



*What are TODAY'S
lowest prices on—
Groceries? Shoes?
Furniture? Drugs?
Women's Apparel?
Clothing?*

Do YOU Know the
ANSWERS?

YOU should! For only by knowing TODAY'S market offerings and their various prices can you possibly spend your daily household allowance to greatest advantage. Without accurate knowledge of the correct answers to these questions you cannot pass an "examination" in the "class" of household economy with flying colors.

And really, this vitally necessary information is so easily acquired. A moment or two a day, spent in carefully reading your "text book" (the advertisements in this newspaper) and you learn not alone what the day's markets afford, but exactly where the items you want and need may be obtained TODAY at the most advantageous prices. These advertisements are published as your guide to economy. You owe it to the family purse to "study" them and thereby enjoy all the benefits they offer.

**Watch the Food Pages
Every Thursday and Friday**

THURSDAY and Friday editions of this newspaper contain the weekly **FOOD SECTIONS**. . . On these days, particularly, the manufacturers of nationally known food products as well as the local merchants dealing in all manner of food-stuffs call **YOUR** attention to their offerings. Form the habit of reading these pages regularly. You'll be agreeably surprised at the savings such reading makes possible.

The La Grande Evening Observer

THE ONLY DAILY NEWSPAPER IN UNION AND WALLOWA COUNTIES