

NEWS of SOCIETY

Social news must be in the hands of the society editor by 1:30 o'clock. Due to the fact that the social page is made up before noon, it is practically impossible to insert stories after that hour.

The guests, in old fashioned costumes, arrived at 6 o'clock and were welcomed by "Ma" (Mrs. Garrett Blokland) in her curls and prettiest white apron and "girls" (Mrs. Lee Smith, Mrs. Joe Perry, and Mrs. Isaac Shafter) in their Sunday best, and dear old feeble white haired "grandma" (Mrs. Caly Pentland) with her cane and pipe and knitting.

They were soon served a most sumptuous old-time dinner with as many helpings as one liked, then, when the dishes were washed and enjoyed a program of readings and musical numbers and old songs. The remainder of the afternoon was spent in visiting and when they departed everyone felt that the old days were very jolly ones indeed.

A very happy birthday party was given at the home of Mr. and Mrs. A. L. Vaelz of Fruitdale Sunday of this week, honoring Mr. and Mrs. J. T. Harvey who had her 73rd birthday anniversary. It was the first time in 18 years her family had been all together.

The out of town families visiting Mr. and Mrs. Harvey at this time were Mr. A. Harvey, W. E. Smith and Mrs. C. N. Leake, of Portland. The children of this city are Mrs. Chas. Duffey, Mrs. Harley Smith, Mrs. Mrs. Jas. Hough and J. T. Harvey, Jr. Also there were seven grand-children and three great grand-children present. Five grandchildren and one great grandchild were unable to attend.

At one o'clock a dinner was served out under the shade of the trees and after a very happy day all departed wishing her many more happy birthdays.

Friday evening, Margery and Dorothy Ann Warnick and Vera Beatty gave Donalene Oxner a delightful farewell dinner party at the home of Miss Beatty. The feature of the evening was the placards which were small portraits of the guest of honor. These were painted by Mrs. Warnick.

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At Elko, Nev., recently Scott, in alighting from an automobile at the flying field, stepped into a sopher hole and broke a bone in his left ankle.

Neither Unger nod Scott has suffered a scratch or a mishap in years of aviation.

President of the Champion Spark Plug Company.

A question frequently arising in business is—"Who pays for the advertising?"

This subject has been debated at considerable length by manufacturers, dealers and consumers.

And, despite the fact that advertising has repeatedly been proved to be the soundest sort of business economy, there are some people who still regard it as an extravagance.

As our experience is, I believe, typical of many other large advertisers, our findings are likely to be of interest both to the business world and to the public.

Before Champion became a large advertiser we made an exhaustive investigation of advertising and what it meant to business.

What this investigation revealed led us to make the large expenditures we make today in behalf of our product.

Summed up in a few words we found that—No one pays for advertising.

To put it another way—the savings in manufacturing, distribution and selling costs brought about by the increased volume of business due to advertising more than cover the sum spent for it.

What advertising actually results in, when intelligently applied and when the manufacturer takes full advantage of his possibilities, is a much better product at lower cost to the consumer, with still greater profit to the dealer because of the greater volume of his sale.

This can be easily shown in our own industry.

It is but a few years ago that a good spark plug sold at from \$1 to \$1.50—a plug not comparable with those of today. It rarely lasts more than a few months in a car, and motorists frequently changed spark plugs four and five times a year.

By building up our enormous production, largely through aggressive advertising, Champion today sells for 60 and 75 cents a spark plug so far superior to the product of but a few years ago that there is absolutely no comparison in quality—a saving to the car owner of 40 to 50 per cent on each plug, and an actual saving in a year of several dollars, or scores of millions for the entire list of automobile owners.

In other words, the consumer gets a far superior product at less than half the price.

It is only the enormous increase in our business, due primarily to advertising, that has made this great improvement in quality possible. We have actually spent more than \$1,000,000 in research and development work to better our product. We have installed costly machinery just to improve its appearance.

None of these things could have been done if we had not built up such a tremendously large business.

Advertising also makes possible a highly specialized business. We are able to devote our entire energies to one thing and, therefore, engage the best brains obtainable to make it always better.

With the great volume brought about by advertising, the advertising cost per unit is so small as to be negligible, and is far more than offset by the reduction of costs due to the volume. Selling advantages match the manufacturing advantages, enabling distribution actually to cost much less.

Thus, while the consumer enjoys a much better article at a much lower price, we make more money. So does everyone engaged in the distribution of our products—distributors, jobbers and dealers. The profit per unit is smaller, but the profit on gross business is greater because of the increased volume and more rapid turnover, due to the advertising.

What is true of our business is also true of practically every line of products which people buy. It is advertising that has put good motor cars within the reach of almost every family. It is advertising that places on the tables of the entire nation at reasonable cost the foods that ordinarily only the rich could enjoy. It is advertising that has made possible modern clothing of quality for both men and women at reasonable prices.

Parlor, Bedroom and Bath

(Editors Note—This is the first of a series of six articles, each by an authority on beauty and hygiene.)

The startling statement that the use of colored soaps tends to lower moral standards among American women was recently made in a bulletin circulated by an ill-advised publication. In the bulletin were solemnly quoted the opinions of 25 women club leaders and one doctor, to the effect that such soaps are making our women immoral.

Although this unexpected attack was based on ignorance and sensationalism, it will serve to raise the whole question of what these things are that we women use as trustingly on our faces and hands as if each product were guaranteed to be safe and effective.

All our fragrant essences, rouges, creams and beauty aids—are they healthful or ruinous? We ought to know, for we have only one skin and we should cherish it.

What is perfume? Why is it so desirable? Are French products better than American? Consider, first, perfumes. They are as old as humanity. Prob-



ably Eve was delighted to discover frankincense and myrror in the Garden of Eden. Ancient Arabia used them, and Greece, and Cleopatra's Egypt, and Elizabeth's England, and de Maitelonne's France. Their basic appeal is the same as that of beautiful colors and beautiful music; they delight the olfactory organs as colors and music delight the eyes and ears. As a Gothic cathedral to the eye, or a Schubert serenade to the ear, so a fine perfume captures the sense of smell with all its subtle charm of intricate blend and harmony.

But better than either the cathedral or the serenade, the perfume is personal and personality becoming. The first is an expression of some vague personality; the perfume is an expression of your own personality. This is perhaps the most essential rule observed by all renowned beauticians in the selection of this most subtle ally.

What is a perfume? Simply an essential oil—of violets, roses, lilacs, pansies or of any flower. Now, the qualities of an essential oil are first, that it has a characteristic odor, and second, that it is a remarkable preservative. During the war, the United States government had interesting occasion to learn this. It had enormous quantities of Carrot-Dakin solution, that highly valuable fluid used in leading open wounds. The solution would not keep. It turned rancid. So the government called in the chief chemist of Colgate & Company, a house whose hundred and eighty years of experience justified the government's hope. The chemist simply added essential oil to the Carrot-Dakin solution. Not only did the delicate fluid keep forever, but it was rendered more attractive for use, since essential oil is perfume.

Perfumed products, you see, instead of being adulterated by their perfume, are improved and given lasting qualities.

The question of French vs. American scents is becoming less a matter of popular interest as the leaders of the fashionable world take more and more to domestic fragrances. All the best perfumes, whether made in America or France, whether La France rose or Dietylla, Cashmere Biquet, Cha Ming, Florient or any of the quality makes, contain the same ingredients. The chief differences are the language on the label and the price. In our American women being deceived by the language into paying the price?

Very interesting tests were recently made in New York, involving hundreds of women of the smart world, and many perfumes, and extending over many weeks. Asked to select their preferred out of scores of unidentified perfumes, the women voted simply on the basis of delicate fragrance, and quality. When the perfumes were identified at the

end of the tests, it was found that American products were overwhelmingly preferred.

Fashion Notes

Shawl Cape in Favor. Paris.—The shawl cape is increasing in favor today, despite warmer weather. On the coast there is often of plaid to contrast with the frock itself and frequently it is in kaisha, no matter what the frock material.

Varnish 'Gator Shoes. New York.—Painting the lily is one of the best things done this season. Alligator shoes are now being varnished—a process which really does bring out the markings beautifully.

Old Greenish Yellow. New York.—A peculiar shade of greenish yellow is seen here and there today. A little felt hat in this shade is strikingly trimmed with coarces of ostrich tips in apple and violet.

No More Plain Gloves. New York.—There are no more plain gloves. Even the soberest folk ones today have circular ruffles which range all the way from narrow tucks of the goods to wide lace flouncings.

Marquesans Perish Because They Ignore Rules of Health. HONOLULU (AP)—The rapid depopulation of the Marquesas, those romance-hued islands to the south, was explained here recently at a "Paris Pacific Club" luncheon by H. M. Hubbard, of Paris, who has traveled extensively in the South Seas.

In 1824 the population of the group was 29,000 Marquesans, but in 1827 this had dropped to 12,000 and 1877 the number had fallen to 6,000. In 1911, when the last actual statistics were compiled, the population was 2,117. At present there are only between 1,000 and 1,200 people in the islands, of whom not more than 500 are Marquesans, Mr. Hubbard declared.

The reason for the decrease, the speaker said, was in the Marquesans' apparent lack of care for their health, their fear of foreign doctors, and their reliance upon "kahunas" or native medicine men. The natives insist upon sleeping with their heads wrapped up, regardless of whether other parts of their body are exposed. A native with consumption wraps himself up with his wife and a child or two, thus spreading his disease.

Man is really superior. He can pretend that he doesn't mind getting fat and get away with it. Men talk about money; women about men. The thing that intrigues us is the thing that is hard to get.

COVE SCHOOL NEARING END

COVE. (Special)—The Episcopal summer school is near its close, but in the last few days the register has been increased by several more names. The newcomers are Mrs. Jas. Russell of La Grande, Mrs. Jas. Nichols and Betty Nichols, of Baker, Mrs. Dan French, Miss Helen W. Robinson, Luther Williams, Jr., Margaret Sheton and Mrs. L. G. R. Williams of Baker, Mrs. Clarence Whitman, Mrs. Lawrence Frazier, Mrs. Geo. Hartman, Mrs. Willard Bond, Mrs. Chas. Bond, Mrs. Chas. Stocker, Mrs. Chas. Greenlich, Mrs. Lucy Donaldson and Mrs. E. T. Wade of Pendleton.

An excellent missionary program was shown to the public on Tuesday evening typifying the life in the heathen countries before they knew Christianity and the last picture showed the wonderful change that had come into their lives after they had known the Christ.

Gardner Day, a young theological student of New York City, who has been attending the summer school left on Wednesday afternoon for Lakeview, where he will spend the summer.

Mr. and Mrs. P. M. Ellis are entertaining Mr. and Mrs. Robert Barton of Portland and also Miss Edith Yocmans of Fort Prescott, Arizona. Miss Yocmans will spend the summer here and the Bartons will only remain a short time.

Mrs. Earl Landers, Mrs. J. E. Stearns, Mrs. Albert of La Grande and Miss Lucy Constock of Nampa, Idaho, were Cove visitors on Wednesday.

The forest ranger, P. M. Ellis, reports the mountain trails of Hook creek and Elk creek to be all clear and in good condition for the first time in three years.

Rev. Francis H. Hall, who has just matriculated at the theological school in Virginia and has been an instructor at the summer school, left Wednesday for Bend where he will locate.

Rev. M. McLean Goldie left on Wednesday for Wisconsin to attend

at a convention after spending ten early Thursday morning for their days there he will proceed to New home after spending a few days in York City, returning to his home in here.

Mr. and Mrs. Leslie Peck left on Tuesday evening for Imbler to weather and sun, Arthur, whose spend some time with Mrs. Peck's home is in Klamath Falls, left mother, Mrs. Peter Westenskow.

"Stop Stitch" HOSE

Admired above all others for A—QUALITY A—SERVICE A—VALUE "Triple-A" full fashioned Pure Silk Hose, in all the new shades as—Peach, Amber, Nude, Dawn, Banana, Tan Bark, Gun Metal, Pelican and Lariat \$1.65 - \$1.95 - \$2.75 - \$3.00 LADIES READY-TO-WEAR PUTMAN'S AND MILLINERY

Miss Kathryn Boone of the Kathryn Boone Beauty Shop, 25 New Foley Bldg., and Mrs. N. E. Emmett of the Marinello Cosmetic Shop, West Jacobson Bldg., announce the consolidation of the two shops and will be located in the present location of the Kathryn Boone Shop, 25 New Foley Bldg.

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Those Delicious Whipped Cream PIES

—At— THE SILVER GRILL Are Going Great. ALSO For Warm Weather Compartment Plate Vegetable Dinner Good Coffee?—Yes!

CHURCH NEWS

BAPTIST CHURCH—Sunday will be Flower Festival day at the Baptist church. A pleasant commemorative of the founding of the American Baptist Publication Society one hundred years ago will be given by the W. W. G.'s and Sunday School from 11 to 12, and repeated at a twilight service from 7 to 8. The music is adapted from the old masters. The W. W. G.'s in flower costumes will bring messages from the great poets to the Spirit of the Denomination who reigns in a beautiful garden. Everyone is cordially invited. Sunday School at 10 o'clock.

PRESBYTERIAN CHURCH—Few men would starve a horse or any other dumb creature. Still fewer would willingly starve their own bodies, but there are in our city many who allow their souls to live on starvation rations. The church exists for the nurture of your eternal soul, that which separates us from the brute. We invite you to feed your soul at our church, if you have no other church home. We feel that our program of services and activities will provide the food of soul life necessary for good health. Tomorrow morning at 9:45 the study of God's Truth with classes and teachers for all. The morning worship at 11 at which time Miss Flavia Ritter, who has spent the past year studying music at the University of Oregon, will be the soloist and the minister will bring the message. The C. E. will hold its meeting in Riverside park in connection with the chautauqua and the churches of the city will unite with the chautauqua for the evening hour. Make the most of the Lord's day.—Wm. Crosby Hess, minister.

FIRST METHODIST EPISCOPAL CHURCH—"Seeing the Invisible." This is the theme the pastor will use in the service of worship at 11:00 a. m. On tomorrow he will be glad to greet the members and friends of the church in large numbers. Mrs. Leighton will conduct the session of the church school and there will be opportunity for all who will attend to study the Scripture lessons assigned to each department, under the leadership of competent teachers.

FIRST CHURCH OF CHRIST SCIENTISTS—Corner of First and Washington. Sunday morning service at 11 o'clock. Subject: "Christian Science." Sunday school at 9:45 a. m. Wednesday evening meeting at 8:00 o'clock. Reading room open to the public every Monday, Wednesday and Saturday from two to four. All are invited.

CHRISTIAN CHURCH—The pastor will preach at the morning hour. Bible School meets at nine forty-five. C. E. meetings are

at seven in the evening. The evening preaching service will be recalled on account of the chautauqua program at the City park.—O. W. Jones, minister.

ZION ENGLISH LUTHERAN CHURCH—M avenue, opposite high school. Sunday School at 9:45 a. m. Services at 11:00 a. m. Sermon, "The Sinner-Loving Saviour." Evening service at 7:30 p. m., under the auspices of the Woman's Missionary Society. Mrs. Fred Jensen, chairman. "A Gift of Gold," a reading by Mrs. L. A. Ebert, superintendent of Sunday school. "A Little Brown Girl and I," by Catherine Wiesner. "Whose Money Was It?" conducted by Mrs. J. W. Sillinger. "A Carpenter's Daughter," a playlet by nine young ladies. Devotions, "A Little Light Bearer;" "A Girl's Story, A Collection of Poems." Solo by the Rev. Wm. F. Holl. "A Dream of Paradise."

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CARR'S Where Your Credit Is Good

Licorice Caramels Divinity Kisses The Candy Shop 220 FIR ST. The Home of Home Made Candy

Peare Eye Glass Service Ask for Shur-on Spectacle No 1175-C We recognize our responsibility in caring for the eye sight of our patients. Our interest is therefore of a conscientious, sympathetic nature, governed by the desire to alleviate visual defects. Our thorough, scientific examination, followed by furnishing lenses that are precise and therefore give relief, offers the answer as to why our patronage is constantly growing. Dr. W. M. Peare Optometrist with J. H. Peare & Son.