

Society News

Surprise Shower Last Evening In Honor of Couple

Mr. and Mrs. Asa Harmon who were married recently were given a lovely surprise shower last evening at 1217 N. avenue, the hostesses for the event having been Mrs. William Koetter and Miss Rita Snydam. The evening was spent with games of a wide variety and concluded with refreshments. During the evening Mr. and Mrs. Harmon were given a miscellaneous shower, receiving many beautiful and useful gifts from their friends. The guests were Mr. and Mrs. Frank Snyder and son, Leo, Mr. and Mrs. William Niel and daughter, Mr. and Mrs. E. Gaertner, Mr. and Mrs. Walter Whitman and daughter, Mr. and Mrs. Arnold Snydam and son, Bobby, Mr. and Mrs. Starnor, Mrs. Baker, Mr. and Mrs. L. Lillie, Hazel Griggs, Mr. and Mrs. Luther Campbell and children, Mrs. James Wilson, Mrs. A. See, Mrs. Harry Gaertner, Herman Gaertner, William Koetter, and the hostesses.

Pendleton People To Attend Picnic

People from this county, a company of Pendleton residents are making plans to come to La Grande Sunday to attend the annual K. O. M. picnic to be held at Riverside park. As is generally known K. O. M. stands for Kansas, Oklahoma and Missouri residents now living in this valley, and their annual picnics are events of considerable importance.

Announcements

The Women's society of the Baptist church will meet Friday afternoon at the home of Mrs. L. E. Chenault. Meet at the church at 3:30 where there will be cars provided to take every one to Mrs. Chenault's home.

All Methodists and their families are invited to the breakfast tomorrow, Friday, morning at Pine Cone camp to send Dr. Ida Belle Lewis on her way to China. Breakfast will be provided by the committee. Bring only your dishes. Breakfast will be served at seven o'clock sharp to accommodate all who go to work at eight o'clock.

North Powder Couple Married

The Rev. J. George Walk, officiated at the marriage, the first of the week of Miss Pearl Wicks and John A. Shaw, both of North Powder, a very quiet affair, solemnized at the Presbyterian manse. The young people were accompanied by Mr. Shaw's father and mother, Mr. and Mrs. John Shaw Sr., and his sister, Miss Edna Shaw. The newlyweds returned to North Powder immediately after the service and will make their home there.

RESPONSES COME IN ON ADVERTISING

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All this information has now been gathered and the copy is ready to go out in a wholesale way as soon as the time is deemed to be ripe which will be within a few weeks.

However, some actual advertisements have been placed and are now appearing in print in the August issues of some western farm papers. That these scattering mid-summer ads were not fruitless is seen in the fact that yesterday responses began coming in asking for more information than the ad contained.

All answers so far have been prompted by Idaho circulation. Typical of the inquiries coming in was one this morning coming out that the writer wanted to move his dairy herd here with him, being interested only in getting the land right. The low, irrigated land prices of Wallowa county is made an item in every letter received. "We are delighted at the interest that the few scattering ads placed thus far have created," said Mrs. Hunter today after opening the mail.

Two new developments have come to light as prospective sidelines in the general campaign to development of the dairy industry in Union and Wallowa counties.

Hertz' Daughter In Auto Crash



When Helen Hertz, above, 19-year-old daughter of John Hertz, retired Chicago taxicab king, failed to stop her car for a red light in Evanston, Ill., she crashed into another car, seriously injuring Miss Dorothy Wilson, Santa Barbara, Calif. delinquent. Blood transfusion was resorted to in an effort to save the life of Miss Wilson. Chicago officers will charge Miss Hertz with manslaughter if Miss Wilson dies.

The joint commission and the local Chamber of Commerce is not still a thing of the future but is actually here. Mr. Hunter points out that during the past six or eight weeks three skilled dairymen have located in this section, because they say they think Union and Wallowa counties are going to be the center of dairying in all eastern Oregon immediately both as to production and manufacture, and that prices are right and conditions extremely favorable. These men have brought their families and in some instances their own herds with them and are now operating.

"Our natural dairying facilities have at last become known though even in a small way yet, and the coming fall will see an extremely great movement under way, and, too, several months before we had hoped to get things going," explained Mr. Hunter today in discussing the matter. "Our fondest hopes were for tangible results next spring but they are coming this summer."

Still another incident of recent date bearing on the dairy business is the announcement by the Union Republican that a referendum vote being taken by patrons of the Payette-Cooperative Creamery, particularly in the Cove, Union and Baker county points, on the establishment of a dairy either in Hallock or Union. The Union paper says:

It is reported the Payette people plan on a \$29,000.00 plant at one of the two places, choice of location to be left to the voters.

EDISON WILL NOT RETIRE FROM FIELD

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too complex, too involved, to permit such determination. The race will be a close one. It would be a stupid race, however, if everyone won.

To Stimulate Interest
"The purpose of this scholarship contest is to stimulate the interest of the youth of America in mental development, with particular emphasis on scientific matters and more generally in the high ideals that make for the finest type of American manhood."

"After the speeches, Mr. Edison answered a set of questions presented by newspapermen.

"The questions were:

"What do you think about the future of talking pictures?"

"Without great improvements people will tire of this substitute for the good seeing eye. I have had in silent films."

"Is the introduction of younger men into your organization, as a result of this contest, an indication of your retirement, and if so when will it take place?"

"No, I'll never retire. It's unhealthy."

"Is there not a danger of serious unemployment if so much weight is laid on college and technical education and too many are turned out for the requirements of industry?"

"Industry is getting so complex that there is an immense shortage of the right kind of men to manage affairs. This is getting more serious every day as science discovers new phenomena."

"What is the next invention or discovery you foresee?"

"Utilization of natural products."

"Do you consider the will to work and facing of realities of life as important for the youth of America as a first class education?"

"Three things important: initiative, success—ambition, imagination and the will to work. Of these, the will to work accomplishes the most; education of the right kind gets quicker results."

"Do you consider the prevalent craze for the setting of records, endurance tests, etc., healthy for industry in general?"

"Yes."

"Given the same opportunity afforded the winner of this contest do you believe your own success would have been greater or earlier?"

"Yes."

"Will a similar contest be held next year, or at regular intervals in the future?"

"Don't know yet."

"Do you agree with the proposal of George W. Wickersham that the states should assume the burden of local prohibition enforcement?"

"No."

"Do you think that the scientific experimental field affords as great opportunities to women as to men, and why were girls not included in this contest?"

"Severe Test Planned."

"Nearly as Great. The first ex-

HERE ARE JACKSON AND O'BRINE



You're looking at Dale "Red" Jackson and Forest O'Brine, holders of the world aviation endurance record as the result of their phenomenal flight that kept them in the air 17 1/2 days, six days longer than the Angelino stayed up. They landed Tuesday night and yesterday attended the funeral of George Lambert, fellow aviator. They are receiving a tremendous ovation.

periment was with boys, as they act in wider fields."

"The boys were warned that the examination will be a hard one. The test is a written one and will be submitted in the form of a long questionnaire. Announcement of the scholarship award will be made tomorrow."

SEEKING MEANEST MAN (CHICAGO, Aug. 1 (AP)—Police are seeking Chicago's meanest thief. Yesterday, while Joe Barzinski, a cripple, was splashing around in Lake Michigan, the thief took not only his clothing and the money he had saved up to pay the rent, but his crutches as well.

NEW SPORT JACKETS
Of Velvet and Flannel—In an attractive variety of Colors.
PUTMAN'S
La Grande's Exclusive Ready-to-Wear and Millinery

MIDDLE WEST IN HEAT WAVE; HIGH MARK 107

KANSAS CITY, Aug. 1. (AP)—The middle west continued to swelter after a day and night that established several seasonal heat records.

Showers were reported over isolated sections but did little to temper the heat or break a near drought. Omaha, Neb., St. Joseph, Mo., and Lawrence, Kan., received slight precipitation.

One death from heat occurred yesterday in Kansas, the center of the hot belt. A. G. Holman, 57, of Depew, Okla., died at Winfield from affect of heat.

Ellsworth Kan., yesterday reported a temperature of 107 degrees, one of the highest marks noted in the United States.

A wealthy New Yorker left his fortune to a woman who had rejected him. Who said there is no gratitude?

A new radium-tipped pencil enabled a man to write down his thoughts in four colors. A big demand is reported from golfers.

three
SIZES
for FAMILY
USE
ORONITE
CLEANING
FLUID

STANDARD OIL COMPANY OF CALIFORNIA

RIVERSIDE TIRES

You can't buy better quality, service or appearance... So why pay \$2 to \$15 more for any other tire?

THERE are no "deep, dark secrets," any more in tire building.

Super Service and First Quality RIVERSIDE Tires, for example, cost as much to build as any of the five or six other leading makes on the market. For rubber, cotton cord, and skilled labor, Montgomery Ward & Co. pays current market prices and rates the same as other well-managed tire factories pay.

In addition... for sturdy design and fine appearance RIVERSIDE Tires rival any tires built, regardless of brand or price!

As for service—RIVERSIDES offer you no vague substitutes in the form of phrases... but definite, specific, absolute mileage guarantees—16,000 miles for the First Quality RIVERSIDE—30,000 miles for the Super Service RIVERSIDE.

Then, to clinch the reasons why RIVERSIDES are now being used by millions of motorists throughout America—Ward's tremendous sales volume and nationwide distribution bring these tires to you at prices ranging from \$2 to \$15 less per tire than comparable tires of any other make on the market.

Since there are no secrets about tire building—why should there be any in tire SELLING? In the sale of RIVERSIDES there are none... because none are needed! You can PAY more in price, yes, but you can't BUY more... in quality, service or appearance!

Knowing these facts—is there any reason in the world why your next tires should not be RIVERSIDES?...

Step into our store today, and see these good-looking, high-quality, guaranteed-performance tires for yourself. Study their construction; see how they're built. Then try to find their equals at Ward's exceptionally low prices... try to match their GUARANTEES in any other tire at ANY PRICE. Those are the facts on which to buy quality tires at a big saving!

And remember—we have all sizes to fit all cars, and we provide free mounting service on every tire purchased.



Cinderella Offers For Friday and Saturday



50 NEW DRESSES

A special purchase enables us to bring you this variety of dresses at this amazingly low price. Crepes, prints and georgettes—all late summer models that are easily worth double the price we are asking. We suggest that you come early.

\$6.95

Cinderella Frock Shop

"La Grande's Friendly Credit Store."

SAVI STEVENS VAN ENGELEN CO. STORE
La Grande, Ore., Grace Bldg. 1406 Adams.

MEN'S SPORT OXFORDS



Tan and brown combination Sport Oxfords—Calfskin upper, full welt soles, rubber heels.
\$5.90

Bohemian Punch

"Knocks Out Thirst"

At our Fountain Exclusively

L. & L. Drug Co.

FIRST QUALITY RIVERSIDE		SUPER SERVICE RIVERSIDE		STANDARD WARDWEAR	
Guaranteed for 16,000 Miles		Guaranteed for 30,000 Miles		Guaranteed for 10,000 Miles	
30x3 1/2 4-ply 8 5.10	31x3.25 4-ply 10.20	30x3 1/2 6-ply 88 .70	31x3.25 6-ply 117.08	30x3 1/2 4-ply 8 4.14	30x3.00 4-ply 8 7.15
o. s. cl.	30x3.50 4-ply 10.65	o. s. cl.	30x3.50 6-ply 18.10	o. s. cl.	31x3.00 4-ply 7.35
29x4.10 4-ply 5.83	33x3.00 6-ply 13.75	29x4.10 6-ply 10.45	33x3.00 6-ply 19.90	32x3 3/4 4-ply 7.90	31x3.25 4-ply 8.55
30x4.50 4-ply 6.85	32x3.50 6-ply 13.50	30x4.50 6-ply 11.45	32x3.50 6-ply 21.15	30x4.10 4-ply 5.05	32x3.00 4-ply 10.70
29x4.75 4-ply 8.05	32x6.75 6-ply 17.90	30x4.50 6-ply 11.45	32x6.75 8-ply 26.70	30x4.50 4-ply 5.65	33x3.00 4-ply 10.95
30x5.00 4-ply 8.55		29x4.75 6-ply 12.95		29x4.75 4-ply 6.05	

MONTGOMERY WARD & CO.
1101-3 Wash. Ave. Phone Main 18 La Grande, Ore.