

SOCIETY

The Annual K. O. M. Picnic Will Be Held Sunday, August 5, At Park, Beginning With Lunch At Noon

The annual picnic of the former residents of the three middle western states, Kansas, Oklahoma and Missouri will be held Sunday, August 5, at Riverside park. Members of the K. O. M. association together with their friends will assemble at the park for the lunch which will be served at noon. Each family will bring its own basket of food, the coffee and cream to be served free by the association.

The program, with Roy, W. H. Hertzog as the chief speaker, will be held in the afternoon. E. A. Sayre is president of the association and Mrs. Yack is the secretary.

Lutheran Women Study Missions

The Women's Missionary society of the Lutheran church met yesterday at the home of Mrs. Henry Pieper. Mrs. Carl Keller conducted the devotions, and Miss Genevieve Nelson presided. The topic, "Who is Responsible?" In the absence of the president, Mrs. Brasher, Miss Nelson, vice president, presided. Much interest is being shown in this new organization. The next meeting will be held September 6th, and the lesson will be "The Christian Physician As a Builder." The place of meeting will be announced later.

Frances Cherry Weds Sunday

Friends here have received word of the marriage on Sunday of Miss Frances Cherry and Dr. S. A. Swayze, of Nampa, Ida. The ceremony having been performed in Modford, Dr. and Mrs. Swayze left at once for California and from there planned to go east visiting in New York and Chicago before returning to Nampa to take up their residence the latter part of the month.

Miss Cherry, who is the daughter of Mr. and Mrs. George W. Cherry, of Enterprise, after her graduation from

Miss Mabel Morton
Society Editor
Phone: Main 600 Until Noon

Women's Group In Routine Meet

Regular business was given attention at the meeting of the L. A. to B. of B. T. at their meeting held Wednesday evening at the Eagles hall.

At the close of the evening refreshments were served by Mrs. Floyd Mann, Mrs. Austin Arnett and Mrs. Landers.

Bridge Party At Davis Home

Fourteen guests were entertained Thursday evening at the home of Mrs. E. D. Davis, 1606 Seventh street. Mrs. Davis, Mrs. John Garity and Mrs. Fred Jones being the hostesses. The evening was devoted to bridge.

Mrs. Frank Tuckey receiving the prize for high score. Miss Winifred Scott, low. Mrs. Dal Hudspeth was given a miscellaneous shower during the hours of the evening.

The hostesses served.

Auxiliary Makes Numerous Plans

There were 19 women out for the meeting of the Eagles Auxiliary in their hall Thursday evening. Since Mrs. Perree is moving from La Grande, Mrs. Mary Brasher was installed as chaplain. Plans were made for an apron, tea towel and cooked food sale to be held in the future. The sewing club will meet next Wednesday

at the home of Mrs. Brasher with Mrs. Perree assisting. Mrs. Mable Higgins is chairman of the committee which is already snapping out its program for relief work. There will be a special meeting of the organization on Thursday August 16 at which time a large attendance is expected.

Committee Plans I. I. I. Gathering

A meeting of the executive committee of the I. I. I. (Iowa, Illinois and Indiana) met Thursday evening at the home of Mrs. Frank Woods to further plans for the annual picnic of former residents of these three states which is to be an event of Sunday, August 12. The committee consists of Rev. J. George Walk, president, Ed Eckley, vice president and Mrs. Frank Woods, acting secretary-treasurer on account of the illness of Mrs. Chris Wright. Mrs. L. Denham and J. E. Reynolds were also present.

The following committees were appointed:

Table committee — Ed. L. Eckley, chairman, Joe Ruckman, John Speckhart, J. G. Plank.

Coffee and ice cream committee, Mrs. Wood, chairman, Mrs. L. Denham, Mrs. Eva Monroe, Mrs. R. J. Kitchen.

Program committee, H. J. Kitchen, chairman, H. H. Cleaver, Mrs. Wm. Condit, J. H. Blunt.

Seating committee, H. A. Wilkerson, chairman, A. W. Leffel, Leo

SOCIAL CALENDAR

Saturday, August 4
2:00 W. R. C. at I. O. O. F. hall.
Sunday, August 5
12:00 Annual reunion former resident Kansas, Oklahoma, and Missouri.

Smith, Wm. Condit.
Finance committee, J. E. Reynolds, chairman, Frank Moore, Dick Smith, Martha Graham.

Mabel Morton, advertising or publicity.
Members of the various committees will please get in touch with the chairman to learn what their duties will be.

56-CENT DROP NOTED
WASHINGTON, Aug. 3 (AP) — First returns from a nation-wide business census conducted by the commerce department disclosed today wholesale business in the United States dropped 56 per cent in dollar value from 1929 to 1933.

Eight Weeks Course in the Modern Dance

August 6 — September 29, 1934
RHYTHMICAL TRAINING — CREATIVE DANCING
BODY DEVELOPMENT
Class Lessons: 50c an hour (one lesson a week) or 24 Lessons (3 a week) . . . \$10.
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New RIVERSIDES

Precision-Built to Stand Even Higher Speeds and Greater Strains Than Those of Today

EXAMPLE: SIZE 29 x 4.40-21 - Only

\$520

CONVENIENT TERMS!



"A mile a minute" — no longer speeding — just today's driving pace! Faster turns; quick, frequent stops; smaller wheels making far more revolutions! All these demand an entirely new tire! Wards new Precision-built, first-quality Riverside is the answer! You get that extra margin of quality that assures you of long wear and safety under the terrific tire strains of today's cars . . . plenty of quality for even the cars of tomorrow!

Improved thicker and flatter tread puts more rubber on the road where you need it most — all NEW Super-Vitalized rubber that alone adds 15 percent to wear. Stronger carcass doubly protected against blowouts. First, by patented Latex-dipping. Second, by live rubber insulators between every cord ply. Both minimize internal friction-heat — greatest blowout cause.

***YET 18% TO 20% LOWER PRICED!**
Actually 18% to 20% LOWER than Wards prices on tires of comparable first quality as recently as four months ago . . . in spite of the fact that rubber has increased nearly 50% in price while all other materials, cotton, and labor have also gone UP!

Make the next tire you buy a new precision-built Riverside. America's new-value in first-quality tires — backed by the strongest guarantee ever written. A guarantee that gives you complete protection against all road hazards for the life of the tire. Read it carefully — just below!

TIRES MOUNTED FREE

NOW! CHECK THESE LOW PRICES!

NEW RIVERSIDES	4-Ply plus 2 Cord Breakers	6-Ply plus 2 Cord Breakers
4.40-21	\$5.20	\$7.20
4.50-21	5.70	7.90
4.75-19	6.10	7.45
5.00-19	6.50	8.20
5.25-18	7.20	9.05
5.50-17	7.90	9.40
6.00-18		10.90
6.50-19		12.95

SAVE ON RIVERSIDE TRUCK TIRES!
Satisfactory Service Guaranteed!

30 x 5 Mate (8-ply plus 2 cord breakers)	\$16.00
32 x 6 Mate (10-ply plus 2 cord breakers)	27.30
6.00 x 20 Mate (6-ply plus 2 cord breakers)	12.80

Also with Satisfactory Service Guaranteed
RIVERSIDE RAMBLERS
AS LOW AS
\$4.45
Here's the lowest price at which you can buy such guaranteed service and satisfaction. These good tires give you thousands of trouble-free miles. Other sizes priced proportionately low!
SIZE 29 x 4.40-21

Not Limited to 12, 18, or any number of months. Not limited to 25,000, 30,000, or ANY number of miles!

Unlimited Guarantee Against..

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- RIM CUTS
- CASING CUTS
- STONE BRUISES
- FAULTY BRAKES
- UNDER INFLATION
- WHEELS OUT OF ALIGNMENT

Everything that can happen to a tire on the road with the exception of punctures, fire, and theft.

Riversides must be extra quality through and through to be sold with such a broad guarantee . . . and don't forget we are right here in town to make good on this guarantee at all times . . . quickly and cheerfully!

Where a slip means death!

MOST AMAZING PROOF EVER KNOWN OF EXTRA TRACTION AND NON-SKID SAFETY

UP . . . UP . . . UP . . . to 14,000 feet above sea-level! Skirting yawning chasms, tearing around 181 treacherous turns at breath-taking speeds, daredevil drivers fight their way up, grinding, pounding, swaying! In the annual Pike's Peak Race, where a slip means death, Firestone High Speed Tires were on the winning car. Surely this is the most amazing proof ever known of Extra Traction—Non-Skid Safety—and Dependability.

The new Firestone High Speed Tires for 1934 have the toughest, longest wearing tread Firestone has ever made. They have a wider tread of flatter contour, deeper non-skid, more and tougher rubber, giving you more than 50% longer non-skid mileage.

Every cotton fiber inside every cord is soaked and coated with Extra Rubber — eight additional pounds absorbed by every 100 pounds of cotton cords. This is Gum-Dipping, the Firestone patented process that provides extra Blowout Protection.



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FIRESTONE HIGH SPEED TIRES

- *For seven consecutive years have been on the winning cars in the daring Pike's Peak climb where a slip meant death. THIS MEANS NON-SKID SAFETY AND TRACTION
- *For fifteen consecutive years have been on the winning cars in the 500-mile Indianapolis Race. THIS MEANS BLOWOUT PROTECTION
- *For three consecutive years have been on the 131 buses of the Washington (D. C.) Railway and Electric Company covering 11,237,010 bus miles without one minute's delay due to tire trouble. THIS MEANS DEPENDABILITY AND ECONOMY
- *Were on the Neiman Motors' Ford V-8 Truck that made a new coast-to-coast record of 67 hours, 45 minutes, 30 seconds actual running time. THIS MEANS ENDURANCE

50% LONGER NON-SKID MILEAGE

Remember — with every Firestone Tire you get the Triple Guarantee

- for Unequaled Performance Records
- for Life Against All Defects
- for 12 Months Against All Road Hazards*

(* Six Months in Commercial Service)

Call on the nearest Firestone Service Dealer or Service Store today and equip your car with the new Firestone High Speed Tires for 1934.

FIRESTONE CENTURY PROGRESS TIRE \$5.20
REDUCED PRICES FOR LIMITED TIME ONLY

Size	Price
4.50 x 21	\$ 5.70
4.75 x 19	6.10
5.00 x 19	6.50
5.25 x 18	7.20
5.50 x 17	7.90
6.00 x 18	10.90
6.50 x 19	12.95

Other Sizes Proportionately Low

THE OUTSTANDING VALUE IN THE LOW-PRICED FIELD
Firestone
COURTESY TYPE

SIZE	PRICE
4.50-21	\$4.45
4.75-19	4.90
5.00-19	5.30
5.25-18	5.85

SPECIAL PRICES FOR THIS WEEK-END

FIRESTONE High Speed

5.00x20 Each	\$7.45
5.25x18 Each	\$8.00
5.50x17 Each	\$8.75
5.50x18 Each	\$9.05

OLDFIELD Heavy Duty

4.50x21 Each	\$7.20
4.75x19 Each	\$7.45
5.25x21 Each	\$9.90
4.75x19 4 Ply	\$6.10

SENTINEL

4.50x21 4 Ply	\$4.90
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