

ACHIEVEMENTS

OF THE YEAR



1930

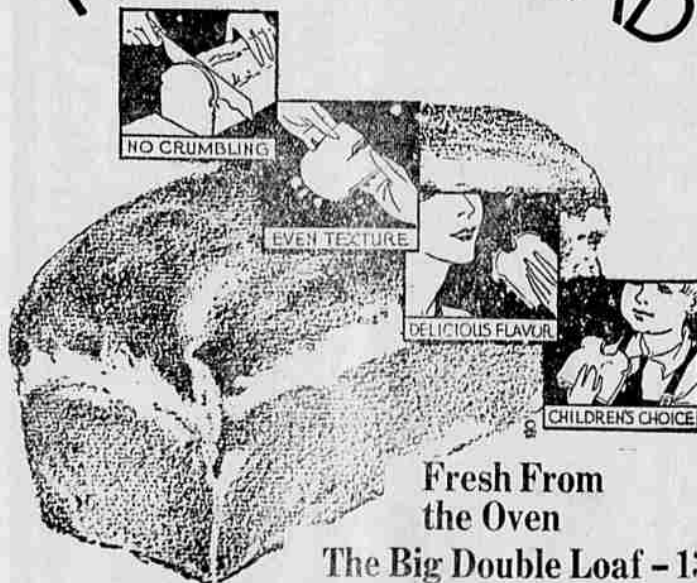


THE year 1930 has been a year of great achievements — achievements in all branches of human endeavor. The last of the unknown lands—a mysterious, rugged continent—yielded its frozen secrets to the curiosity and ingenuity of man—to the last of the great explorers; and the name Byrd was added to the golden roster of Columbus, Magellan, and DeSoto. Man knows at last the globe he lives on, and constantly narrows its vast distances through further conquest of the air.

MEANWHILE the sun's family of eight planets becomes nine, as the unsatisfied astronomers continue to delve into the secrets of the heavens. Steel-nerved Bobby Jones claims victory on the fairways for the fourth time, an unequalled exhibition of skill and stamina. Physicians hail the invention of the Drinker Respirator—the almost human machine which succeeds when nature fails, taking up the rhythmic burden of paralyzed lungs.

TRIUMPHS all! Progress everywhere! And we should not ignore the countless improvements which join in making our every day lives healthier and happier—triumphs perhaps not so romantic and spectacular, but of no less significance to the American people. For instance, right here in La Grande has been perfected an utterly new loaf of Bread—Dutch Maid Real Malted Milk Bread—which housewives recognize as an unequalled combination of goodness and true value.

PERFECT BREAD



Fresh From the Oven

The Big Double Loaf - 13c

Ask Your Grocer for
DUTCH MAID
REAL MALTED MILK BREAD

CERTAIN things about Dutch Maid Real Malted Milk Bread make it stand out and above all other bread. First of all, the ingredients are right—there is no guess work—all materials must pass the most exacting tests before we will consent to use them. Then, these ingredients are skilfully blended and baked by the very latest process—the result of years of scientific research. And all the equipment of our bakery is of the most advanced design.

THIS fine twin loaf weighs a full pound and a half, and while its price may be slightly higher than that asked for ordinary bread, you obtain so much more for your money that there is no wonder that Dutch Maid Real Malted Milk Bread has become so popular in La Grande. We honestly believe there is no taste it will not satisfy, and whether you buy bread for its flavor or for the sake of economy, you cannot go wrong in choosing this new loaf.

AT your grocer's, in addition to Dutch Maid Real Malted Milk Bread, you will find our famous Butter-Nut Cakes, fresh from our spotless ovens. If you will save twenty wrappers from either Butter-Nut Cakes or Dutch Made Real Malted Milk Bread, and take them to your grocer, he will give you free one of these delicious Butter-Nut Cakes, which usually sell for 25c. We thank you for your appreciation of the high quality of our bakery goods, and assure you that we shall do all in our power to continue to merit your patronage and good will.

LA GRANDE BAKERY

K. J. McWILLIAMS, Proprietor

"A Strictly Home-Owned Bakery"