



CENTENNIAL BEARD RAISERS gathered for a group shot recently at J. W. Kerns, sponsors of a beard raising contest. Shown here are just some of the shapes and assortments of facial adornments being raised locally in com-

memoration of the 100th birthday of the State of Oregon. Ben Kerns reports 92 beard raisers registered for the contest which ends March 17 with judging and an open house at J. W. Kerns.

La Grande Business Sector Guttered By \$100,000 Blaze

LA GRANDE, Ore. (AP)—Four businesses were burned out and two damaged as a fire swept part of a block in the heart of La Grande's business district Sunday.

Nobody was injured, but damage was estimated in excess of \$100,000 by firemen, who said it might reach a quarter of a million dollars.

Firemen fought five hours before gaining control of the blaze, which they said broke out in the basement of either the S'hoen's Bakery or the Photo Album. The cause was not learned.

The fire swept quickly into the adjacent Fitzgerald's Flower Shop and Town House Music Store, but was prevented from spreading further by the efforts of firemen and firewalls.

Two other firms — Coleman Hardware and Gerald's Jewelry—were damaged by smoke and water.

Grant Millering, a dental technician working in his office a block away, sighted smoke coming from between the bakery and photo shop. Millering, a volunteer fireman, raced to the nearby fire station and turned in the first alarm at 8:45 a.m.

At the height of the blaze billowing clouds of black smoke rose nearly 400 feet. The smoke hindered fire fighting efforts.

Only after the roofs and floors of the firms collapsed were firemen able to train their hoses on the hot spots. That was three hours after the first alarm.

Fire Chief Ray Snyder said he

didn't know exactly how the blaze started, but believed it was in the basement of either the bakery or photo shop.

La Grande firemen were joined by units from the nearby Eastern Oregon communities of Imbler and Island City.

Governor Says Centennial Can Erase Misconceptions

By MARK HATFIELD
Governor of Oregon
Written for
United Press International

Oregon's Centennial, beginning with the statehood observance Saturday and renewed with the 100-day Exposition and Trade Fair on June 10, can do much to erase misconceptions about our wonderful state.

As those who have come to reside with us from other areas can testify, and as those of us who are native who have traveled elsewhere can testify, there are prevalent several myths about Oregon which have possibly impeded our attraction for tourists, industry, and potential residents.

Statistics do not correspond, for instance, to the widespread thinking that we sustain a rainfall here that makes for other than pleasant living. We actually have a climate that has an admirable variety, beautifully seasonal, and an invigoration that lends zest to the people. Perhaps skeptics will accept our world-wide invitation to come visit us and as a result they will want to locate here.

While the mistaken idea of Oregon retaining a wild west atmosphere probably contributes to some tourist trade, there are those who hesitate to come here because they are certain we do not have modern cities, first-class transportation, or other 20th century conveniences and accommodations. A looksee might help dissolve this illusion.

There are some other misconceptions some mid-westerners, easterners and southerners have about our great Northwest. They could be set forth at some length.

But turning to the positive, it is my hope we may as individuals promote individual visits here by a "write them, invite them" campaign, as it were, from Oregon residents to friends in other states, territories, nations. These personal invitations would be a most desirable companion for the advertising and promotion campaign upon which we are embarking.

The natural follow-up on our part will be to serve as hospitable hosts during the Centennial fair. The friendly service station operator, the reception by the taxi driver, the response of those who man the desks at air, rail and bus terminals can do much to provide a favorable reaction among those who visit here for pleasure and business.

Oregon's Centennial belongs to no county. It belongs to no commission. It belongs to no government official.

It has as its purpose the cultural, educational and entertainment uplifting of our people. In this spirit we mark the birthday of statehood Saturday, throughout the state, culminating in the 100-day Exposition and Trade Fair beginning June 10.

The State Legislature, as spokesman for the people of Oregon, has set aside party differences to send the Centennial on its way with a unanimous endorsement. The vice president is to be with us as the representative of the United States government Saturday. Let's make sure Oregon never looked better. We have much to offer. This opportunity will not pass our way again in our lifetime.

Science Shrinks Piles New Way Without Surgery Stops Itch—Relieves Pain

New York, N. Y. (Special)—For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain—without surgery.

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