

SPEEDER PAYS \$10.00 TO CITY

The first arrest for speeding made in La Grande for several weeks cost R. C. Paisley \$10. This was the amount of the fine assessed by Judge L. B. Moe in city court, after the police brought Paisley before the jurist.

NEW RESIDENT FOR HILGARD

Mr. and Mrs. Burt Abel, of Hilgard, are receiving congratulations on the birth of a daughter this morning at the Grande Ronde hospital. The baby weighed seven and one-half pounds.

SOAP COMPANY PLANNING BIG AD CAMPAIGN

An announcement has just been made by E. M. Pinchout, sales and advertising director of the White King Soap company, manufacturers of White King granulated soap, of one of the largest and most extensive advertising and marketing campaigns ever conducted by this concern, in promoting White King granulated soap, during the coming year.

This campaign, according to Mr. Pinchout, will be extended throughout the western half of the United States, and will embody the use of newspapers, billboards, and car cards. Ample consideration also has been given to dealer displays and novel forms of developing consumer demand.

White King granulated soap is the development of many years' experimentation to produce a soap with all the essential requirements of modern modes of living. Speed in dissolving, action that is positive and yet with a mildness that is harmless to the most delicate fabrics and color. It is a soap for every purpose, prepared essentially for its quality and performance rather than with a price appeal.

Mr. Pinchout points out that White King granulated soap requires a different process of manufacture than any other kind of soap. It is not lathered, nor does it contain any ingredient that does not have a definite duty to perform in aiding its efficiency.

These essentials make it possible to pack White King granulated soap in smaller, more easily handled containers, and secure the consumer of a product that will give them more for their money in the long run.

The La Grande Evening Observer is one of the newspapers that will share in the company's advertising campaign during 1934.

FRECKLES AND HIS FRIENDS by Blosser The Heckler!



TWO MEN HAVE SAME NAME; ONE SENT TO JAIL

Every so often someone in La Grande gets into trouble, and some other person who has the same name, is regarded sympathetically by his acquaintances.

Yesterday the Observer published an item about two men, one of them Lawrence Clark, receiving a jail sentence for vagrancy. But there is another Lawrence Clark in this city, who works for the Railway Express agency, who lives at 2605 North Birch.

Mr. Clark has not been in trouble and is not the man who is now confined to the city jail. Mr. Clark, of 2605 North Birch, is the son of Robert Clark, of 2705 North Depot.

TODAY IN BRIEF, IN AND AROUND OREGON

AS CHRONICED BY THE DAILY LEASED WIRE OF THE ASSOCIATED PRESS

TO OBSERVE LINCOLN DAY
PORTLAND, Feb. 1 (AP)—State-wide observance of Lincoln day at a dinner here Feb. 12 is being planned by a committee which is seeking representation from each county. Lamar Toome of Portland is general chairman.

When going to see your dentist, fortify yourself with the gladness thought that you are not a winkle (a spiral gastropod, if you must know.) It has 3550 teeth.

FITS--ATTACKS CURBED
There is new hope for victims of epilepsy, judging from the many who have tried Lepso, a home treatment. One user after another now writes that Lepso has relieved them of attacks. Its fame has spread for 25 years as one user has told another. If you suffer, send name, age and address to R. Lepso, Apt. 53, 131 E. Wright St., Milwaukee, Wis., and he will send a trial supply of this splendid treatment free.—Adv.

JACKSON IN CONTEST
SALEM, Feb. 1 (AP)—Paul T. Jackson, superintendent of schools at Klamath Falls and chairman of the executive board of the State High School Athletic association, will file application with the Salem school board for the position of city school superintendent here, he told the board yesterday following conferences with individual members.

TO COMPLETE NEW ROAD
PORTLAND, Feb. 1 (AP)—The Portland-Oregon City super-highway will be completed by Oct. 1, highway officials said here today, after having selected the front street route through Milwaukie. The controversy

A Complete Printing Service
Quality Counts
NELSON Oppo. P. O.

COMMUNITY CASH STORE
SPECIALS FOR FRIDAY & SATURDAY, FEB. 2-3

Salad Dressing Kraft's Miracle Whip Pint Jar . . . 17c Quart Jar 29c	Sunbrite Cleanser 3 CANS 14c Double Acting
Flour Sperry's Queen Anne, guaranteed hard wheat, 49-lb. sack \$1.69	Leslie's Salt Plain or Iodized, 2-lb. carton, 2 cartons 15c
Palmolive Soap For your complexion, 14c 3 bars 14c	Roiled Oats Fresh stock, 9-lb. bag 39c
Mayonnaise Best Foods PINT JAR 25c	Sugar Fine Granulated 50 LBS. \$1.11
Coffee High grade vacuum pack, 1-lb. tin 23c	Aged Cheese Brookfield full cream, lb. 14c
Soap White Laundry, quick suds, 10 bars 19c	Rib Boil Very meaty, 3 lbs. 21c
Eastern Bacon 2 LBS. 35c	Beef Roast Choice Steer Best, POUND 10c

Three Officials Of Oil Co. Lose Appeal in Frisco

SAN FRANCISCO, Feb. 1 (AP)—Conviction of J. A. Talbot, C. M. Fuller and E. W. McKee, officials of the Richfield Oil company on charges of embezzlement were affirmed by the state supreme court Wednesday.

FIGHT POSTPONED
MIAMI, Fla., Feb. 1 (AP)—Because of unfavorable weather conditions the 15 round heavyweight title bout, scheduled for tonight between Champion Maxie Rosenbloom and Joe Knight, of Cairo, Ga., was postponed today until Monday night.

How One Man Lost 22 Pounds

Mr. Herman Bunka of Detroit writes: "A few lines of thanks from a rheumatism sufferer — My first bottle of Kruschen Salts took all of the aches and stiffness out of my joints — with my first bottle I went on a diet and lost 22 pounds and felt like a new man."

Here are 8 GOOD REASONS why you should use WHITE KING

1. DISSOLVES THOROUGHLY — even pure, tiny granule dissolves with absolute completeness in even the hardest water!
2. SAVES TIME IN SOAKING — instantly it penetrates deep within the mesh of fabrics and loosens all-embedded dirt!
3. REQUIRES LESS RUBBING — aided by gentle agitation, its thick, active suds absorb and whisk the loosened dirt away!
4. RINSES OUT COMPLETELY — leaving fabrics amazingly free of the usual "soapy film" that makes them dull and dingy!
5. WON'T SHRINK OR FADE — works perfectly in lukewarm water, which is safest!
6. MAKES IRONING EASIER — with no "gummy" residue left on fabrics — your iron glides ever so smoothly, without scorching!
7. ADDS LIFE TO FABRICS — by preserving the strength and suppleness of fibres and keeping beautiful colors bright!
8. COSTS LESS TO USE — being a pure soap, condensed, a little does a lot! A cupful does an entire family washing!

WHITE KING GRANULATED SOAP FOR FINE FABRICS

WHITE KING caused a sensation when it was first introduced years ago. Today this Original Granulated Soap is still the most outstanding soap value money can buy!

WHITE KING contains a balanced blend of purest and best vegetable oils. Save with safety — use White King Granulated Soap for every household need! Get a package from your grocer, today.

QUALITY AND CONVENIENCE . . . PLUS ECONOMY

Grande Ronde Meat Company
FRIDAY and SATURDAY SPECIALS
Main Store, Hoover Market and Fir Street Market
Phone Main 75 Phone Main 755 Phone Main 700

We have purchased a car of choice steers from Harry Ruhl, Grande Ronde Valley products, and slaughtered in our own sanitary plant. Try one of these steaks or roasts. You'll be pleased.

PORK SAUSAGE 3 lbs 20c
100% Pure Pork

BACON BACKS Very choice, Pound 12c	LIVER Pound 5c
PORK ROAST 1 lb 9c Choice Shoulder Cuts.	
FRANKFURTERS Weiners, choice, 2 Pounds 22c	SHORTENING Pure, wholesome, 4 Pounds 23c
PICNICS Fresh, Not Smoked 7 1/2c lb	
HAMS Choice sugar cured, Pound 15c	SMELT Fresh Columbia River 3 lbs. 25c

Your School District No. 1, County, and City Warrants at face value in exchange for merchandise.

McClay's Stores
Store No. 1 — 1704 Adams Phone Main 515 Member of N. R. A. Store No. 2 — 2916 N. 2nd. Phone Main 109

FRIDAY AND SATURDAY SPECIALS

Coffee McClay's Best If you enjoy a real flavor in Coffee, try a pound of this, 1-lb. pkg. **29c**

PURE LARD Cello Wrap, 4-lb. pkg. 33c	PEAS Tender and Sweet, No. 2 tin, 3 tins 29c
SALAD DRESSING Miracle Whip Pint 17c Quart 29c	RINSO Large Pkg. 21c
CRACKERS Snowflakes, 2-lb. caddy 29c	MILK Mount Vernon, 3 cans 17c
HEALTH NUGGETS You'll enjoy this breakfast food. It is made in the Grande Ronde Valley, 4-lb. pkg. 16c	CHILI CON CARNE Flavor Foods, 3 cans 27c
Walla Walla SPINACH Fancy quality, No. 2 1/2 Cans 25c	BEEF ROAST Fresh cuts, Pound 8c
Walla Walla SPINACH Fancy quality, No. 2 1/2 Cans 25c	PORK CHOPS No cold storage, Pound 15c

Vaporized Vegetables . . . Always Fresh, Clean and Appetizing.
ORANGES Sweet & Juicy 2 doz. 49c LETTUCE Lge. Solid Heads 2 for 9c DRY ONIONS GRAPEFRUIT 6 lbs. 15c

RAISINS 4 lb. Bag . . . 19c
Thompson Seedless

COCOA Rockwood, 2-lb. Tin 19c	SUGAR Brown or Powdered, 5 lbs. 29c
WALNUTS 1 lb 12c Oregon No. 1	CRACKERS Snowflake, white or graham, 2-lb. caddy 29c
CRACKERS Snowflake, white or graham, 2-lb. caddy 29c	Snowdrift Shortening 6-lb. Tin 79c
PINEAPPLE 20c Monarch Fancy, Sliced . . . No. 2 1/2 tin.	TOILET TISSUE Ambassador, 6 rolls 29c
TOILET TISSUE Ambassador, 6 rolls 29c	WHITE KING Granulated Soap Large pkg. 29c
COFFEE 1 lb tin 27c Chase & Sanborns Dated	