WOODMEN OF AMERICA—La Grande Camp No. 703. Meets on the first and third Thursday evenings of each month in the K. of P. Hall. All visiting woodmen welcome. H. G. BALL, V. C. JAKE ROSTOCK, Clerk.

A. F. & A. M.—La Grande Lodge No. 413. Lodge opens each Thursday evening at 8 o'clock. Social and club privileges cheerfully extended to all visiting Knights. Rooms 21-22, La Grande National Bank Bldg.

KNIGHTS OF PYTHIAS—Red Cross Lodge No. 27. Meets every Monday evening in Castle Hall (K. of P. Hall) at 8 p. m. All visiting Knights welcome to all visiting Knights.

WOMAN'S BENEFIT ASSOCIATION of the Moosehills, La Grande Lodge No. 97. W. B. of M. Lodge meets first Thursday at 8 p. m. and third Wednesday at 8 p. m. at K. of P. Hall. Visiting Sisters welcome. NOIDA B. MACKAY, Commander. BAHIL L. LANDRETH, Record-keeper.

O. E. S.—Hope Chapter No. 12, O. E. S. holds state communication the second and fourth Wednesday of each month. Visiting members cordially welcomed. MISS CARRIE RIVER, V. S. MARY A. WARRICK, Sec'y.

P. O. GARLES—Acacia No. 155. Meets every Friday night at 8 o'clock. Visiting members welcome. J. M. MURKIN, V. P. J. BIRDSELL, Sec'y.

Professional Directory

H. M. MALONEY—Income Tax Advisor. Foley Hotel, La Grande, Ore.

OSTEOPATHIC PHYSICIANS

DR. J. L. INGLE and DR. MARGARET INGLE—Diseases of women and children a specialty. Office Phone Main 196. Res. Phone Main 126. La Grande National Bank Building.

PHYSICIANS AND SURGEONS

DR. J. L. McPHERSON—Dentist. Suite 4-5, over La Grande National Bank building. Phone: Office, Main 719. Residence, Main 1961.

E. G. KIRBY, M. D.—Physician and Surgeon. Office over Red Cross Drug store. Phone, office Main 22. Residence Main 76.

NATURE CURE

DR. A. N. MAYVILLE—Specialist in chronic diseases. Methods, Mechanism, Therapy and Naturopathy. Skin and Blood Diseases, Nervous Diseases, Chronic Headache, Rheumatism, Appendicitis, Constipation, Liver Troubles, all kinds of Chronic Diseases successfully treated. Phone Black 2314. Room 1-2, 3 second floor, Columbia Hotel, opposite State Theatre. Office hours, 10 to 12 a. m. 1:30 to 4:00 p. m. Consultation free.

ATTORNEYS

QUHRAN & EBERHARDT—Gen. & Comm. and Colon B. Eberhardt. Attorneys. La Grande National Bank Building.

J. GREEN, Attorney at Law—Practices in all State and Federal Court. Office La Grande National Bank Building.

J. KITCHEN, Attorney at Law—Practices in all Courts. Office Rooms 21-22, La Grande National Bank Building. La Grande, Oregon.

CONTRACTORS

D. J. McLELLAN—Registered professional Civil Engineer, surveying and maps. Rooms 12, La Grande National Bank building. Phone Main 51.

ARCHITECTS

A. MILLER, Architect—Room at La Grande National Bank Building, La Grande, Oregon.

Atmospheric Action

The atmosphere of the earth acts very much in the same way as does the glass of a greenhouse—it allows the rays of the sun to pass through, but imprisons the heat. This is a cooler on the top of a mountain than at the sea level, because, though the mountain top is nearer the sun, the atmosphere is much less dense.

No Dinger

The housewife, which, though allied to singing hanches, never sings when in natural conditions, has been converted into a singer by bringing it up in company with piping bullfinches.

Don't forget to get your
Your very greatly improved
species, according to the nature of the
nature of the species, the variations
being confined to their color, size
and shape. The housewife, which, though
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J. C. PENNEY COMPANY—A NATIONWIDE INSTITUTION

The Low Prices

you have been waiting for are here!

Reconstruction Prices

—PREVAIL THROUGHOUT OUR ENTIRE STORE. YOU CAN ALWAYS DEPEND UPON THE J. C. PENNEY CO. FOR THE LOWEST POSSIBLE PRICES ON DEPENDABLE MERCHANDISE.

—THERE HAS BEEN A DECIDED DROP IN THE MARKET. WE HAVE MET THIS NEW CONDITION BY RE-MARKING OUR ENTIRE STOCK, BASED ON THE NEW LOWER COSTS.

—PREVIOUS COSTS HAVE BEEN DISREGARDED. A COMPARISON OF OUR PRICES WITH SO-CALLED SALE PRICES, WILL CONVINCE YOU THAT WE DO SELL FOR LESS.



Ladies' Coats \$9.90

There are just twenty-five coats left at this price. They include velvets, velours and silvertones, in varying colors and over many different styles. This is surely a wonderful opportunity to save.

For Spring

Ladies' woolen dresses. Just seven came today, but from now on there will be several shipments each week. The new spring styles for spring are indeed beautiful. You should see them as they arrive, and our salespeople will be glad to show them. —ALL ARE AT

Reconstruction Prices!

OTHER THINGS NEW

HAIRBOW RIBBONS

Wide satins and taffetas, plain colors, plaids and flowered patterns. They are truly wonderful values.

Reconstruction Price 23c yd.

PLAIN MARQUETTE

Just ten pieces, in white and cream, with plain and novelty borders. This is your opportunity to supply your spring needs at a saving.

Reconstruction Price 25c yd.

LADIES' Lisle HOSE

You will appreciate the money-saving value of these. Black and brown only. A full-fashioned Lisle hose at a pre-war price.

Reconstruction Price 33c pr.

FOR MEN Spring Caps

New smart shapes in the newest cloths. Genuine Connara tweeds, novelty cassimeres and plain worsted. See them in one of our windows.

Reconstruction Prices \$1.49, \$1.98, \$2.49, \$2.98



J.C. Penney Co.

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