

Society and Clubs

Society apparently is marking time in anticipation of something elaborate during the Christmas holidays. Small club parties, cards, music and club studies—thus is represented the social activities of the past week. Even big theatre attractions that serve as substitutes for society functions have been few of late and it is more than likely that the existing lull in affairs social is fully appreciated by the busy makers of Christmas gifts.

Applaud to the recent debut of Miss Felice Lyne, well known Kansas City coloratura soprano who three or four years ago was the winter guest with Dr. and Mrs. F. E. Moore, then of this city, is a London criticism of Miss Lyne's opening appearance in the Hammerstein production, Rigoletto. London news dispatches remark of the debut:

Hammerstein's production of "Rigoletto" tonight was remarkable for the triumphant London debut of Miss Felice Lyne, coloratura soprano from Kansas City. One critic says: "This young American singer will, if fortune is kind, live to be the Patti or Melba of the operatic world. It was a real joy to listen and watch this girl sing 'Gilda' singing with perfect finish. It was a wonderful debut and after the ovation, which her performance evoked, one marveled that the name of Felice Lyne has not been cried from the house tops."

Another critic says that Miss Lyne achieved a brilliant success. She has a voice of extraordinary purity and enchanting sweetness and acted with charm.

"In her," says this critic, "a new operatic star has undoubtedly arisen in the horizon."

The Sunday Observer, under the caption "A Great New Singer," says: "Felice Lyne's performance was as perfect a realization of the part as could be desired. She is young and graceful, unaffected and sympathetic. Her performance easily excels some of the most admired interpretations of 'Gilda.' Vocally the interpretation was brilliant in the extreme. It is safe to say that the singing of the part equals the best we have heard in the last two decades. Mr. Hammerstein has an assured success in Miss Lyne. One can readily forgive him the production of the time worn opera for the sake of the singer."

The Sunday Times swells the chorus of praise of Miss Lyne. It says:

"Without any preliminary booming an American star made her debut. She took London by storm and all the town will be talking of her this week. It was at once patent to the most casual of her listeners that in this slight little person from across the Atlantic there was a singer with a voice which for purity of tone and natural ease of production could only be compared with such operatic deities as Melba and Tetrazzini. Mr. Hammerstein has taken opera loving London by storm."

The program at the last meeting of the Neighborhood club was carried out as printed with the exception of a reading on parks in general by Mrs. Small. Several women gave delightful little talks on places they "were reminded of."

There have been 26 new members added to the roll since last October. The roll now consists of 70 splendid women.

The Red Cross seals are being sold

by the Neighborhood club. The club receives no commission for its troubles. Everyone helping the club is doing so free. The stores, papers, and schools, and picture houses, etc.

The library commission of Salem, Oregon, sent the club their book on "A Child's Library." This can be seen at the club rooms at any time or by anyone whether a member of the club or not. This commission was created by the legislature of 1905 and is for the purpose of giving advice to schools libraries and communities in the selecting of suitable books.

No meeting of this club will be held until the 9th of January, 1912.

To Elks, the banner social function of the week was the progressive Five Hundred party Tuesday night with a banquet feature added. The card features commenced at 9 and lasted until 11:30 followed by a banquet. The event was so satisfactory that the members are clamoring for a monthly affair of this sort. The gentlemen's prizes were won by W. R. Jones, first, consisting of a silver card case; C. S. Dunn, second, consisting of a silver napkin ring mounted with an elk head; third was tied by Mr. Stringer and Franc Wilhelm but the former won on the draw and got an Elk stick pin. Ladies—Mrs. W. R. Jones first, an Elk brooch; Mrs. H. C. Grady, second, a hand painted china plate; Mrs. Fred Kiddle, third, a cut glass bowl. The club parlors were fitted up for the occasion.

What is generally agreed to be the finest stringed orchestra ever brought to the city is the Hollowell harp orchestra of Chicago which comes here Tuesday night for a joint concert and dancing party. It will be heard exclusively by Elks and their lady friends. From 8:15 to 10 the orchestra will render a concert program and as the organization carries a fine list of soloists, this is touted to be one of the musical treats of the year. Following the concert comes dancing at which the 10 pieces of the organization will supply music until 1 o'clock. The committees having the event in charge claim the treat to be indeed great.

Mrs. Frank M. Jackson heads the Order of Eastern Star, Hope chapter No. 13. At the election held this week the elective officers were chosen as follows: Worthy Matron, Marie Jackson; W. P. L. H. Russell; Associate Matron Cynthia Stein, secretary. Mary Warnick; treasurer, Mrs. Westell conductress, Mrs. Irene Williams associate conductress, Ida Cherry, trustees, Mrs. May Bay, Mrs. Edna Reynolds and Mrs. Dora B. Schilke. The appointive officers will be announced and the installation held early in January. The worthy grand matron and the grand marshal will install the new officers this year.

The Thimble club met this week with Mrs. J. A. St. Johns and the guests, regular members of the club, were served delicious refreshments at the conclusion of the regular thimble features. The guests were Mrs. E. C. Tuckey, Mrs. J. E. Campbell, Mrs. Ed Wright, Mrs. Earl Zundell.

There will be no program at the Lyle Tuesday Musicals next Tuesday afternoon. A business meeting will be held at the usual hour. On Janu-

ary 16th Mrs. Carlock and Mrs. Toney will have charge of the study, the subject being "Harmony." A very instructive meeting is anticipated.

Tonight the Saltair orchestra will officiate from a musical standpoint at the dance given tonight at the Elk's hall under auspices of the strikers. This orchestra of ten pieces was here a week ago and gave fine satisfaction.

Mrs. Oscar Jackson was the genial hostess to the Billikin club and a few invited guests Wednesday afternoon. Toothsome refreshments were served.

Mrs. Frank Bay was hostess to the New Idea club this week; using some pretty Christmas schemes in decorations.

Mr. and Mrs. W. W. Berry entertained the Kaffee Klatch last evening. Honors were won by Mrs. Jay Van Buren and Dr. M. K. Hall.

Mrs. H. C. Grady was hostess to the Five Hundred club this week. Honors went to Mrs. Gene Moore.

Milwaukee Lady Here. Mrs. M. A. Ellis, of Milwaukee, Wis., is here to spend the holidays with Mr. and Mrs. August J. Stang. Mrs. Ellis is the mother of Mrs. Stang, who recently arrived from Wisconsin to make this her future home.

Has Serious Accident. (Union Scout.)

E. B. Lindsay while pulling stumps on the sugar farm this week had his right leg broken. It seems as the stump was pulled from the ground it flew and struck his leg breaking it.

MORAN'S ADVERTISING TALK

(By O. E. Moran.)

More things enter into advertising than are generally supposed. In fact, everything that connects a name and a business in people's minds is advertising. Membership in churches and clubs and societies, the giving of social entertainments, public charities—all these things and more are advertising. But greater and broader, and better and easier than all these is newspaper advertising. You may think of that without thinking of the other plans, but no scheme of publicity is complete without the newspaper.

Properly prosecuted, newspaper advertising will always pay.

Here and there is a man who says: "Advertising doesn't pay. I've tried it." proves nothing but that his method was faulty. Advertising is business news. It tells of things which are of great daily importance; it is of more account to the frugal housewife to know where she can get certain commodities at less price than usual than to know all the troubles in China or Persia.

The news should be news. It should not be allowed to grow stale with repetition in the same old way.

If you can only advertise in a small way, pick out the best paper in your territory and spend all of your advertising money in that.

Don't scatter. When your business grows, and you can spend more money, buy more space in the same paper, until you are sure you are using all you profitably can, then add another paper. I would rather have one good "ad." than half a dozen poor ones. When "hunting for bear." I would rather take the best gun I had and load it properly than to scatter my powder in half a dozen poor guns, and so make a flash in the pan. Merely publishing your name, address and business will do some good, but there's a better way—be different from the others in your line; find some point in which you excel and harp

on that. Give prices and specialties; try to make the advertisements interesting and readable. Make them characteristic of your store, and, above all things, make them true in letter and in spirit. Don't say that you haven't the time to attend to your advertising properly. Really, you haven't time to do anything else. Advertising is the most important thing about any business. It is the vital spark.

What good does it do you to have the very best thing or the very greatest bargain on earth if people do not know it? In running a newspaper, James Gordon Bennett, Sr., said the important thing was to get the news and then make a "dom fuss" about it.

First get the right sort of goods, in the right location at the right prices, and then make a "dom fuss" about it.—In The Observer.

The trade will follow.

MARKET REPORTS.

Local market quotations today:

Butter and Eggs.

Butterfat—38 cents.

Cheese—Hazelwood and Tillamook, 25 cents.

Butter—Creamery, 45 cents, one lb. 85 cents two lb. roll.

Eggs—Ranch eggs, 45c; storage, 35c.

Vegetables and Miscellaneous.

Potatoes—Per cwt, \$1.50

Cabbage—Per cwt, \$2.00.

Onions—\$2.25 per cwt.

Cabbage—Per pound, 2½ and 3c.

Celery—Per bunch 15c, two for 25c.

Sweet potatoes—Six lbs. for 25c.

Sugar—cane, cash price, \$7.00; 30

days' time, \$7.40 per awt; beet sugar, cash price \$6.80, 30 days' time, \$7.20.

Beans—White, 8 1-3c; Lima, 10 cents

Fruits.

Home grown apples—\$1.25 to \$1.10

per box. Grade establishes price.

Cranberries—20 cents per quart.

Bananas—40c per doz.

Feed and Grain.

Alfalfa Hay—\$13.00 (retail).

Timothy—\$15.00.

Grain Hay—\$13.00.

Snowdrift Flour, sack \$1.40

Bran and Shorts—\$1.30 and \$1.40.

Oats—\$1.50 per cwt.

Rolled Barley—\$1.70 per cwt.

Cattle, Hogs and Fowl.

Cows—3 to 4½c.

Steers—4c to 5c.

Sheep 3c and 4c.

Light hogs \$5.75.

Heavy hogs—\$5.00.

Chickens—Hens, 10c; old roosters, 8c and spring fries 10c to 12½c.

Turkeys, live weight, 17 to 18c.

Ducks, live weight, 12c.

Geese, live weight 10c.

urdays at K. P. hall. All visiting members welcome.

D. FITZGERALD, C. C.

J. H. KEENEY, Clerk.

M. W. A.—La Grande Camp No. 7703

meets every Monday in the month at

the I. O. O. F. hall. All visiting

neighbors are cordially invited to

attend.

W. A. DUNN,

WILL LANDRUM, Clerk.

KNIGHTS OF PYTHIAS—Red Cross

Lodge No. 27 meets every Monday

night in Castle hall, (old Elk's hall.)

A Pythian welcome to all visiting

Knights.

A. C. HAYNES, C. C.

R. L. LINCOLN, M. of R. & S.

REBEKAHS—Crystal Lodge No. 50

meets every Tuesday evening in the

I. O. O. F. hall. All visiting mem-

bers are invited to attend.

MISS HELEN McLAUGHLIN, N. G.

MISS ANNA ALEXANDER, Sec.

O. E. S.—Hope Chapter No. 13, O. E.

C. holds stated communications the

second and fourth Wednesdays of

each month. Visiting members cor-

dially invited.

CARRIE E. HUNTER, W. M.

MARY A. WARNICK, Sec.

We wish to call your attention to

the fact that most infectious diseases

such as whooping cough, diphtheria

and scarlet fever are contracted when

the child has a cold. Chamberlain's

Cough Remedy will quickly cure a cold

and greatly lessen the danger of con-

tracting these diseases. This remedy

is famous for its cures of colds. It

contains no opium or other narcotic

and may be given to a child with im-

olent confidence. Sold by all dealers.

When you have a bilious attack give

Chamberlain's Tablets a trial. They are

excellent. For sale by all dealers.

WOODMEN OF THE WORLD—La

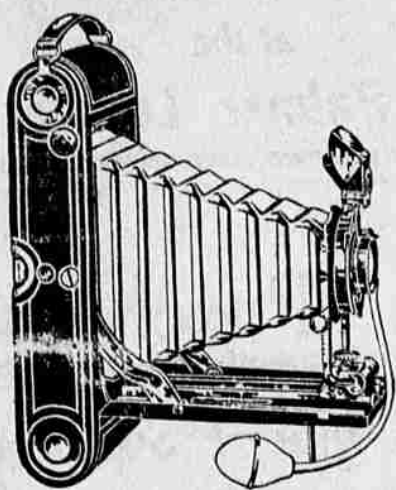
Grande Lodge No. 169 W. O. W

meets every second and fourth Sat-

urday.

H. J. RITTER, Ex. Rul

H. E. COOLIDGE, Rec. Sec.



Selecting the Christmas KODAK

is a very simple matter at our store.

Our stock is complete, from the little one dollar Brownie to the most extensive special Kodak, and we can explain clearly and simply their various points of excellence. Let us assist you in selecting the camera best suited to the person for whom you are buying.

Should you want to talk it over with the family, we will gladly give you free booklets which will help you in deciding.

Wright Drug Company