

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. Hereafter, items, no matter how important they are, that are delayed beyond that hour, will not be printed until the following day—News Editor's Note.

New Fall Suit



MISS PRICHARD IS REELECTED

WEST BADEN, Ind. (By the Associated Press).—The reelection of Miss Adella Prichard, of Portland, president of the National Federation of Business and Professional Women's clubs was decided here without opposition.

Fashion Notes

Dresses Creeping Up.
Paris.—There is no doubt about it. Dresses are shorter each week, and designers promise that they will be knee-length only, and that before autumn.

Reptile Trimmings.
Paris.—Lizard skin and snake skin are employed extensively as trimmings now. In narrow bands, they crisscross the cuffs of sports coats or the ribbon ends that stand up straight on hats.

Making Shoes Blotchy.
London.—Not content with shoes of various shades, hides and colors, the manufacturers today are "spotting" footwear with a large number of brilliant splashes. The effect is distinctly blotchy, especially in bright blue and shades of dark green.

Sombrero Captures London.
London.—Doubtless as a result of the American cowboy exhibitions here, the wide felt hat of the American plains has been adopted by some horseback devotees. It is worn by women as well as men, and hailed as a splendid protection against the sun.

Metal Ornaments on Hats.
New York.—French metal ornaments decorate many of the mid-season hats, especially those of semi-sports type. These ornaments derive their shape and coloring largely from the Orient, and are used to hold a swanky knot of ribbon in place, or to simulate a buckle.

All Accessories Match.
New York.—The really smart woman today is going to have all her accessories match. The wrist bag will match the gloves, the shoes the stockings, the stockings the gloves, and the gloves the hat.

Cost Lining Matches Hat.
New York.—The newest sports costumes have a way of using the same material and design for the lining of the long coat as that which covers the little hat.

Many Ribbon Uses.
New York.—Endless are the uses of merrie taffeta ribbon just now. In a six or seven inch width it may become a scarf, a hat ornament, a streamer from the hip or shoulder, or—not the least of its uses—a vanity bag.

CHURCH NEWS

FIRST METHODIST EPISCOPAL CHURCH.—Mrs. R. W. Leighton will convene the Sunday School at 9:45 a. m. for devotional services. Later the classes will assemble with their teachers for intensive study. At 11 a. m. the pastor will conduct the service of worship. He will discuss the theme, "An Ancient Boomerang." Mrs. Ruth Kinnman will preside at the pipe organ, rendering for introduction to the hour's worship, "Fraternizing." For the offertory Mrs. Kinnman will plan McDowell's piece "To a Wild Rose." Miss Mildred Webb will render a vocal solo, entitled "The Angel Camp."

ZION ENGLISH LUTHERAN.—Last week our family was suddenly called to Seattle, and found our daughter, Mrs. C. O. Linton in hospital and her husband in another. As neither was out of danger I remained over Sunday. Zion Lutheran church will have its usual service and Sunday School on the coming Sunday, and in the evening at 8:00 o'clock the Union services will be held in this church.—Wm. F. Holl, pastor.

ISLAND CITY COMMUNITY CHURCH.—The Sunday School will meet at 10 a. m. Mrs. Iola Bryant will be in charge. Public worship at 11. Sermon topic, "March On, My Soul." The Epworth League meets at 7 p. m. Leader, Mrs. Renwick Clark. Topic, "The Bible in the World's Life." Services at 8 p. m. Subject, "Echoes from the Institute." You are cordially welcome.—Hall K. Wallis, pastor.

FIRST CHURCH OF CHRIST SCIENTISTS.—Corner of First and Washington. Sunday morning service at 11 o'clock. Subject: "Truth." 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.

ZION ENGLISH LUTHERAN CHURCH.—M avenue, opposite high school. Sunday School 9:00 a. m. Services 11:00 a. m. Union services in evening.—Rev. Wm. F. Holl, pastor.

BAPTIST CHURCH.—Sunday School at 10 a. m. Sermon at 11. At the close of service, business meeting will be held. All members urged to be present.—Rev. J. W. Oliver.

EPISCOPAL CHURCH.—No services during August.—Rev. S. W. Creasey, rector.

M. E. CHURCH, SOUTH.—Corner Fir street and U avenue. Rev. Floyd W. Dick, D. D., pastor. Services Sunday, July 27, as follows: Sunday School 9:45 a. m. Preaching by the pastor at 11 a. m. Morning theme "Possibilities of the Human Soul." Special music, "When They Ring Them Golden Bells for You and Me," will be one of the morning features. We extend a cordial invitation to all who have not already found a place to worship to come with us. These are the days when we need rest for mind, soul and body; all which we find in Jesus. His gospel brings to us our needs. Come let us worship Him together. Epworth League 7 p. m. Union services will be held at the Lutheran church. The Rev. H. K. Wallis, pastor, Methodist Episcopal church, Island City, will preach the sermon. Let every one find their way to the Lutheran church Sunday night and hear the Rev. Mr. Wallis.

REGIMENT TO HAVE REUNION

PORTLAND, Ore. (Special).—Veterans of the 162d Infantry regiment which served in the World war from Oregon will hold their annual reunion and get-together meeting at the State Rifle Range at Clackamas, Oregon, Sunday, August 10, according to an announcement made by Major Fred M. West, president of the veterans' organization following a conference with the executive committee.

The reunion will be an all day picnic for the veterans, their families and friends. All are supposed to bring basket lunches, hot coffee will be served free on the grounds.

Entertainment features will be foot races for everyone from the kiddies up to their corpulent dads. Mother will come in for her share of the fun for there will be foot races for her and also a nail driving contest. Another feature will be a baseball game between teams selected from among those present. An imposing array of prizes has been assembled by the committee and if everyone does not get a prize it will be only because he or she does not enter into some one of the competitions.

The crack band of the present 162d Infantry regiment will give a concert and an orchestra from the same organization will furnish music for the dance which will commence at 4:30 in the afternoon and continue until 8:00 in the evening.

The reunions of the regiment are annual affairs, the date being always set in close proximity to the anniversary of the date on which the Oregon regiment was formally taken into federal service for the great war, the exact date being August 5, 1917.

On behalf of the organization Major West has extended an invitation to the veterans of all wars to join with the merry makers on August 10.

BEAVER TO BE UTILIZED.
HOOD RIVER, Ore.—To prevent losses in Goose lake, noted goal of fishermen in northwestern Skamania county, Game Commissioner Hufford of Stevenson plans to trap a colony of beaver and release them at the lake soon. It is believed by officials that these animals will dam the lava rock bottom of the lake and prevent the outflow of water.

The lake, which lost most of its water last year, immediately after the great Japanese earthquake, was filled with thousands of trout. Loops were stopped by bags of earth and piles of woven tree branches.

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Mid-Summer ANNOUNCEMENT

TOMORROW
First Methodist Church
11:00 A. M.

Sermon—
Elmer Grant Keith
Topic, "An Ancient Boomerang"

Organ
Mrs. Ruth Kinnman
"Fraternizing March," Lindsay
"To a Wild Rose," McDowell

Vocal Solo
"The Angel Camp"
Miss Mildred Webb

Get a Quart of

Blue Mountain Ice Cream

—For—

Sunday Dinner

Cool and Satisfying

The L. L. Drug Co.
WELLS-PHARMACOLOGICAL

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For Style.
Quality
and Value

READY - TO - WEAR AND MILLINERY

Justices to Have Rest.

SALEM, Ore.—The Oregon supreme court will recess August 1 for its annual vacation covering a period of one month.

Chief Justice McBride will spend

most of his vacation at his ranch at Deer Island, while Justice Brown will divide his leisure time between Roseburg, his former home, and the beach resorts. Justice McCourt will spend a few days in Portland, but later will seek recreation in the mountain districts.

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Exquisite Very lightly boned—permits absolute freedom of waistline. Every La Camille means "Beauty and Comfort, Too" for its wearer. The patented Ventilo feature makes La Camille astonishingly comfortable.

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Princess—
Vanilla, Strawberry, Pineapple
Neapolitan—
Vanilla, Strawberry and Chocolate
Mysters—
Boston Cream, Maple Nut, Cherish.
Let Us Deliver One Any Time You Wish
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Quart Bricks60c

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LONGVIEW'S
greatest celebration ~ July 31-Aug. 1-2-3
A Double Occasion
Longview's First Birthday
and the Opening of the great Long-Bell Fir Mill

YOU'VE heard of old cities celebrating their centennials, but did you ever hear of a city celebrating its first birthday anniversary? That's what Longview, Washington, is going to do July 31, August 1, 2 and 3, and the whole Pacific Northwest is invited. Four days are to be crammed full of unusual program, and plans are made to entertain thousands of visitors. The celebration will open with the starting of the machinery in Longview's first big industry—the great fir lumber manufacturing plants of The Long-Bell Lumber Company. That alone will be worth a trip to what the newspapers call "the miracle city," on the Washington side of the Columbia River half way between Portland and the Pacific Ocean.

A year ago Longview was dedicated as the beginning of a city with the formal opening of its first pretentious building—the beautiful Hotel Monticello. Since that day the transformation has been little short of marvelous. Not long ago the site of Longview was nothing but a broad valley.

Here are some of the things you will see when you attend the birthday celebration:
Population 4,000; paved streets, concrete sidewalks; sewers; water system; many permanent business buildings; three modern hotels; daily newspaper; electric power plant with an ultimate capacity of 50,000 kilowatts; more than 700 modern homes and many others under construction; a Community House, equipped with gymnasium, swimming pool, auditorium, etc.; modern street lighting system; parks, boulevards, golf course, athletic field, tennis courts; a complete municipal government; suburban garden lands; modern schools, places for religious worship and fraternal gatherings;—in all, you will find in Longview every facility found in any other carefully planned, typically American city to make life comfortable and enjoyable.

But Longview has other attractions also that its citizens want you to see and enjoy, especially if you are a business man looking for a good location, or a person seeking an ideal place in which to make your home, or one seeking an attractive investment.

Four Days of Pleasure and Profit

THE business men and townspeople have planned a great celebration for the entertainment of the new city's guests.
A special celebration will mark the Long-Bell mill opening. The opening of a button will start the machinery. Other events during the four days include:
Water races on the Columbia River.
Fireworks Displays.
Band Concerts.
Fairs.
Street Carnivals.
Roundups.
Athletic Contests.
Airplane Flights.
Addresses by notable speakers.
Fills Sunday will present morning and afternoon sermons Sunday, August 3.
Sacred Band concert Sunday.

Reduced railroad fares of fare and one-half for round-trip from points in Oregon, Washington and Northern Idaho. From Montana and East, summer excursion fares in effect.

LONGVIEW, WASHINGTON
July 31, August 1, 2 and 3