

TODAY'S BIGGEST VALUE!



WHITE KING costs less because it SAVES so much

Kay White explains why this ORIGINAL GRANULATED SOAP makes Clothes and Household linens last longer...

"WHITE KING, the perfectly blended nut and vegetable oil soap, is the one soap which makes a noticeable difference in woolens and blankets. WHITE KING vitalizes all woolens, making them elastic and springy, keeping them strong and flexible—materially lengthening their life! "Lovely, bright colors retain their fresh beauty, and their 'newness' because WHITE KING'S pure, amazingly active suds cleanse so thoroughly...and yet so gently, so safely! "To help balance your budget, use WHITE KING—Today's Biggest Value, by far!"

WHITE KING THE ORIGINAL GRANULATED SOAP

GRANULATED FOR CONVENIENCE...CONDENSED FOR ECONOMY

1. DISSOLVES THOROUGHLY
2. SAVES TIME IN SOAKING
3. REQUIRES LESS RUBBING
4. RINSES OUT COMPLETELY
5. WON'T SHRINK OR FADE...
6. MAKES IRONING EASIER
7. ADDS LIFE TO FABRICS...
8. COSTS LESS TO USE....

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper
Phone Main 600

H. W. FREDERICKS Publisher and General Manager
HAROLD M. FINLAY Business Manager

Published evenings, exception Sunday, at 1710 Sixth street, La Grande, Oregon.
Entered at the Postoffice of La Grande, Oregon, as Second Class Mail Matter under act of March 2, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

MEMBER OF ASSOCIATED PRESS

The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited to it published here. All rights of republication of special dispatches in this paper and also the local news herein also are reserved.

National Advertising Representative
M. C. MOGENSEN CO., Inc.
San Francisco, Los Angeles, Seattle, Portland, Chicago
Detroit, New York

The Weather

WEATHER FORECAST
Oregon: Partly cloudy in the west and occasional snow or rain in the east portion tonight and Friday; moderate temperature; gentle to moderate southeast wind offshore.

LOCAL WEATHER
Wednesday: Maximum 51, minimum 38 above. Rain 41 of inch. Cloudy.
Today: Minimum 35, 7 a. m. — 35 above. Cloudy.

Oregon Mothers To Honor Boyer

PORTLAND, Feb. 22 (AP) — State and Portland groups of "University of Oregon Mothers," will meet here Friday night to honor Dr. C. V. Boyer, new acting president of the university.

W. L. Thompson, president of the "Oregon Dads," will extend greetings, and Dr. Boyer will speak.

THEATRE MAN VISITOR HERE

Guy E. Mathews, of The Dalles, who is to be associated with the La Grande Theatre, Inc., is here today conferring with other members of the firm.

WAXED PAPER'S A HELP AT DISH-WASHING TIME

Use plenty of waxed paper and it will save dish washing. The paper can be used for lining cake and bread pans, for holding candies to harden, for wrapping foods to be stored in the ice box and for wrapping cakes, cookies and lunch box contents.

FEWER COLDS **Vicks Vapo-Rinse**
NEW AID IN PREVENTING COLDS

SPIRIT OF WASHINGTON IS NEEDED TODAY

Rev. J. George Walz sounded a true note yesterday during his address at the Rotary club when he declared that the spirit and principles of the first leader, George Washington, is needed today. The faith, confidence, determination and Christian character of the Father of His Country would serve well could they be transplanted to the American nation now — giving us more of that greatness that resulted in the founding of this country to allow us to better face the problems of this modern age.

His was a wonderful character, one that shines down through the ages, and Mr. Walz aptly described it yesterday, and left his audience with renewed realization of the inspiration Washington left to his successors down through the generations.

Perhaps nothing better illustrates the true greatness of the man Washington in some respects than one little incident which Mr. Walz recited. It was that time when one of his soldiers, following early victories, found the general in a secluded place, praying for the safety and security of his troops and nation. The soldier returned to his comrades with this declaration: "The country is saved; Washington prays."

ATTEND TWO CELEBRATIONS

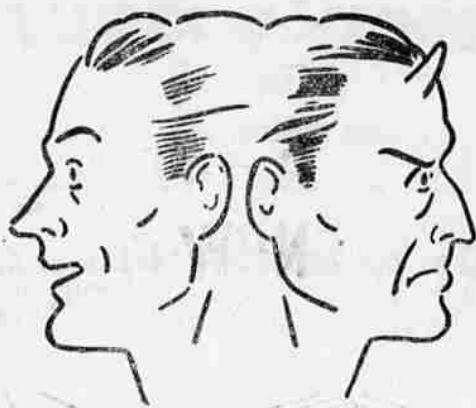
While in Boise and Jerome, Ida., Mr. and Mrs. E. C. Shellworth attended the celebration of two birthday anniversaries. Mr. Shellworth's father, J. P. Shellworth, of Boise, observed his 89th birthday, while her father, F. G. Nunn, of Jerome, celebrated his 78th birthday. They also visited in Twin Falls and returned to La Grande Thursday night.

New Yorkers Without Their Milk, Papers

(Continued From Page One)

expedition to the South Pole, made an attempt to fight his way through the drifts around his Connecticut home and then phoned his office that "Little America was never like this. "No matter how bad it was down there a man could get out and walk around," he said. "Here I can't get a hundred yards from the house." The huge drifts of snow, cleared yesterday from the main highways but still blocking most side streets, proved an effective barricade to coal trucks and it was not an uncommon sight to see a householder borrowing a few shovels of coal from a neighbor to keep the fire going.

It was too cold for sledding or skiing.



funny people, these men

When that person you've taken for better and for purse (such as it is) comes up your steps, it's pleasant to know that you've a coffee to please him. Men are particular; they're funny that way. But you'll find that the unvarying goodness of Hills Bros. Coffee is an unmatched treat for even the most exacting tastes. And for exacting pocket books, too! It may cost a penny or so more a pound than "bargain counter" coffees, but you don't drink coffee by the pound—you drink it by the cup. If you're a family of two or twenty-two, you'll like Hills Bros. Coffee because it tastes better and goes farther. Order Hills Bros. today and look for the Arab on the can!



Copyright 1933 Hills Bros.

Odd Fellows Begin Improvement Program

(Continued From Page One)

Tomorrow evening they are planning on putting on a surprise program, and the very nature of this program prevents them from publishing the participants in advance but it is promised that they have a treat for anyone who attends. In connection with the program, they also are

giving a dance, cards and a lunch all for a very nominal price. "The Harmonious Hayseeds" will furnish the music. The committee in charge says, "If you want to see a galaxy of lovely ladies and beautiful girls, who will amaze you, you should be present."

A special entertainment already is arranged for St. Patrick's day, the 7th of March, one for about the middle of April and one for May.

NEW WAY TO HOLD FALSE TEETH IN PLACE

Do false teeth annoy you by dropping or slipping? Just sprinkle a little Fasteeth on your plates. This new fine powder holds teeth firm and comfortable. No gummy, pasty taste or feeling. Sweetens breath. Get Fasteeth from Red Cross Drug Store or your druggist. Three sizes.

ECONOMY HINTS IGA **10c**

TOMATO JUICE 20-oz. Can **10c**

| | | | |
|--|-----|--|-----|
| WHEAT OR OATS Tarmation - Plain Large Pkg. | 19c | MAZOLA Quart | 32c |
| CREAM CEREAL I. G. A. 28-oz. Pkg. | 17c | POWDERED SUGAR 3 Lbs. | 19c |
| I.G.A. MARSHMALLOWS 6 1/2-oz. Pkg. | 9c | COCOANUT Sweetened, in bulk, Lb. | 21c |
| P & G SOAP 10 Bars | 27c | BISCUIT FLOUR I. G. A. Large Pkg. | 28c |
| IVORY SOAP Medium, Bar | 6c | SEEDLESS RAISINS I. G. A., 15-oz. Pkg. | 8c |
| SOAP Mission Bell, 5 Bars | 19c | Royal Club Stringless CUT BEANS or Tender Sweet PEAS, 2-11-oz. cans | 19c |
| CHOCOLATE I. G. A. Baking 1/2-lb. Pkg. | 15c | ALL BRAN Kellogg's Large Pkg. | 21c |

NOW THE CHANCE OF A LIFETIME!
Genuine Original Rogers
SILVERWARE
COMPLETE SERVICE
FOR ONE
\$3.50 Retail Value
95c
AND 30 IGA TOKENS
ASK YOUR IGA GROCER FOR DETAILS
UNLIMITED GUARANTEE BY INTERNATIONAL SILVER CO.

| | |
|---------------------------------------|-----|
| I. G. A. CAKE FLOUR Large Pkg. | 24c |
| Full Cream CHEESE Pound | 13c |
| Karo Red Label SYRUP No. 5 Can | 36c |
| CALUMET Baking Powder, 16-oz. can | 25c |
| Libby's PORK & BEANS Can | 5c |
| WHITE KING Granulated Soap, 1ge. pkg. | 29c |

MEAT DEPARTMENT

| | | | |
|---------------------------|-----|---|-----|
| Shoulder Roast | | Columbia River Dipped | |
| LAMB, lb. | 14c | SMELT, 3 lbs. | 25c |
| Smoked Cottage BUTTS, lb. | 10c | 1-lb. Pure Pork SAUSAGE | |
| Milk Fed Veal | | Large Pkg. I. G. A. PANCAKE FLOUR, Both | 29c |
| ROASTS or STEAKS, 2 lbs. | 25c | | |

FRUIT DEPT.

| | |
|---|-----|
| ORANGES Large Dozen | 29c |
| CELERY Large Bunch | 10c |
| SPINACH Fresh and Clean, lb. | 7c |
| CARROTS, TURNIPS, BEETS, RADISHES, 2 bunches | 9c |

BAKERY DEPT.

| | |
|---|-----|
| CAKE Five-Egg Betty Crocker, Each | 25c |
| PIE Lemon Cream, Each | 25c |

(Saturday Only)

FREE! \$11,000 In Cash and Seven Automobiles

In Gold Medal Kitchen Tested Flour Silverware Naming promotion. All you have to do to win is buy a sack of Gold Medal Flour, send your signed sales slip, along with a name for the silverware to Contest Dept., Gold Medal, Minneapolis, Minn.

24 1/2-lb. Sack **\$1.15** 49-lb. Sack **\$2.15**

See the new 1934 Chevrolet which will be displayed Saturday through the courtesy of Larison-Fries Motor company — one of the prizes... come on La Grande folks... Win an automobile.

QUICK SIMPLE DELICIOUS Waffles **33c**

Bisquick Large Pkg. **33c**

Wheaties 2 Pkgs. **25c**

I.G.A. STORES
Phone Main 48 MAX R. SARVIS 1209 Adams

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

SNOWFLAKE Crackers 31c
2-lb. Caddy

| | | | |
|--|-----|--|---------|
| Tapioca Minute—2 Pkgs. | 25c | Pineapple Broken Slices—No. 2 1/2 Can | 18c |
| Sea Coast, good quality Oysters 3-5-oz. Cans | 33c | Beans Stringless Cut—4 Cans | 49c |
| TUNA FISH White Star Medium Tins | 15c | SALAD DRESSING Miracle Whip Pint Quart | 17c 29c |
| McClay's Coffee For Finer Flavor—lb. | 29c | Milk Milk Vermont—3 Cans | 17c |
| PALMOLIVE SOAP 3 BARS | 14c | Beef Roasts Choice cuts—lb. | 9c |
| Sausage Pounds | 25c | Vaporized Vegetables... Always Wash, Clean and Appetizing. | |
| ORANGES 2 Doz. | 49c | CAULIFLOWER Head | 10c |
| Arizona GRAPEFRUIT 4 for 19c | | LETTUCE Solid Heads Each | 5c |