

LaGrande Evening Observer

(Incorporated)

An Independent Newspaper

FRANK B. APPLEBY, Editor and Publisher
HARVEY F. MATTHEWS, Business Manager

Published evenings, except Sunday, at 1416 Adams Avenue, La Grande, Oregon. The Observer-Star published every Friday, Entered at the Postoffice at La Grande, Oregon, as Second Class Mail Matter under act of March 3, 1879.

OFFICIAL PAPER OF UNION COUNTY AND THE CITY OF LA GRANDE

MEMBER OF ASSOCIATED PRESS
The Associated Press is exclusively entitled to use for publication of all news dispatches credited to it or not otherwise credited if published herein. All rights of republication of special dispatches in this paper, and also the local news herein also are reserved.

National Advertising Representative
M. C. MOGENSEN & CO., Inc.,
San Francisco, Los Angeles, Seattle, Portland, Chicago, Detroit, New York

SUBSCRIPTION RATES

By Carrier
Daily, per month in advance 75c
Daily, six months in advance \$4.50
Daily, single copy 5c

By Mail

Daily, per month in advance 50c
Daily, per six months in advance \$2.50
Daily, per year in advance \$5.00
Weekly Observer-Star, per year \$2.00

ADVERTISING RATES

Display, foreign, per column inch 42c
Display, local, per column inch 40c
Time contract prices on application.

THE BASIC PRINCIPLE—Therefore all things whatsoever ye would that men should do to you, do ye even so to them: for this is the law and the prophets.—Matthew 7:12.

: Society News :

Social Affairs Are Complimentary To Mrs. E. E. Vehrs

The departure of Mrs. Ernest E. Vehrs recently for her home in Oakland, California, has ended a delightful six weeks for her friends with whom she has been visiting. To compliment Mrs. Vehrs, (Ethel Wright) a former prominent young resident of this city, there have been a number of social affairs and happy informal gatherings. Mrs. Vehrs has been the guest of her parents, Mr. and Mrs. J. K. Wright and her brother, Lynn C. Wright and Mrs. Wright.

Social events the last few weeks have been particularly numerous among the circle of Mrs. Vehrs' friends, as a number of them, formerly of La Grande, were here for visits. Among this group was Miss Mar Neill, who has ended her stay here and will soon return to Hawaii where she is teaching in the Idaho high school. Mrs. Alfred Harding, of New York, who is still in La Grande, is a third of the group. Mrs. Vehrs and her little daughter, Betty Mae, bade farewell to their many friends here Thursday, leaving by train that evening for Oakland.

Wedding Will Be Event of Sunday

Attention of society is focused this weekend on the wedding of Miss Thelma Kitchen, daughter of Mr. and Mrs. R. J. Kitchen, to Raymond Allen Hall, of Portland, to be solemnized tomorrow afternoon at four o'clock at the First Presbyterian church of this city. Miss Kitchen has been a prominent member of the younger set here and the affairs in her honor, following announcement of the approaching nuptials in June, have been events of much interest this summer.

For the wedding there are to be a number of out-of-town guests, together with a large number of La Grande friends to whom invitations have been extended. Among early arrivals for the nuptials tomorrow are Miss Edris Maguire, of Portland, and Miss Beniah Newlin, of Walla Walla, both formerly of this city.

Neighbors Tell Of Portland Sessions

A banquet attended by 2,000 members of Neighbors of Woodcraft was one memorable event of the national convention, recently ended in Portland, according to Mrs. Ada Clark, Mrs. Whitford Clark and Miss Ray Buell who returned home last night after taking part in the large meeting. For the new temple, dedicated during convention, they have hearty praise, declaring this morning:



NOW... the RADIO of RADIOS

New Victor-Radio



Only \$178
Micro-Synchronous!
Expect a miracle! Victor Radio is ten years ahead! Achieving new dynamic-making new dynamic speakers. Nothing like it for tone quality.

Come in Now!
Adler's Music Co.
Our Motto—'Quality and Service'
La Grande

Mrs. W. P. McAdory Tells Of Burma

When the Women's society of the Baptist church met yesterday afternoon at the farm home of Mrs. L. E. Chenault they had the pleasure of welcoming back Mrs. W. P. McAdory who has been away from the society more than a year while she took a trip around the world.

Mrs. McAdory spoke briefly to the group, discussing Burma, in her talk. Later she will give them more detailed narratives of her impressions of the countries she visited, from the angle of the missionary field. Mrs. Lucy Graham had the discussion for the afternoon the monthly meeting for aid work, and

Morning Swimming Parties Popular

With the advent of summer heat in all earnestness this last week the early morning swimming party is becoming popular and there have been not a few, early dips and breakfasts at pools these last few days. The idea has proved particularly pleasant to those who spend their day at work. One such group went to Cove this morning, shortly after five o'clock and enjoyed a delightful

Miss Parsons Is Welcomed Home

To welcome Miss Mary Gould Parsons, now of Eugene, home to La Grande for an August visit, there was a large group of the younger folk at the Union Pacific depot last night when train No. 29 arrived here. Miss Parsons graduated from the La Grande high school this spring and was active in student affairs. Since June she has been making her home with her mother in Eugene. She will spend the month here with her grandmother, Mrs. Chris Miller.

E. O. N. Students In Swimming Party

A jolly event of last evening was a swimming party at Pine Cone, arranged for Eastern Oregon normal school students as a conclusion to the week's studies. About 25 of the group participated in the swim which took place just preceding the supper hour.

Morning Swimming Parties Popular

With the advent of summer heat in all earnestness this last week the early morning swimming party is becoming popular and there have been not a few, early dips and breakfasts at pools these last few days. The idea has proved particularly pleasant to those who spend their day at work. One such group went to Cove this morning, shortly after five o'clock and enjoyed a delightful

Scouts Find No Rest From Rain In Old England

ARROWE PARK, Eng., Aug. 2. (AP)—The first week of the biggest international gathering of boys in history drew to a close today with 50,000 Boy Scouts able truthfully to say a hectic time was had by all. In a few short days the boys have been witnesses and victims of an astounding variety of weather, including a storm that tried to wash and blow their tents away and a drizzle that attempted to drown their boyish enthusiasm.

Scouts Find No Rest From Rain In Old England

The Americans among them have waited hours in the rain for a glimpse of the Prince of Wales, and then have nearly mobbed him with their cameras. This morning produced another festival of mud for the scouts. It rained all night and they saw no chance of anything but more wetness over the weekend. Much more remains to both

Scouts Find No Rest From Rain In Old England

American and those of other nations before August 13 when the jamboree ends and the boys scatter to the world's four corners, carrying with them first hand knowledge of what international brotherhood means in practical operation.

FALK'S LA GRANDE STORE
Successors to N.K. WEST & CO.
PEACOCK FOOTWEAR
Is Exclusive With Us In La Grande

Scouts Find No Rest From Rain In Old England

NO SERVICES TOMORROW AT STATE PRISON

AUTUMN, N. Y., Aug. 2. (AP)—There will be no religious services tomorrow at the state prison here where an uprising occurred among the prisoners last Sunday. Prisoners fortunate enough to have their heads in working order may listen to church services or other radio features of their wish, but all prisoners will be kept in their cells and there will be no assemblage either for spiritual or recreational diversion. The four prisoners who escaped during the rioting were still at large today, last reports were from north Hesse where two campers said they were held up and robbed of their clothing late Sunday night by two men apparently convicts.

Reliability of new Ford as important as beauty, speed, safety and comfort

YOU are buying proved performance when you buy the new Ford. You know exactly what it will do. There is nothing of an experiment about it.

Letters from users show a delivered value far beyond expectations. Almost without exception they stress reliability. You sense a feeling of sincere pride in the oft-repeated phrase—"Let me tell you what my new Ford did."

A well-known tire company, solely to test tires, drove a new Ford more than 90,000 miles in six months. Throughout that time, the car was run day and night, an average of twenty-two hours out of every twenty-four. The entire cost of repair parts was only \$38 for the entire 90,000 miles.

Another tire company, making a similar test, drove the new Ford more than 80,000 miles in a short period, at a cost per mile that was fully 60% less than any figure it had previously known.

One of the first of the new Fords was driven from Dearborn, Michigan, to Los Angeles to San Francisco to New York and back to Dearborn—a distance of 8328 miles—in twenty-one days. Through ice and sleet, up mountain peaks, through desert sands, over macadam and deeply rutted dirt roads, it traveled at an average speed of 40.9 miles an hour.

Practically a year of average driving was done in three weeks, yet the entire trip was made without the need of a single major adjustment or repair.

Another new Ford, as a test of hill-climbing, was driven from San Bernardino, California, over the National Old Trails and Swartout Valley Highway, to the Big Pines Recreation Camp. The entire 36.2 miles were made in high



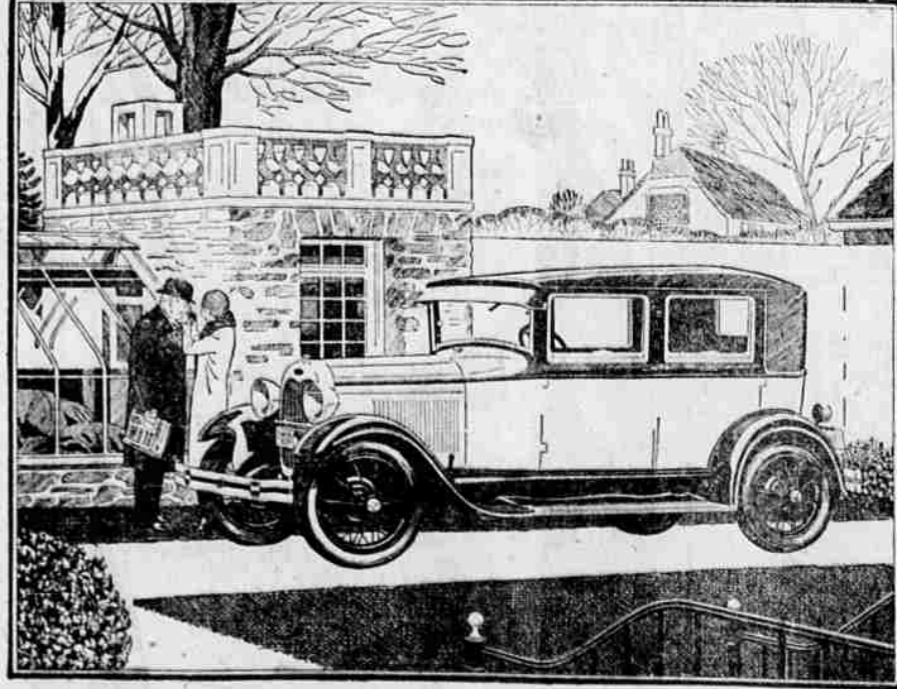
An example of the stamina and performance of the new Ford was shown in the ascent of Ben Nevis, the highest mountain in Great Britain. This extremely difficult and dangerous climb was made over rock-strewn, almost impassable mountain trails.

gear—a particularly severe test because of the sharp turns and a stretch of 5.7 miles where the grade rises precipitously from 3000 to 6075 feet. Other incidents are even more dramatic. A letter from the East tells how the Triplex shatter-proof glass windshield

of the new Ford prevented injuries from flying glass when the car was forced off the road into a telegraph pole. A news-reel photographer tells how the brakes on the new Ford saved his life when, speeding through a blizzard to film a shipwreck, he found himself suddenly on the very edge of a 50-foot cliff. From a far western state a husband and father writes gratefully to tell how the sturdiness of the new Ford "saved the lives of my family" when the car was struck by a hit-and-run driver.

Come in—see the new Ford car—and drive it yourself through thickest traffic, up steepest hills, over roughest roads. You will know then that it is an unusual value at a low price.

- Roadster, \$450
 - Phaeton, \$460
 - Tudor Sedan, \$525
 - Business Coupe, \$525
 - Sport Coupe, with rumble seat, \$550
 - Coupe, \$550
 - Fordor Sedan, \$625
- (All prices f. o. b. Detroit, plus charge for freight and delivery. Bumpers and spare tire extra.)



Long, low and fleet are the lines and strikingly beautiful the colors of the new Fordor Sedan. Richly appointed throughout, in the manner of a custom-built car. An exceptionally comfortable car because of the new transverse springs. Houdaille hydraulic shock absorbers and the generous space provided in front and rear compartments.

PERKINS MOTOR COMPANY

Cor. Fourth & Adams Phone Main 500



TRY W. K. GILBERT CO. FIRST