

NEWS of SOCIETY

Mrs. Le Roy Knight and Mrs. Lawrence Prescott entertained at their tables of bridge, honoring Mrs. Allen C. Wright, formerly Miss Wilma Oesterling, whose marriage was a recent event, at the Knight home Wednesday.

Fur Gives Charm



Touches of white fur about the collar, cuffs and tie-ends of the black satin frock give it character and charm and a certain youthfulness.

Mrs. H. E. Cooldige proved herself a charming hostess yesterday afternoon when she entertained the Lucky Thirteen Club at her home on O. Avenue.

Members of the Jolly Bridge Club spent an enjoyable afternoon yesterday when they met at the home of Mrs. Frank Robinson.

A very instructive and intensely interesting program was given yesterday afternoon when the Art Study Department of the Neighborhood Club met at the Club Rooms for their regular meeting.

Officers for the coming year were elected Wednesday evening, when the Ladies Auxiliary to the American Legion met at the K. of P. Hall.

The Parkdale club was charmingly entertained at the home of Mrs. Robert Wilkerson Wednesday afternoon with Mrs. Thomas Stimpfle assisting as hostess.

The first division of the Ladies Aid of the Methodist Episcopal Church met Wednesday afternoon at the home of Mrs. Ella Doty on Penn Avenue.

The Tuesday Bridge Club will meet Tuesday afternoon, December 9, with Mrs. Lee Hartford as hostess.

Mrs. D. H. Jones will entertain the Monday Bridge Club Monday afternoon, December 8.

The Mission Band of the Presbyterian Church will meet at the home of Mildred and Doris Caldwell on Jefferson, Saturday afternoon at 2:30.

The Loyal Sisters of the Christian Church will give a party at the church this evening for the members of the men's Bible Club and the teachers and officers of the Sunday school.

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Farmers Given Pledge Of Aid by President

(Continued from Page 1.)

cate that we are starting out on a new era," he said. "There will be prosperity enough for all if we are willing to work for it and willing to remain on a sound basis. If we give way to selfishness, if we try to secure what we do not work for, if we adopt unsound financial methods and begin to quarrel over the awards of industry, we can expect nothing but disaster and distress."

"I do not believe we are headed in that direction, but we shall be unless we beware, unless we are wise enough to be guided by the experience of other peoples in past history."

Speaking primarily to livestock men and to a settler where the livestock industry is given first thought, Mr. Coolidge directed his remarks primarily to consideration of the problems of those who grow and deal in meat animals.

Steps taken by the government to aid the farmer and stock grower were enumerated, the president mentioning the loans aggregating half a billion dollars made by the war finance corporation in the last three years, the good loans to the farmers of the northwest, the establishment of the intermediate credit banks, the organization of the agricultural company, the institution of governmental control over packing and stockyard properties and appropriations for better roads, the placing of a farmer on the federal reserve board, and the shipping board, and the protection of the existing tariff laws.

The benefits of the tariff were particularly emphasized, the president saying:

"We have built agriculture squarely into the structure of our protective system, and that the American farmer must not be undersold at home by New Zealand mutton, Argentine beef, Canadian wheat, Danish butter, Hungarian tobacco, Chinese eggs or Cuban sugar."

"Government Will Help." "Looking to the future, the government must aid generously in developing a national agricultural policy on broadly constructive lines," he continued. "It will support any sound program to release the farmer from the individualistic, competitive conditions under which agriculture has been conducted. It must encourage centralized marketing as a substitute for the haphazard and wasteful distribution methods of the past. The principle of co-operation in producing, financing, buying and marketing must be encouraged to the utmost practical development. We must help the farmer to reduce his taxes, broaden his foreign market and keep freight rates as low as possible while keeping the railroads efficient. This should be supplemented by the development of navigation in the Mississippi valley and in the St. Lawrence river. I can think of nothing that will surely help the farmer so much as

economy, economy in the local and national governments. This remedy Washington is generously providing. These remedies have been effective at last. What we want now is the assurance of stability and continuing prosperity."

Visiting the middle west for the first time since he entered the White House 18 months ago, the President and Mrs. Coolidge ended a busy day by a visit to the blocks of prize-winning entries from every state, amid the cheers of prairie stockmen, cattle buyers and a host of city folks.

The chief executive spent several hours in Chicago's famous stockyards prior to addressing a gathering of representatives of all the branches of agriculture at the Stock Yards Inn, a rendezvous of stock shippers for more than a third of a century.

The visit to the livestock exposition and the address to the representatives of American agriculture was the primary purpose of the president's trip but earlier in the day he delivered a message to business through an address to the Chicago Commercial club.



U-M-M-M! Serve Crimson Rambler with your famous hot and little in the extra prize you get. Pure Vermont maple made delicate with Dixie's finest cane.

Olympia Oyster Cocktails In Season -at- THE LOTTES 1118 Jefferson Ave.

confidence." He emphasized, however, that in this relationship there should be no sacrifice of "independence and freedom of action." "I do not believe," he said, "that we are strong enough, or that any people are strong enough, to accomplish any permanent good in the world through the indiscriminations of mere unorganized, undirected generosity. We can only help those who will help themselves. In any other rule, I am convinced, would be disaster for us."

A regular advertiser is a dependable merchandiser.

YOUR MOTOR will run better on the new winter Red Crown Gasoline. You have no doubt already tried getting a cold motor to start—now try a tankful of the new winter "Red Crown" and you'll get quick-starting action at once!

Quick starting! Fast acceleration, 100% power—nothing sacrificed. At all Standard Oil Service Stations and at dealers—anywhere you see the red, white and blue pump.

STANDARD OIL COMPANY (California) IN EVERY WAY A better gasoline Quick starting 100% power

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LINGERIE The Gift Beautiful



A gift of pretty Lingerie always carries a compliment with it. A compliment to the lady's daintiness. Gowns, Chemise and Step-ins of silk, filmy and fluffy have a fascination for every woman.

There's a bit of hope in every heart that this Christmas will bring flocks of lingerie.

SILK VESTS AND BLOOMERS CREPE DE CHINE NIGHT GOWNS ENVELOPE CHEMISE AND STEP-INS



LOOK OVER OUR WANT ADS FOR BARGAINS

Now That You Have Tried Our Golden Crust

And are convinced of the excellent quality, we invite you to try our delicious BUTTER HORNS Also Our PARKER HOUSE ROLLS MAPLE AND CARMEL ROLLS AND BUNS Baked by Electricity—the cleanest and hottest heat known.

Gwilliam's Electric Bakery

Catholic Ladies' Bazaar

EAGLES' HALL December 5, 6

Dinner Every Night, 75c Saturday Menu Chicken Pie, Cranberry Jelly

Hot Rolls Mashed Potatoes Waldorf Salad Ice Cream and Cake Coffee

This space donated by J. G. Snodgrass

109 No Charge for Delivery Call Main 75 Two Phones

READ THE OBSERVER CLASSIFIED ADS

RECHARGEABLE RADIO A-B BATTERIES THE BATTERY & ELECTRIC SERVICE CO. Leighton Machine Works bldg. 1311 Washington Ave.

Willard STORAGE BATTERIES

We are doing business in our new location The Candy Shop 217 Fir Street "The Home of Home-Made Candy" (Retail only)

WALLING'S COAT SALE 25% TO 50% OFF! Courier, Fashion and Fancy trimmed Hats, values to \$12.50, any Hat in the store \$5.95

New Fur Chokers—Mink, Squirrel, Opossum, Coyote, Fitch and others. From \$3.95 to \$15.00

"Columbiaknit" Sweaters Palmer Dresses

WALLING'S

Using the Right Thing There is a great deal of satisfaction to any woman to know that the right treatment is used at the right time in facial work.

GEIST MARINELLO SHOP Room 6, Sommer Bldg. "A Beauty Aid for Every Need." Phone Main 577

Sugar Coated Cod Liver Oil Tablets For Thin Kids Forget the horrible tasting Cod Liver Oil and give the thin, puny, undeveloped children McEoy's Cod Liver Oil Tablets if you want to give them a good appetite and put pounds of good healthy flesh on their bones.

For Itching Scalps or Falling Hair Nothing can be better nor produce quicker results than the remarkable MARINELLO SCALP TREATMENTS augmented by the frequent use of that wonderful new tonic SCALP-TONER MARINELLO COSMETIC SHOP

25 ounces for 25 cents for over 33 years KC Baking Powder

What The Future Holds For You As A Registered Nurse Nursing is one of the most profitable and satisfying professions which any woman can enter. ATTRACTIVE FEATURES OF THE WORK: The most inspiring part of the work is the privilege of assisting in the wonderful results which are being accomplished by Physicians and Surgeons, and other leaders in the field of research and practical medicine.



The Modern Christmas

ELECTRICITY is closely associated with the modern Christmas and the gift of electrical appliances is the ideal one because each gift of this character reduces labor in the home for someone we esteem.

Come in early and let us demonstrate the truth of this statement and how economical it is to give a gift of this character.

La Grande Electric Co.

We are doing business in our new location The Candy Shop 217 Fir Street "The Home of Home-Made Candy" (Retail only)