

# SOCIETY NEWS

## Series of Parties Given by Members Of Club Committee

Members of the Highway Beautiful committee of the La Grande Neighborhood club during the last three days have given a series of parties to which each member of the Neighborhood club was invited. Each guest made a small con-

tribution to the committee fund. The money so raised will be used to carry out plans of the committee: planting water lilies in the water along the highway, improving Gantoff park with shrubs, trees and flowers and offering prizes to encourage owners of property along Adams avenue (the street on which the Oregon Trail passes through La Grande) to beautify their part of the highway.

Mrs. Hugh Brady gave a valentine bridge party Monday afternoon at her home. Mrs. Clyde Seitz and Mrs. Donald Pogue also entertained with a valentine bridge at the former's home.

Mrs. Turner Oliver, Mrs. Ed Hackman and Mrs. L. H. Russell gave a valentine party Tuesday afternoon at Mrs. Oliver's home with a varied program for the guests' entertainment.

Mrs. H. G. Smith entertained at her home at bridge, carrying out the valentine motif.

Mrs. W. P. McAdory and Miss Blanche Clark entertained at the Kenwick Clark home Tuesday evening with a valentine program in which their guests took part.

Mrs. J. L. Ingle and Mrs. E. P. Moseman entertained with an evening of games and an unusual program offering at a valentine party Wednesday evening in Mrs. Ingle's home.

## Cochran Speaker At O. E. S. Meeting

George T. Cochran, grand worthy patron of the Order of Eastern Star of Oregon, addressed the local chapter last evening at the program in observance of Lincoln's birthday telling of the program in observance of the four outstanding men in history who stood at the turning points of civilization, mentioning Lincoln as the last. The speaker described his character, showing the traits that made him great.

An entertaining program of musical and dance numbers was enjoyed. Miss Katharine Wisler accompanied by Mrs. Lee Reynolds sang, "Awake, Awake My Love," and "The Morning is Calling," both compositions of Robert Huntington Ferry.

A valentine dance was presented by Miss Gladys Roberts, accompanied by Katharine Wisler who responded to an encore with a star dance.

The regular business meeting preceded the program.

## Legion Auxiliary Hostess Yesterday

At a charming afternoon members of the American Legion auxiliary were hostesses yesterday to the patriotic women's organizations at the La Grande hotel in honor of Lincoln's birthday. Mrs. C. H. Devine was chairman of the affair. Mrs. Julietta Boesch and Mrs. C. N. Palmer received.

A delightful program of musical numbers was enjoyed. "Little Gray Home in the West," and "When Song is Sweet," was sung by Ray Williams with Mrs. Lynn Wright at the piano.

Mrs. Leal Russell sang "My Own United States," also accompanied by Mrs. Wright.

A clever skit, "I Don't Want to Play in Your Yard," was presented by Marion Boyles and Fern Geertsen accompanied by Nellie Geertsen.

At a table prettily arranged with miniature log cabins, red and white carnations and patriotic decorations, Mrs. Walter Leleman, Mrs. J. L. Ingle, Mrs. E. G. Henning and Mrs. E. J. Lotties served, assisted by Mrs. Oris Palmer, Mrs. Norman Desilet, Mrs. Harry Williams and Mrs. Walter Palmer. A picture of Lincoln was placed on

the table. The afternoon was well attended and successful. Members of the auxiliary assisted about the hotel.

## Mrs. John Allen Hostess at Party

Mrs. John Allen was hostess at a delightful valentine party yesterday afternoon at her home on Fourth street. Social hours and the telling of St. Valentine stories were diversions.

A dainty two-course luncheon was served with accessories in a valentine motif, and a centerpiece of clematis, dotted plants and pink rosebuds were arranged about the home.

## Crystal Rebekah Lodge In Session

Last evening the Crystal Rebekah lodge No. 50 I. O. O. F. met in regular session with Mable Osterling, public grand, presiding. A large number of members were in attendance.

Considerable plans for future entertainments were made with committees appointed to arrange for them. An association meeting will be held here Feb. 26, the last Wednesday of the month. Committee



# SPRING'S Favored Styles You Will Find At PUTMAN'S

Frocks for all occasions. The advanced and authoritative conception of the new season's silhouette.

Shown in plain flat crepe, plain georgette, plain chiffon and gay prints.

The chosen colors are patau blue, imperial jade, charmel red, carnelian beige, tan and black.

PUTMAN'S

were chosen to have charge of the St. Patrick's dance to be held in the Zuber hall, March 17, also the colonial masked dance in Rebekah hall, Feb. 22.

Many of the members who have been ill were reported improving.

## Install Officers At Lodge Meeting

The club will meet again with Mrs. Wesley McDonald, Feb. 26.

Installation of officers was held at the recent meeting of the Supreme Forest Woodman circle with Sovereign Board, state manager of the Pacific Woodman, installing.

Following the meeting refreshments were served in the dining room by the circle and a social hour was enjoyed.

## Mrs. Wright Hostess At Bridge Party

Mrs. Ambrose Wright was hostess to the A. O. T. Bridge club last evening at her home with two tables at play. Dotted plants were a pretty decoration.

Honors at cards were won by Mrs. W. D. McDonald, Mrs. William Howard received consolation award.

Following bridge dainty refreshments were served. The next meeting will be with Mrs. August Erickson.

## W. C. T. U. Plans Year's Program

Plans for a membership drive, essay contest, welfare work and other activities during the year were made Tuesday afternoon at the meeting of the Women's Christian Temperance Union, held at the home of Mrs. Chloe Perisbo. Two visitors were present.

The first of a series of social meetings to be held each month having two regular meetings of the union each month, in place of one, will be held Feb. 26 at the home of Mrs. Putnam Yeck, when besides social hours discussions and study will be held.

## Helomalo Club Is Entertained

At a pleasant afternoon of bridge the Helomalo club members were guests yesterday of Mrs. Clyde Charlton at her home with three tables at play. Arrangements were attractive in a valentine theme. Mrs. Jack Oliver won a high score, with Mrs. Della Harnden winning second. A delicious two-course luncheon followed cards.

## Chapter Planning For Colonial Tea

At the special meeting of Grande Ronde chapter Daughters of the American Revolution held yesterday at the home of Mrs. Ray Williams plans were made for the

colonial tea to be held at the home of Dr. Margaret Ingle from 3 to 5 o'clock Saturday afternoon, Feb. 22. The public is invited to attend.

The silver tea is an annual affair of the D. A. R. the proceeds to go to educational services, the student loan fund and local colleges.

Mrs. Lynne Bohnenkamp is chairman of the affair. She has made interesting plans and features for the tea, it was announced.

Alaska's mineral production, including precious metals and base metals as well as petroleum, amounted to \$14,661,000 in 1929.

## The Food That Fights Fat

It's a gland food, now used to correct the known cause of so much excess fat. Doctors now employ it the world over. And now, without starvation, multitudes are gaining new youth and beauty, vim and vigor. You see the results wherever you look. Fat is the exception now. Mermola prescription tablets embody his modern method. People have used them for 22 years—millions of boxes of them. Some of your own friends, doubtless, can show you what they do. Let them bring you what they have brought to so many. The results will delight and amaze you. A book in the box explains the effects. Go now and ask your druggist for a \$1 box of Mermola. You owe that to yourself.

# HOW FORD METHODS CUT COST OF DISTRIBUTION

Lower profits in selling save you at least \$50 to \$75 in addition to the many savings in manufacturing

TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.

The profit margin on the Ford car has always



been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.

FORD MOTOR COMPANY

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With ANITA PAGE ERNEST TORRENCE KARL DANE

A Metro-Goldwyn Mayer Picture

THRILLING SOUND

SPEED was his middle name! On the track—in love—the sky was the speed limit! Haines will give you 1001 laughs and gasps.

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STAN LAUREL OLIVER HARDY

UNACUSTOMED AS WE ARE

A Metro-Goldwyn Mayer Talking Picture

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RAMON NOVARRO

in "Deth-May-Care"

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If your auto license number appears below, report at box office tonight with license receipt and be our guest for "SPEEDWAY."

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227-372
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