

MEET MAY BE BIG IMPETUS

World Advertising Conference in London Expected to Prove Trade Benefit.

(By LUTHER HUSTON)
LONDON (INS) — Advertising will be internationalized for the first time when the Associated Advertising Clubs of the World hold their annual convention in London beginning July 14.

This international aspect of the London conference is expected to be the chief feature of a gathering that will make advertising history. A five-day session of delegates from half the countries in the world will afford an opportunity for a discussion of advertising problems on broader lines than ever before has been possible.

Committees of earnest British advertising men are ardently at work drafting the plans and making the arrangements for the convention. Arrangements for the reception, accommodation and entertainment of guests, for finance, for the programme and the manifold other details that are involved are under way, but have not yet reached the stage where definite announcements can be made.

According to present plans, approximately 200 delegates and visitors from the United States will be drawn to Europe by the convention. Plans are being made here for the reception and accommodation of that many. The official American delegation will be headed by E. T. Meredith, former Secretary of Agriculture who is chairman of the American arrangements committee, and Lou E. Holland, of Kansas City, president of the Associated Advertising Clubs of the World.

The chairman of the executive council in charge of the London arrangements is C. Harold Vernon, a well-known British business man who was a leader of the British delegation to the advertising convention at Atlantic City last year. The vice chairman is John Chesire, and the other members of the council constitute and impressive list of foremost British business and advertising men. Under this council the various committees carry on their work.

English advertising men frankly admit they expect British advertising to receive a tremendous impetus from this convention. Compared with the United States, advertising is in its infancy in England; but the convention sessions are expected to inaugurate a new era in which the science of advertising will be brought to a higher state of usefulness throughout Great Britain.

American advertising men, on the other hand, will be afforded an opportunity of studying business conditions abroad that should result in a distinct betterment of foreign trade. The knowledge of European conditions and methods which the delegates will be able to obtain is expected to be of immense benefit to them.

Those in charge of the convention arrangements here are determined to "show England" to the delegates. To this end it is planned to take all of the visitors on an extensive tour of England's industrial centers, factories, docks, shipyards, mines and other British commercial institutions and activities will be visited and opportunities afforded the delegates to make a thorough study of British industry.

On the program of the convention every phase of advertising in its relation to trade will be discussed by experts.

In addition to the British and American delegates, it is expected that at least 700 advertising men from the cities of Continental Europe will be present. Active "on-to-London" committees have been organized in every continental country, and the presence of these delegates will add to the international atmosphere of the convention.

Besides showing the delegates the industrial features of English life, it is planned to show them also the scenic attractions of the country, and the various beauty spots of the British Isles. An elaborate program of entertainment, including theatres, garden parties, banquets, receptions, etc., is being arranged, and for advertisers who sell the leading courses of England will be thrown open.

The convention will coincide with the British Empire exhibition, the great world's fair in which all the British colonies and dominions will participate. Sessions of the convention are to be held in the convention hall at Wembley Park, where the exhibition is being arranged, and delegates will be privileged to see all of the features of the fair. Sessions of the convention will begin on July 14 and continue until July 19, the various sessions and entertainment features that are being planned being interspersed with the formal business meetings.

WEALTHY ADMIRERS GIVE TO EDINBURGH UNIVERSITY

EDINBURGH (AP) — Gifts amounting to more than \$500,000 have been made to Edinburgh university within the last three months. The largest donation was \$250,000 made by the Rockefeller trustees to be used for laboratory and scientific research. A bequest of \$240,000 was made by an Edinburgh lawyer for the school of medicine and the study of literature and foreign languages. With the use of this money it is expected that the school of medicine of the university will be the most advanced in the country, as it already boasts of the best faculty in Great Britain.

"Nothing Like Home!"



"Barberry Hill Bootlegger," owned by Bayard Warren of Prides Crossing, Mass., is back home after a most successful trip to New York's Gay White Way. He was adjudged the best dog in a recent show in Gotham.

FASHION HINTS FOR MEN GIVEN

"Sunday Suit" Is Gone Forever; Collars, Sport Jackets and Sox Discussed.

(By The Well Dressed American)
The day of the "Sunday suit" is over. It has gone the way of lacric waistcoats, padded shoulders, horsehair sofas and the family album. It just isn't. A man would no more think of wearing a shirt-suit every day of the week and reserving a new one for Sunday than he would put on an undershirt with evening dress.

The reason is a common sense one. The way a man dresses on six days a week is just as important as his appearance on the Sabbath. Everyone recognizes the value in business of a "well-groomed look." The day is here when a man can afford to keep his good clothes for one day in the week in which probably need fewer people than he does on the other six days.

This does not mean that a man may not choose more formal clothes for Sunday—a cutaway or perhaps the popular combination of a black sack coat and vest with striped trousers. But he does not have any other kind of suit exclusively for Sunday wear. When he buys a new suit it takes its turn with his other suits, and in this way his clothes last much longer, since a suit worn every other day will last more than twice as long as a suit worn every day—particularly if it is pressed occasionally and treated with a certain amount of care.

As a matter of fact, many men find that the most sensible and economical combination is that of three suits—a blue one, for instance, a grey one and a suit of some brown mixture. The blue suit is not only worn to business, but is put on in the evening when the occasion is not formal enough for evening dress. Sport clothes are now reserved for actual sport wear or for use in the country; they are seldom worn to business by well-dressed men.

Suits this year are plain in line. Coats are looser; they drape rather than trace the figure. Shoulders are slightly wider. Trousers are fuller and straight hanging; the pleated waist is a popular innovation. Vests often exhibit the blunt ends, but the peaked points are by no means out of favor.

Nothing is smarter this year than a trim, double-breasted mill, such as is illustrated here. The double-breasted suit was designed originally for the sterner man, but this model can be worn by a person of almost any figure. The coat is short and has no vent; the lapels are long and graceful and the vent ends are blunt, according to the prevalent English custom. The fundamental design of the suit is, in fact, English, but it has been adapted to American

STRUCTURES OF FINENESS WILL BE GIVEN YALE

NEW HAVEN, Conn. (I.N.S.) — From a scattered and haphazard series of buildings Yale University is to be molded into "a consistent and harmonious, handsome architectural group," according to an announcement made here of Yale's architectural plans intended to cover her requirements for a century to come. "Two of the noblest architectural styles to be found in America" are to result from the new development, which involves expenditures of an untold amount of money and changes that will make the average Yale graduate gasp when he sees the result.

Erection of a huge Sterling Memorial Library to house Yale's millions of books, remodeling and extension of the great Berkeley, Houghton and Lamson group of dormitories and creation of a cross-campus, extending from College to York street, will cross the present Mount avenue, or "Grab street," which leads to Yale Commons, and will be flanked with dormitories to form a new centre for the university.

The new Yale plant will be flanked on the east by Harkness Memorial, a \$7,000,000 group now in existence, and the Sterling Library; on the south by old Yale Campus, on the east by College street, with dormitories, and on the north by Wooley Hall and Yale Commons, as well as new dormitories along Grove street.

Military in Charge



All Herring, Ill., is under command of the militia, following riots between Ku Klux Klan sympathizers and anti-Klanites. Photo shows four of the soldiers impaled to keep order.

FARM HAND KILLED

THE DALLES, Or.—Believed to have fainted while driving a three-bottom team plow behind 12 horses and to have fallen beneath the plow, George Champagne, an Hiram harvest hand was killed while working on the Harry Proffert ranch, near Wasco, according to word received here. Champagne's body was dragged for nearly three-quarters of a mile before the horses stopped.

their work. An oversupply of men has been attracted here by the promise of railroad work at the early season. In a short time, however, when construction opens fully the contractors expect difficulty in filling their wants for men.

A mule is bad enough, but man is the only animal vicious enough to kick those in front.

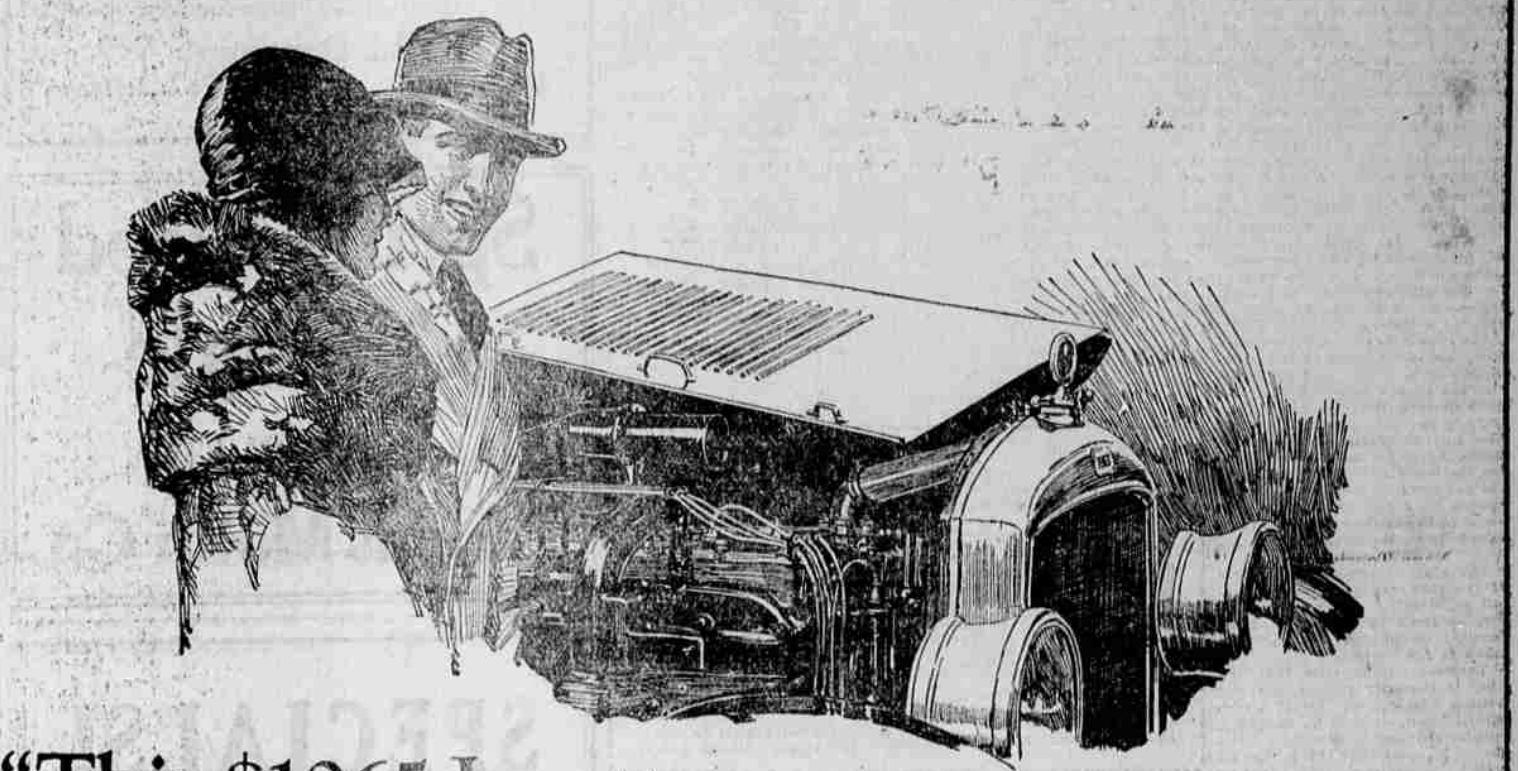
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IN ALL THE WORLD NO CAR LIKE THIS



"This \$1065 Jewett has a larger motor than Bill's \$1790 car"



Get-away
Ker see an ordinary horse struggling to start a load? Then watch the stronger horse walk away with it smoothly? Jewett's amazing pick-up is seen every day when the traffic officer blows his whistle. Most power for weight, that's why!

RATHER a surprising discovery—till you find that there are a dozen cars, costing more than Jewett, yet giving you smaller motors. Think of this before you buy—especially you experienced motorists who know how important is ample power. Take a look at a Jewett motor. See how it fills the hood. Compare its 3 1/2 x 5-inch cylinders—249 cubic inches piston displacement—with other motors.

type clutch and transmission. Think of changing from high to second at 30 miles an hour—quietly!

The New Jewett is stoutly built, weighing 2805 pounds. Has a 6-inch-deep, 184-pound frame, and Paige-Timken axles front and rear. All-steel universal joints have sealed-in lubrication—oil, not grease—good for 15,000 miles without replenishing.

80,000 Jewett Owners Know

80,000 Jewett owners know from actual experience how "tough" Jewett is. Proven dependability is what buyers want today.

Jewett's bodies are lousy, comfortable, and roomy as the largest. Yet, because of convenient chassis size, Jewett turns parking problems into parking opportunities; turns around in narrow streets; requires less garage and alley space.

We say of Jewett—in all the world no car like this!—because its combination of fine qualities and advantages has no equal. Some of them you can buy at \$700 to thousands more, but then at the sacrifice of convenience and economy. Jewett costs but \$1065.

Marvelous Performance

You see now why the New Jewett takes most any hill in high—passes most any car anywhere—picks up from 5 to 25 miles an hour in 7 seconds in high. BIG SIX performance at the price of a four!

The New Jewett's performance wins all who try it. It creeps along at 2 miles an hour in high. Seldom is gear changing necessary, and then it is very easy, due to the Paige-

Jewett Is a Sturdy Six Not a "Light" Six	
"Light" Sixes Weigh	"Light" Sixes Weigh
2650 lbs.	207 cu. in.
2215 lbs.	177 cu. in.
2275 lbs.	169 cu. in.
2300 lbs.	130 cu. in.
Jewett Weighs	Jewett Has
2805 lbs.	249 cu. in.

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