

City News Notes

Leachon—The Kiwanis luncheon at the home of Mrs. J. H. Small, Carl...
Relief Corps to Picnic—The Women's Relief Corps annual picnic will be held next Thursday in Riverview park...

Mrs. Carrie Reinheimer; two daughters, Miss Margaret and Miss Harriett Reinheimer; and two brothers, Ray Reinheimer of Springfield and Roy Reinheimer of Alpine, Interment was in the Alpine cemetery.
Delbert Carlile DeMoss—Delbert Carlile DeMoss, son of Mr. and Mrs. John Monroe DeMoss, 1808 Mill street, died at the Pacific Christian hospital Saturday—August 6, at the age of ten years.

Kenneth Shumaker Is Author Of Test Of Students Ability



Kenneth Shumaker

An examination that gives the student all the "breaks," that attempts to find out what he does know and what his abilities are, rather than trying to trick him into exposing his ignorance, has been devised at the University of Oregon by L. K. Shumaker, supervisor of the English Bureau.
The test, now recognized nationally as one of the most efficient for this type of work, not only finds out what the student knows, but gives the instructor a reliable guide so that he can predict with astonishing certainty the progress that the student will make during the coming year in his English work.

paragraphs are excerpts from ordinary books, with no large words or complicated sentences to worry the student.
The purpose of the project is three-fold. The examination is sufficiently accurate as a measuring instrument so that individuals entering the university who need training in English may be sorted out; diagnostic procedures and methods which will yield the best results in individual cases may be developed, and workbooks and class manuals may be prepared from the results.

Insurance Staff Picnics Saturday
The local staff of the Metropolitan Life Insurance company and families attended a picnic at Benton-Lane county park Saturday afternoon. This picnic was given to celebrate the winning of a contest over Aberdeen, Washington, district.

Boy Scouts Have Olympic Of Own

CAMP LUCKY BOY, Blue River, Aug. 6.—Los Angeles is not the only location of the Olympic games, for Camp Lucky Boy was the scene Friday evening of its own Olympic games.

Each cabin group was given the name of a country to compete for, Finland, being represented by the Ninety-eight Cent patrol, came out winners with 31 1/2 points. The other four winners were: Lusty Fly lodge, representing the United States, second place; Salamanders, representing England, third place; the Lost Cabin, competing for Italy, fourth place; and the Deer Horn lodge, competing for Japan, fifth place.

Discussion Set For Fair Exhibit

A program of events for the Lane county day at the state fair will be discussed at a meeting called for Tuesday at 7:30 p. m. in the chamber of commerce. Representatives of the Eugene chamber, the Lane county chamber, the junior chamber, the parent association, fair board, Eugene gleemen, the Radiators, University of Oregon and others will be invited to help Lane county's program.

U. S. Funds Ready For Rivers Here

WASHINGTON, Aug. 6.—(U.P.)—The war department today allotted \$2,212,500 for the maintenance of waterways throughout the United States. The largest allocations were \$725,000 for the Huntington district of the Ohio river and \$700,000 for the Illinois waterway.

V. F. W. Will Hold Big Picnic Sunday

Willamette post No. 202, Veterans of Foreign Wars, will hold its picnic Sunday at the Springfield Auto park. A large number of veterans and their families are expected to come for the picnic lunch.

Kansas Club Will Hold Big Picnic

The Kansas club will hold its monthly meeting at a picnic Friday, Aug. 12, at 6:30 p. m., in Riverview park. All former residents of Kansas are invited to bring a picnic lunch and attend the meeting.

Funerals

Harry D. Reinheimer MONROE, Aug. 6.—(Special).—Funeral services for Harry D. Reinheimer were held Friday at 10 o'clock with Hollingsworth funeral home in charge at the Alpine Methodist church with Rev. Robert Parker of Monroe officiating.
Mr. Reinheimer was born at Mainville, Pa., April 29, 1875, and was aged 57 years. He came to Oregon in 1907 and was married Oct. 8, 1910 to Carrie Hammer. Surviving are the widow.

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Newspaper Advertising.....

A recent survey by the Bureau of Advertising, American Newspaper Publishers Association, shows:
435 Major Companies Purchased \$143,365,000 of Newspaper Space in 1931.
In 1932 These Same Companies Are Matching or Increasing Their 1931 Expenditures.

Daily Newspapers are getting the major part of these huge expenditures — In fact, twelve major industries AVERAGED 67% of their total appropriations in Newspapers — the remaining 33% being divided between Magazines, Radio, Billboards, Direct Mail and Street Car or Bus Advertising.

As a concrete example:
14 Tobacco Companies Invested \$28,730,000 in Newspaper Space Last Year, as Against \$5,029,790 in Radio and \$3,949,086 in Magazines.

The fundamental Advertising medium is the Daily Newspaper - - - And, now is the time TO STICK TO FUNDAMENTALS - - - Choose your Newspaper by the "Measuring Stick" method — In Eugene your "Measuring Stick" consists of many important parts — two of the most important parts are the A. B. C.\* and an EVENING Newspaper. The REGISTER-GUARD is a member of A. B. C. and an EVENING Newspaper; which means its circulation is definitely audited, known and approved and that it reaches the HOME at a time of day when the ENTIRE family has time to read.

The REGISTER-GUARD reaches practically every home in Lane County - - - Now is the time to put your Advertising message on the library table of all those homes.

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