

"Snappy Service"

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

SERVICE

THE TRUE STANDARD OF EXCELLENCE.

No matter how fine the quality of goods offered or the manner in which they are displayed, a drug shop is not complete if it lacks the feature of excellent service.

This service must find application in many ways. It must extend from the careful selection of goods to their sale. It must also be applied in the laboratory as well as behind the sales counter.

Service is featured at our shop in every way possible. Courteous salespeople give customers prompt attention—substitution is never suggested—free delivery is offered—prescriptions are called for and delivered.

If you will trade with us a limited time, we feel sure that our exemplary service will inspire you with a feeling of security that will cause you to become a regular customer.

Snapp's La Grande Pharmacy

ALVIN SNAPP, Proprietor

MAIN 40

EASTER

The giving of Easter Gifts and Cards is becoming more and more popular. And when you select from our stock, you are assured of the best quality at right prices.

NEWLIN BOOK & STAT'RY CO.
LA GRANDE : : : OREGON

OBSERVER WANT ADS GET RESULTS

VIKING—the Separator Preferred by Women

The Viking Separator is the woman's choice. In designing this machine the manufacturers not only have in mind the attainment of skimming; but ease of operation; simplicity in construction and mechanical excellence.

VIKING CREAM SEPARATOR

It is easy to clean and keep sanitary. Built the correct height for comfortable operation. There is no leaning over to turn the crank. Examine the illustration closely. Come in and let us demonstrate a Viking to you.



THE BRADNER COMPANY Jarvis Emigh, Manager, La Grande.

A CLASSIFIED AD WILL DO IT.

SHERRY'S

—LAST DAY—

SAMUEL GOLDWYN Presents

TOM MOORE

TOBY'S BOW

You park your troubles outside when you see Tom Moore in "TOBY'S BOW" — It's crammed full of giggles, smiles, laughs and roars. A story of New York high life and Southern love.

ALSO SHOWING VOD-A-VIL MOVIES.

FORUM

CLEAVER CLAIMS PRICES ARE LOW.

LA GRANDE, Mar. 18.—To the Editor of the Observer, Dear Sir: The climax of absurdity has been reached in the lengthy article headed "Farmers Look Into Meat Cost" in the Observer under date of March 16, 1921.

We do not question Mr. Stackland's knowledge of the cherry business, but his efforts to discredit established meat concerns, whose reputation for honesty and square-dealing is, to say the least, equal to his own, shows him to be either grossly ignorant of the whole matter or willfully and maliciously making false representations.

It may also be noted that Mr. Stackland kept the hind quarters of the animal, in which the choice cuts are found, for his own use. This is also characteristic.

Mr. Stackland's statements relative to the weights of the animal alive and dressed are so impossible as to need no refutation among people who have given the matter even a moment's thought.

Mr. Stackland sold the front quarters for 12c a pound. The meat markets of La Grande have been selling front quarters of beef regularly during the past three months for from nine to 10 cents a pound. These front quarters were not from fairly fat meat either, but from animals fully fattened and made entirely fit for human consumption.

Mr. Stackland evidently "hooked" his friends for three cents a pound for inferior beef—can you beat it?

The assumption that the public is being deliberately defrauded by the retail meat markets is false and unfair. We are maintaining a high class of service, supplying the public continuously with just the kind of meats it demands, operating under the highest rent cost ever known and still paying the high scale of wages which skilled labor demands. If the public wishes to pay Mr. Stackland 12c a pound for meats which they can buy from us for 10c, that is the public's loss and Mr. Stackland's gain and we do not wish to interfere. We do not believe, however, that the thinking people of this valley, especially those who, like ourselves, are faced with the problem of making a fair and just return on our business investments, will be deceived by Mr. Stackland's propaganda, which, intentionally or otherwise, is false and misleading.

Any honest investigation of the meat business in La Grande can easily be shown that our prices are just and are fully in line with all other business as conducted under present conditions.

Producers of good quality beef cattle in the valley receive as high as 63-4 cents per pound and the present time for cattle, and not from \$35 to \$45 per head, as stated by Mr. Stackland.

Mr. Stackland is evidently unwilling to apply the same standard of values to quality in beef that he does in cherries, otherwise he would concede to producers of inferior cherries a right to receive a price equal to that received for the finest Gage product. Would he grant such a thing? Certainly not! Yes, he loudly complains because he is not offered a high price for an animal not properly fattened and unfit for market.

Many of Mr. Stackland's statements are impossible of verification and the whole article shows conclusively that he has given his friends a "bum steer" literally and is trying to prejudice the producer of the valley against the middlemen, who are endeavoring to be fair to both producer and consumer alike.

Very sincerely,
H. H. CLEAVER,
of the Grande Ronde Meat Co.

KITCHEN AND THE CLUB GO HAND IN HAND.

PORTLAND, Mar. 14.—Editor, La Grande Observer: As editor of a very small publication, The Clubwoman's Bulletin, I feel overpowered to think we have won recognition from an honest-to-goodness senator of Oregon and a really, truly newspaper. I appreciate the editorial of March 8, which some good friend has sent me. The publication, so far, has not brought me glory or thanks and it certainly didn't bring me any cash, for I get that Bulletin up for the federation without money and without hope of any returns. So, you may imagine I feel flattered to be so well noticed by you. The Club bulletin is written for clubwomen, but I will tell you a few things that I think about the kitchen club and the kitchen and the club.

In the first place, I want to say that the women who keep their homes clean and bright, who rear their children well, who are good wives, mothers and housekeepers, are the very best women in all the land. To them be all the honor and tribute they deserve.

But to these very women—of the kitchen club—you might say, the woman's club often is a great blessing. In the rural districts, oftentimes little clubs have been formed and these home women and the women have planned for days in advance to be ready for the meetings. I think very few have neglected home or babies to get to the club meeting. At these gatherings they have received new inspirations, new ideas, have felt that they were a part of some social organization. The women in the small towns have gained considerable from

the club meetings, too, and when they went home they have been able to give their little ones more attention. They have taken a greater pride in their ability to cook and to house-keep when they felt their efforts would be compared with those of the other members. Sometimes the little kitchen clubber hires someone to take care of the children on the big day when the Woman's Club of the Literary Club meets and sometimes she gets her sister or cousin to drop in and look after things while she goes on this great outing. The woman who neglects her home or her children for a club wouldn't stick to her duty well anyway, the club would not be to blame. The woman who runs to meetings and tells other people how to take care of their children and who neglects her own, will be found out soon. It isn't the club that is to blame—she'd neglect the home anyway.

I know what a boon the club is to the young kitchen club member for I was one of these for a good many years. On the great club day I got my work done a little quicker than usual, prepared all the vegetables early in the morning, made the salad dressing, the soup and the dessert in the morning and arranged for someone to take care of the two kiddies until I should return. What I did, scores of others do. The Club, like any other diversion, must not be overdone, but it certainly is a good thing. The parent-teacher circle is another splendid institution. But no woman should neglect her babies for the best club or society in the world.

It's a joy to take care of the little children, to wash for them day after day, to care for them through measles, mumps and whooping cough, to do the baking, the sewing and the general housework and it gets results, but oh, my dear man, it does get monotonous, and to those who do all these things, the occasional club meeting is so refreshing.

The women of La Grande who made the delicious breakfast served last year when we were enroute to the state convention at Enterprise, are regarded as splendid clubwomen. But they certainly must be kitchen clubbers of the very greatest ability, too. Never have I tasted such food as they served that morning. I don't know the names of the women who made that pineapple-peach-apricot-orange mixture, or of those who fried that crisp bacon and the eggs done just to a turn, but they have my unbounded gratitude and appreciation—they are the best of all clubwomen—kitchen clubbers.

I have spoken at length on the young club women, but want also to say that the federated club is of great help to the older women—those who have reared their families and who are lonely and in need of some special occupation. It is the busy woman who can accomplish the most and the older clubwoman can give time to serve on committees, to wait on the city council and get the parks and playgrounds and the child welfare clinics and bureaus started.

The next issue of the Bulletin will stress child welfare and the care of the home.

I thank you. At present I am doing society work for the Oregonian and, at odd moments, mothering 170 boys at Hill Military Academy.

Yours very truly,
EDITH KNIGHT HILL,
Hill Military Academy.

UNCALLED FOR LETTERS.

Gentlemen—Jose Gonzalez, Dan Gray, Ladies—Mrs. J. Bann, Mrs. A. B. Bradshaw, Miss Pearl Carter, Miss Nell Gravel, (2), Miss Minerva Merritt.

The above letters will be sent to the dead letter office if not called for before April 1. In calling for the above please say advertised, giving date of lat. E. E. BRADG, C.M.

—FORD REPAIR SHOP—

Brausecom & Wilson Cor. S. Fir and Monroe Sts.

- Overhaul Ford Motor and Transmission \$10.00
- Overhaul Differential 4.00
- Grind Valves and Clean Carbon 2.50
- Fitting in new Rod or Piston 3.50
- Refining Brake Bands 3.00
- Clean Carburetor, Timer, Gasoline Pipeline, Test Coils, Plugs and Magnet Current 2.00

I have had Eight Years' Experience in Ford Repair Shop — All Work Guaranteed.

J. C. PENNEY COMPANY—A NATIONWIDE INSTITUTION

LADIES' DRESSES

—FOR SPRING AND EASTER—



Our Easter showings are now complete. The newest and best of the Eastern fashions are here. There are beautiful models, of Georgette, Crepe de Chine, Canton Crepe, Tulle and Woolen Fabrics, in navy, brown, and the brighter Spring colors.

Visit our Ready-to-Wear Section—see them in our windows. As always, your savings are greatest here.

Prices \$14.75 \$16.50 \$18.50 \$22.50
\$24.75 \$28.50 \$32.50 \$36.50



Easter Millinery

Easter Footwear

J. C. PENNEY COMPANY—A NATIONWIDE INSTITUTION

Conquer False With True.

The only way to conquer a false idea is to set up against it a true one. The world, while willing to take what it gets, is ever searching for something better. Constructive criticism has built the structure of today on the mistakes of yesterday.

Couldn't See It That Way.

As the Mojave prospector remarked when he was hotly pursued by an enraged lady bear whose cubs he had disturbed: "I find that the old copy-book matter, 'Be chaste and you will be happy,' has some blazin' exceptions."—Los Angeles Times.

— COMING —

"U. P. TRAIL"
A Zane Grey Story

ISLAND CITY CHURCH

WILL OBSERVE PASSION WEEK.
Services Each Night at 7:30, Beginning March 20.
—HIS LAST WEEK—

The story of the Passion and Resurrection of Jesus will be illustrated each night by the wonderful paintings of James J. Tissot, as follows—
SUNDAY—From Jesus' journey in Tyre and Sidon to the healing of the man born blind.
MONDAY—Gathering opposition and Perean Ministry to visit at the home of Zaccheus.
TUESDAY—First three days of Holy Week.
WEDNESDAY—Conspiring against Jesus to His arrest.
THURSDAY—Trials and Condemnation of Jesus.
FRIDAY—Crucifixion of Our Lord.
SUNDAY—The Resurrection and the Ascension.
ILLUSTRATED HYMNS EACH NIGHT.
—COME AND WITNESS THE GOSPEL IN ART—

More Prunes

- CHOICE SALEM PRUNES, 11 lbs. \$1.00
- SPLIT SALEM PRUNES, 8 lbs. \$1.00
- CHOICE PEACHES, PEAR, APRICOTS, 2 1/2 tins, 5 for \$1.00
- CRISCO, 3 lb. tin 66c, 5 lb. tin \$1.98
- MARSHMALLOW SYRUP, 5 lb. tin 73c, 10 lb. tin \$1.35
- KELLOG'S CORN FLAKES, 2 pkgs. 25c
- LUX, 2 pkgs. 25c
- DUTCH CLEANSER, 3 cans 25c
- SHORTENING, No. 5 tin 89c

HARRIS GROCERY

TURN THE CORNER AT CARR'S, ONE BLOCK ACROSS THE TRACK ON FIR ST.
PROMPT DELIVERY SERVICE.

— COMING —

"U. P. TRAIL"
Zane Grey Story