

SOCIETY NEWS

Mrs. Chandler Is Hostess Friday To Women's Society

Mrs. C. W. Chandler was hostess to the Baptist Women's society yesterday afternoon at her home on Third street. Seventeen members were present for the afternoon, which was in the form of a farewell for Mrs. Minnie Bynum and also a regular business meeting.

Club To Adjourn Until October 9

Mrs. C. Y. Beule was hostess to the Me-Way-A-Tum club on Thursday afternoon at her home. Members of the club made up three tables of bridge with high scores placed to Mrs. Roy Munsell and second to Mrs. A. E. Peebler.

Lucky Dozen Club Is Entertained

Members of the Lucky Dozen club were guests yesterday afternoon at the home of Mrs. A. E. Peebler.

Cove Old Folks Picnic Will Be Held August 10

By Mrs. J. R. Price (Observer Correspondent) COVE, Ore. (Special)—The annual Old Folks picnic which is sponsored by the Cove Improvement club, will be held the tenth of August at the Ascension grove. As heretofore everyone is requested to bring a basket lunch. The picnic will be held in the afternoon and will be furnished by the club. All of Cove's older residents are cordially invited and also any one who was formerly a resident of the Cove. A program will be given in the afternoon under the direction of M. L. Carter. The picnic of previous years have always been well attended and enjoyed by the old folks.

Blue Bird Girls Hold Swim Party

The Aweagon group of Blue Birds with their guardian, Miss Elizabeth Heise, enjoyed a jolly swimming party at Crystal Plunge on Thursday afternoon.

Ex-Pugs Add Realism To Fight In Film Drama

Five ex-prize fighters were obtained by Radio Pictures to add realism to a "free-for-all" fight in pool hall scenes in Richard Dix's latest starring vehicle, "Shooting Straight," at the state theater.

Hyslop Returns From Capital; Grain is Studied

OREGON STATE COLLEGE, Corvallis, Aug. 2.—More simplicity and unity in the grain trade with respect to grades, standards and general regulatory work is expected to result from the thorough investigation of the grain division of the department of agricultural economics at Washington, D. C. just completed by a committee headed by G. R. Hyslop, chief in farm crops here.

Water Unusually Low This Summer At Union, Oregon

By Mrs. L. Z. Terrall (Observer Correspondent) UNION, Ore. (Special)—Water pressure has been unusually low in Union for several days and a crew of men has been employed to put a new cement floor on the intake tank. Water has to be piped through a by-pass until the work is completed, which will take four or five days yet. The water supply is lower than usual but the pressure will be improved when the work is completed.

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the home of Mrs. Ed Shellworth, at one of their regular meetings. The afternoon was spent very pleasantly with eleven members present. Plans were made to have their next meeting at Cove, in two weeks. Mrs. Shellworth used golden glow in bouquets about her home, and followed the colors of yellow and white in her luncheon, which she served to the guests before the close of the afternoon.

Dinner Party Is Given for Guests

Mr. and Mrs. Cecil K. Ross and their daughter, Winona, and father, J. A. McClaren, of Victoria, B. C., who are visiting relatives in La Grande this week were the inspiration of a delightful dinner party given for them on Thursday evening at the home of their niece, Mrs. L. V. Duncan.

Blue Bird Girls Hold Swim Party

The Aweagon group of Blue Birds with their guardian, Miss Elizabeth Heise, enjoyed a jolly swimming party at Crystal Plunge on Thursday afternoon.

Those enjoying the fun were: Miss Betty Chadwick, Elinor Ashmund, Nurine Berry, Susan and Margaret Davis and Lois Laird and two visitors, Mabel and Jackie Barrie.

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EUROPEAN BEAUTY QUEENS



European beauty queens who will represent their countries in the international beauty pageant at Galveston, Tex. Seated left to right: Larla Becke of Germany, Madeline... of France and Lillian... of the United States.

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Sales Campaign Is Held Need To Build Up Market

OREGON STATE COLLEGE, Corvallis, Aug. 2.—Advertising and organized sales promotion could give the Pacific Northwest and Oregon particularly, what would practically be a monopoly market for an important local agricultural product—Oregon canned fresh prunes.

Menus Of The Day

By Mrs. Alexander George SUNDAY TEA MENU Crabfluke Tomato Salad Cheesed Wafers Mocha Nut Cake and Tea

Wood for Excelsior The various species of aspen and cottonwood, together with basswood, constitute considerably more than half of the excelsior produced in this country. Other species used in excelsior manufacture are the various southern pines, willow, red gum, white pine, spruce and small quantities of many other woods.

Willys-Overland Pays Attention To All Details

TOLEDO, O., Aug. 2.—The extent to which the details of the motor car stylists have borne fruit in recent years is seen in the new Willys Eight the latest offering of the Willys-Overland Co., in the medium price class. Here is a motor car selling at a price within the reach of hundreds of thousands of persons and yet this car has many of the luxuries, the refinements and the details of style which not so long ago appeared only in the most expensive cars.

Persons who make a study of the automotive industry and those individuals who have long had an academic interest in its progress are authority for the statement that today's automobile buyer gets a tremendous "run for his money." One's memory does not have to be unusual to recall the days when no car selling for less than three or four thousand dollars had such features as adjustable padded arm rests, adjustable seats, smart toggle straps for hand grip and a variety of color combinations, rich upholstery and maximum roominess, all of which are found in the new Willys Eight.

As the mechanical development of the motor car has progressed immeasurably in recent years so, too, has the "body" development. In the new Willys Eight, for example, are found spare wheels in the fender wells, trunk racks, an artistic mounting of chromium parking lights and double shock absorbers at front and rear. While this latter feature may properly be considered only as a mechanical advantage, it is nevertheless a distinct contribution to the comfort of the car's occupants and style and comfort have always gone together.

Comfort is another demand of the modern motor car buyer. Not only does he demand comfort in the design of the seats but he also closely observes leg room, seating room and assurance that at all speed ranges he will enjoy ease and smoothness that one associates with the design of the fine cars.

In the new Willys Eight this is well taken care of, not only through the use of double acting hydraulic shock eliminators but in the general spring length on each axle. Numerous tests conducted with the new Willys Eight over all kinds of roads and at every speed range disclosed remarkable smoothness and comfort that would meet the most exacting demands.

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SHIRT SALE Fancy broadcloth or plain white. All sizes \$1 3 for \$2.75 Extra quality silk stripe Broadcloth Shirts \$1.45 3 for \$4.00 Trotter's QUALITY CLOTHES SHOP

ATLACIDE - WEED KILLER 50-lb. Cans \$ 7.00 100-lb. Cans \$13.50 200-lb. Cans \$26.00

STATE PRESENTS RICHARD DIX SHOOTING STRAIGHT They Overlooked the Diamonds

They Overlooked the Diamonds THERE is a modern flippancy to the effect that "What you don't know won't hurt you." It is also a fallacy. For instance: The farmers of Kimberley were a disgusted, disheartened lot. They said the soil was too rocky to earn them a living. Some of them left. Others died in poverty.

But the farmers didn't know. They thought the priceless gems were pebbles. Don't be like those Kimberley farmers. Know! Don't seek opportunity in some distant place and overlook the diamonds that are daily within your grasp. Know!

Advertising is a mine of opportunity. It tells of values you wouldn't know about if it were not there to guide you. The secret of economical buying is information. The man or woman who is best informed is the one who buys to best advantage. Read the Advertisements. Know!

Treat Yourself - Have a summer vacation. Send ALL your washing. Economy Ruff Dry Price Press 7c 9c 15c MODERN LAUNDRY "The Laundry of Personal Service" PHONE MAIN 77

How Chrysler Eight Chassis and Body Make for Lowness This phantom view of the new Chrysler eight shows how engineers have designed body and chassis with every consideration for lowness at no sacrifice of head-room or road clearance. The double drop chassis frame is used, and the all-steel body is bolted to that frame so the two are a co-related unit, making for extreme low center of gravity and perfect roadability.

Cox Auto Electric Electrical Ignition and Battery Repairs on all Makes of Cars Ph. M-753 1425 Adams

Negro Actor Honored There is a memorial window in the Shakespeare Theater to Ira Aldridge, negro, who played Othello to Edw. Booth's Iago. But What a Difference Before marriage he's her partner After marriage he's her boss.