

SOCIETY NEWS

Governor's Wife To Visit Eastern Oregon Next Week

A prominent visitor in our city next week, and one whose presence will inspire numerous social functions, will be Mrs. Isaac Leo Patterson, wife of the governor of the state of Oregon, of Salem, Governor and Mrs. Patterson are leaving the gubernatorial home Sunday coming to eastern Oregon, on two missions. The first is to be present at and assist with the exercises in connection with the dedication of the Eastern Oregon Normal school, here in La Grande, and the other attend the Eastern Oregon Livestock show at Union, which commences at 10 a. m. Wednesday, Thursday and Friday.

Grade Children Picnicking at Cove

The eighth graders of Central school are having a picnic this afternoon at the Cove swimming pool. The young people drove to Cove this afternoon taking their lunch with them all set for a great time.

Parkdale Club In Fruitdale Meeting

The Parkdale club held a very enjoyable meeting Wednesday afternoon at the home of Mrs. Tom Carpenter in Fruitdale, assisted by Mrs. Charles Hoke. The Carpenter home was prettily decorated with the season's flowers. The business meeting was presided over by the new officers, Mrs. Bernice

Baptist Teachers Honor Mrs. Flint

The teachers of the primary department of the Baptist Sunday school met Wednesday afternoon with Mrs. Roscoe Clark, the superintendent of the primary department. The purpose of the meeting was a surprise party for Mrs. Flint, who has been in charge of the beginners' department. She is leaving soon for Idaho. Dainty refreshments were served by Mrs. Clark.

Normal School Coach to Marry

When Ernest (Bob) Quinn comes to La Grande late this summer to take up his duties as head of the athletic department of the Eastern Oregon Normal school, he will bring a charming bride with him, according to reports current today and emanating from Pendleton. The account of the announcement of his engagement and approaching marriage to Miss Helen White of Portland was given in the Pendleton East-Oregonian. Announcement of the engagement of Miss Helen White and Ernest (Bob) Quinn was made at a party last evening when Miss White enter-

Piano Recital To Be Given Sunday

Sunday afternoon in the ball room of the Suedawewa Inn, some of the pupils of Mrs. R. G. McCall will appear in a piano recital, the program to be open to the public and to begin at 4:00 o'clock. The

detailed program will be—
The Hooster.....Lanier
Elsie Piper.....Haldwin
The Shepherd's Evening Song.....Haldwin
Fern Koffard.....Pink
Bright Butterflies.....Pink
Bobby Burns.....Fearnis
Purple Pansy Waltz.....Fearnis
Evelyn Ballard.....Bohm
Grace Waltz (Duet).....Bohm
Lois Jean Davis and Evelyn Ballard.....Klickmann
Salubath Chimes.....Klickmann
Lois Jean Davis.....Schatz
Love's Reproaches.....Schatz
Vivian Gallagher.....Margis
Valse Bleue.....Margis
Ada Lillian Bantz.....Edelweiss
Gilde Waltz Vanderbeck
Evelyn Piper.....Chaminade
Pas Des Antheptes.....Mary Bantz
Those Distant Chimes.....Johnson
Madelaine Gallagher.....Braga
The Angel's Sorrow.....Braga
Mary Lou Piper.....Fisher
Robin's Return (Duet).....Fisher
Vivian and Madeline Gallagher.....Scharwenka
Polish Dance.....Norman Felk

Webb, president and Mrs. Elma Eckley, secretary. The remainder of the afternoon was spent socially, after which the hostesses served refreshments.
Guests of the club during the afternoon were Mrs. Dan Phillips, Mrs. Minnie Covey, Mrs. Alfred Hatt, Mrs. Florence Carpenter, and Mrs. Steve Hatt and baby. There were also 19 members present. The next meeting will be held at the home of Mrs. Ella Smalley, at Island City, June 12.

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Local Merchant Believes In Honest Advertising, Bill Dollar Declares



"How many people are there in this community," asked "Bill" Dollar, "who are capable of judging values in merchandise especially when an out of town ad reads 'Price \$27.50, value \$30.00'?"

"Advertisements of this kind are often found in catalogues from distant cities, for they can claim anything as long as they get the money, whereas, in La Grande people can see the goods and check up on the values."

"Honest advertising," said "Bill" Dollar, "such as is being carried by The Evening Observer, is being given a severe blow by the firms that exaggerate the worth of their merchandise."

"If advertising is to remain on a high level it must assure the customer an article that is exactly as represented. That is something which out-of-town concerns are not doing. So many customers do not get what they expect when they order by mail, and are buying so much stuff that does not come up to expectations that they are losing faith."

"The local merchant advertises his bargains," continued "Bill," "and the customers can step into the store and see if the advertising representations are true. No false statements can be made by the La Grande retailer and not have them known. What he offers is what he gets."

The betrothal was made known by means of attractive cards bearing the names of the two. Miss White who is the daughter of Mr. and Mrs. S. F. White, of Portland, is a charming girl and teaches mathematics at the Pendleton high school. She was graduated from the University of Oregon and is a member of the Alpha Gamma Delta society.

Mr. Quinn, who is athletic director at the Pendleton high school, was graduated from the Oregon State college and is a member of the Sigma Alpha Epsilon fraternity. He was recently chosen athletic director for the Eastern Oregon Normal school at La Grande. The wedding of Miss White and Mr. Quinn will take place in August.

Guests sufficient to make up five tables of bridge were present for the announcement party last evening and additional guests called later.

Recital Will Be Given This Evening

The first of a series of public piano recitals by the pupils of Miss Hilda Anthony will be given this evening at eight o'clock in the ball-room of the La Grande hotel. The date of the second programme will be announced later. Twenty of Miss Anthony's pupils will appear this evening giving the following numbers:

Chinowes Lament	Masters
Babbling Brooklet	Lenout
Dorothy Mann	
March of the Elves	Williams
Pauline Pieper	
Song of the Pines	Adair
Iva June Allen	
Wood Nymph's Harp	Itea
Uncle Remus	Grant-Schaefer
Kathleen Williamson	
Serenade	Nancy Rechin
Gaynor	
Indian War Dance	Brounoff
Jane Smith	
Waltz of the Wisp	Lenout
Margaret Karhart	
Mazurka	Smith
Lillian Schubert	
Yakima	Itea
Leona	Fisher
Frances Clark	
Revel of the Wood Nymphs	Barbour
Sylvia Hodgkin	
Castanette Dance	Nicholls
Pateford Clark	
Elfin Dance	Jenson
A. Fancey	Burleigh
Joy Dance	Crawford
Ruth Stoddard	
To the Rising Sun	Torjussen
Heien Melville	
Pur Elms	Reethoven
Margaret Dixon	Merket
Butterfly	Janet Binger
Hallan Dance	Brookes
Lyda Mae Hollister	
The Breakers	Guritt
Summer Reverie	Torjussen
Marguerite McGlenning	
Russian Dance	Hartman
Value Nook	Schubert
Maravene Kiddle	
Pan's Flute	Godard
In Autumn	MacDowell
Valse	Mokrejs
Eleanor Hicks	
Georg	
Capriccio	Mendelssohn
Polonaise A Major	Chopin
Genevieve Adler	

for sale must be exactly what he says it is."

"The more often the people of La Grande get stung in their purchases from out-of-town concerns the sooner they will come back to the basis of being strictly home buyers."

"It is hoped," continued "Bill," "that every citizen of La Grande will buy their clothes in this city. Our home merchants are busy all of the time, studying styles and buying the best there is in the market, so that midday may appear in any one of their selections, secure in the feeling that she will have the best that the market affords, according to the price paid, and no matter where anyone else bought their clothes, that she, with La Grande clothes on her person, will be strictly up to the moment in style. Not one small detail has been overlooked."

"Why is it with some women that everything looks good when it is far away? They picture a very attractive, no doubt, especially when coupled up with a bargain. That is why they are made—to catch the eye."

"Sometimes," continued "Bill" Dollar, "when you have been caught with one of those pretty pictures and buy away from La Grande just take the advertisement containing the picture that given a severe blow by the firms that exaggerate the worth of their merchandise."

"On the other hand, think what you owe to La Grande. There are not many women in this community who are not dependent on someone—either father, husband, son or brother—for their clothes. Do they give the merchants of La Grande a square deal by looking elsewhere than right here in our own city for everything they need?"

"Then be true to La Grande. If you buy anything at all, at least extend to the merchants of La Grande the privilege of showing their goods to you. The more you buy here the more you will be able to enlarge their stocks, thereby giving you the advantage of all the best that can be bought, and in doing this you will help yourself more than you can possibly realize now."

Suicide Rate High During Last Year

NEW YORK, May 31 (AP)—An increase in the suicide rate in the United States is shown by a survey made by Frederick L. Hoffman, consulting statistician of the Prudential Insurance company. The rate in 1928 was 17.5 per 100,000, the highest since 1916.

KC

BAKING POWDER
Same Price for over 38 Years
25 ounces for 25 cents
Guaranteed Pure and Healthful
Millions of pounds used by the Government

Adlers are Exclusive Agents for the Famous ROTH VIOLINS
If you wish to play on a good violin try a Roth.
On Display at

ADLER'S MUSIC CO.
La Grande, Oregon.
Our Motto "Quality & Service"

PUTMAN'S CLEARANCE OF ALL Spring Coats

An important event—bringing down to easily afforded prices the ultra-smart and beautifully made coats for which Putman's are famous! Coats offered you now at prices usually quoted in July.

See these values—Compare our prices.

Visit our Popular Priced Dress Shop
9.95—15.00—17.00

PUTMAN'S
La Grande Exclusive Ready-to-Wear and Millinery

PIGGLY WIGGLY

Mission Bell Toilet Soap 6 bars 15¢	Palmolive Toilet Soap 12 bars 83¢	Big Boy Fresh Ginger Snaps 2 lbs. 29¢
Curtis Brand Ripe Olives No. 2 1/2 can 35¢	Fancy Salted Peanuts 1 lb. 20¢	
Jasper's Health Nuggets 1 lb. bag 23¢	Shredded Wheat old style Package 12¢	

RED DEVIL MATCHES (6 boxes) Carton 15¢	Genuine Rogers Tableware Premiums One card will be given with each 25¢ purchase at our stores. Cards will be redeemed by the Rogers Advertising Syndicate with genuine Rogers tableware as follows: 50 cards 6. teaspoons 90 cards 6. tablespoons 115 cards 6. table forks 135 cards 6. table knives	LAS PECOS CRACKED PECANS 1 lb. carton 35¢ FIRESIDE Marshmallows 1 lb. carton 25¢ Nalley's Combination Salad Dressing Half pt. btl. 20¢ Kerr's GRAPE JUICE (a good buy) 1 pint 25¢ 1 quart 43¢
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SILVER SPIKE Our Best Flour

19 lb. sack \$1.90 24 1/2 lb. sack \$1.00

Butter Nut Cakes Grandma's Cookies Hostess Cakes

Asparagus -- Tomatoes -- Carrots -- Turnips -- Beets -- Green Onions -- Radishes -- Cucumbers -- New Spuds -- New Peas -- Cauliflower -- Lettuce -- Green Peppers

It Pays to Study the Swinging Price Tags.

P-A Piggly Wiggly Co.

Corner Depot and Wash. Two Stores In La Grande 1408 Adams Roesch Bldg.

DR. ELLIE MYERS CHIROPRACTOR

Keep Well Health
Pays Daily Dividends

Hours: 2 to 5 & 7 to 8
West Jacobson Bldg. La Grande, Ore.

STEVENS VAN ENGEL CO
1405 Adams, La Grande, Ore., Grace Bldg.

Men's FIELD HATS

See our assortment of Harvest Hats. It's complete and at the most reasonable prices. Light flexible hats that make the hottest day cool.

19c to 49c

BEWARE!

The **TERROR**

Will be on the Streets of La Grande Tomorrow
Watch for him.

Look Over Our Want Ads for Bargains

Meat Groceries

JOEL'S

Cor. Cedar and Washington Main 759

MRS. HOUSEWIFE

who trades at Joel's, keeps her family smiling all the time. She knows that the food she buys is always the best that can be bought, and as for the price she pays—she knows that she buys for less or she would not be trading at this particular store. Mrs. Housewife of today is very wise—wise to feed her family well—wise to trade at Joel's, and we, as a home owned store, strive at all times to do our part in always having the best of everything at the lowest possible prices.

Features Saturday - Monday

10 lbs. Pure Cane Sugar	62c
Fresh Tomatoes, pound	15c
Mrs. Stewart's Blue	16c
Fancy Head Rice, 3 lbs.	25c
Strawberries, 2 for	25c
Beets and Turnips, bunch	5c
Home Lard	69c
Fresh Dressed Hens and Fryers.	

Special for Month of June on GOLD MEDAL MAYONNAISE
Pint Jar 29c

Don't Forget the Home Products Show