

MRS. W. J. KERR TO BE HONORED AT LARGE RECEPTION AT SORORITY SATURDAY AFTERNOON

Alpha Chi Omega Group Sponsors Affair

By MARIAN LOWRY
 SATURDAY'S largest social event will be the reception for which the Eugene alumnae of Alpha Chi Omega sorority are entertaining to Mrs. W. J. Kerr. The affair will be at the chapter house from three until five-thirty o'clock. Five hundred invitations are out for the affair. Mrs. Kerr is an alumna of the group. In the receiving line will be Mrs. Lawrence T. Harris, patroness of the chapter here, Mrs. W. J. Kerr, Mrs. Anna Hart, chaperon at Kerr, Mrs. C. L. Schwering, president of the chapter, Mrs. Arthur Bushman, president of the Eugene alumnae and Miss Edna Mohr, president of the active chapter.

ASSEMBLY DANCE
 Assembly club announces its first dance of the season for the coming week as a Halloween dinner dance at the Osburn hotel. Officers will be hosts.

ENTERTAINS CLUB
 Mrs. A. H. McDonald was hostess for the meeting of her Tuesday contract club this week.

U. D. CLUB
 Mrs. H. C. Auld entertained for the U. D. Bridge club on Thursday. In two weeks, Mrs. Seth Laraway is to entertain for the group.

SATURDAY GROUP
 Mr. and Mrs. P. A. Thompson and Mrs. C. R. Clark entertained Saturday last for their dinner club group. The next meeting will come on the third Saturday of November.

HOSTESS THURSDAY
 Mrs. A. B. Loud entertained for her Thursday club this week. In two weeks, Mrs. J. E. Reynolds will entertain for the group.

HOSTESS FOR CLUB
 Mrs. E. C. Hart entertained for the Jolly Eight club on Tuesday. In two weeks, Mrs. E. B. Johnson will entertain for the group.

FRIDAY MEETING
 A group of Kappa Alpha Theta alumnae met at the home of Mrs. Robert H. Seashore on Friday to do sewing for the bazaar to be given by the Portland alumnae.

NEW LEAGUE
 The New League is to meet for luncheon at one o'clock Saturday at the Green Lantern with Mrs. F. O. Taylor as the hostess.

ARTS GROUP
 The Oriental Art class met Thursday morning. Mrs. Henry D. Sheldon gave a paper on Bedic Hymn and Upanishads, early religious books of India. Next Thursday morning, Mrs. John F. Howard will give the program.

Party Is Surprise Wednesday

A group of friends gave a party for Mr. and Mrs. Harry Bartow Wednesday evening as a surprise for the honor guests who have just moved into their new home on Nineteenth avenue east. Those present were Mr. and Mrs. J. Coburn, Mr. and Mrs. John Marsh, Mr. and Mrs. M. T. Trulsen, Mr. and Mrs. Theo Harris, Mrs. Peggy Bucholtz, Mrs. Agnes Loan, Mrs. Maude Goggin, Mrs. Jennie Deeds, Mrs. Marguerite Adrain, Miss Wilma Jacobson, Miss Grace Schultz, Mrs. Dolly Wilson, Mrs. Ellen McDowell, Mrs. Nettie Lyons, Mr. and Mrs. I. P. Isaman, Mrs. Olivia Mauernd, Mrs. F. S. Register, Mr. and Mrs. Jess Kyle. The honor guests were presented with a bouquet of flowers.

Miss McAlister And Mr. Downs Wed

Miss Carol Fay McAlister and Alford Downs, both of this city, were married Sunday last at the home of Mr. Downs' folks in Portland. The ceremony took place at three o'clock in the afternoon, Rev. T. H. Downs, father of the bridegroom, officiating. Mrs. Dale Chipman and James Downs, sister and brother of Mr. Downs, attended the couple. Mr. and Mrs. Downs are making their home at 1354 Fourteenth avenue east.

Study Group

The International Relations Study group of the American Association of University Women met Thursday afternoon at the home of Mrs. John B. Bell Sr. Mrs. Wallace Foster gave a talk on "The French Revolution." The next meeting will be held next Thursday at the home of Mrs. Edmund S. Conklin at two o'clock. The group is taking its study through three periods, starting with the French revolution period.

The world's loneliest radio station is said to be that on Willis Island, 400 miles east of Australia, where two operators keep and transmit weather records.

Rock forts, used by people of the Far North many centuries ago, are reported found in Kodiak Island, Alaska.

Fewer Colds, less severe colds for you this winter with Vicks Plan for better Control-of-Colds.

Use VICKS MENTHOL DROPS to PREVENT Colds. Use VICKS VapoRub to end a Cold SOONER.



Two extremely flattering new fall costumes are pictured here. The one at left is of a new heavy crinkled crepe, in black and white, with the smart guimpe effect given by false sleeves which tend to broaden the shoulder line. An interesting detail of the skirt includes tucking and small pleats at the fitted-in waistline. At right is a two-piece dinner ensemble of heavy crepe. The clinging gown heightens and slenderizes the figure and its collar of kolinsky fur extending to the waistline slips off to reveal an extremely formal evening gown.

Auxiliary Group Is Formed

The Sunshine auxiliary of the Neighbors of Woodcraft completed its organization at a potluck supper at the home of Mrs. Mary C. Wilson Tuesday evening. A business meeting was held following the supper, at which officers for the year were elected as follows: Mrs. Jennie Deeds, president; Mrs. Marie Register, vice-president; Wilma Jacobson, secretary-treasurer.

The next meeting is to be held at the home of Mr. and Mrs. Jay Coburn, 1125 Fifth avenue west, the second Tuesday evening in November, at 7:30 o'clock and it is to be a card party, to which all Neighbors of Woodcraft and their families are invited.

American Music Is Discussed

American music was discussed for the program of the Eugene Fortnightly club on Thursday at the Osburn hotel. Mrs. Lloyd A. Payne was in charge for the program.

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Mothers' Club Is Entertained Up River

Thirteen members of the Phi Delta Theta Mothers' club were present for the picnic given Thursday at the summer home of Mrs. William Kneeland on the McKenzie.

Those going were Mrs. Thomas S. Wells, Mrs. S. M. Calkins, Mrs. D. J. McKinnon, Mrs. George Houghton, Mrs. Arthur A. Rogers, Mrs. Sherwood Burr, Mrs. J. W. Pixley, Mrs. A. H. Buck, Mrs. Lloyd Deanslow, Mrs. J. T. Bailey, Mrs. William Kneeland, Mrs. Chastain, Miss Ruth Kneeland.

The club gave five dollars for the special radio fund to combat the Zorn-Macpherson school moving bill, and voted its support in every way to help the university cause. The next meeting comes the third Thursday of November.

YOUR CHILDREN

By OLIVE ROBERTS BARTON
 MY favorite subject as far as little children are concerned is the power of mental suggestion. Mental suggestion is the most vital force in life, almost, yet most of us refuse to acknowledge it even to ourselves. But I have studied it, watched my family and intimates, and I am here to tell you it is the most interesting and sometimes the funniest thing on earth. Now, I am not a follower of any cult or science that builds religious tenets and physical welfare into one fabric of thought. It may be my loss, but my mind is factual and analytic, and I have never pinned my allegiance to any one order that tells me things are thus and so. Some Examples

But this matter of mental suggestion is something that my reason and observation cannot deny. Why is it, no one knows; perhaps it deals entirely with the sub-conscious mind that a noted German scientist I heard a year or so ago insists positively does exist.

One day a relative called who had just been off to a clinic. She had a pain in the back of her neck, to one side. She gave us a complete history of the grave trouble she was being treated for and might have to be operated upon to relieve at a risk of her life.

That night I woke up at about three o'clock with a terrific pain in my neck. I got the pad and some aspirin and it disappeared, only to come back with greater persistence the next day. My daughter developed a cramp in her arm and neck. We were a pair. We laughed about it, but the pains were real. Neither of us had had a jot of trouble before that.

It works the other way, too. One day a friend said, "When I have a sick headache I want Irish stew, I mean while I am able to think of eating at all." I have a lot of headaches and I can't eat for a week sometimes. Well—I had to take a long motor trip the day after and I woke up with

Silver Tea Given By Circle

Members of the Victory circle of the First Baptist church entertained Thursday with a silver tea at the home of Mrs. H. S. Grindell. Mrs. Charles Emery assisted the hostess. For the program, Mrs. E. C. Pursley sang and Elaine Grindell played two piano numbers. Mrs. Ethel Duncan was a guest at the affair.

Mrs. R. L. Collins and Mrs. Bryant Wilson poured.

W. R. C. Meeting Is Thursday

The Women's Relief corps held its regular meeting on Thursday afternoon at the armory. Comrades T. N. Plank and R. P. Endicott were present from the G. A. R. post. Thirty-three members of the W. R. C. were present. Sixty-three visits and gifts of flowers to the sick and shut-ins were reported. Two dollars and fifty cents were given for a relief fund. Mrs. Dora Brace was admitted by transfer as a new member.

Comrade Endicott spoke on the Zorn-Macpherson school moving bill and urged members to vote against it. The group passed a resolution opposing the moving of the University of Oregon from Eugene.

Two dollars and fifty cents were also voted to the special radio fund to fight the Zorn-Macpherson bill. The group also talked of helping with the benefit show to be given at the Fox McDonald by the Eugene club. Daughters of the Nile, the proceeds to go to the hospital for crippled children, operated by the Shrine in Portland.

The next regular meeting of the group comes on November 3.

Only husbands can sue for divorce in Japan.

Guest Day To Be Given Nov. 17

By L. O. E.
 Plans for their guest day afternoon were made by the members of the Ladies of Elks at their semi-monthly gathering Thursday afternoon.

The guest day will be November 3. All women of the city being invited. Mrs. H. D. Smartt and Mrs. Frank Price will be in charge in the card room, and in the dining room will be Mrs. George Anderson, Mrs. O. O. Hunsaker, Mrs. Alice White, and Mrs. Virgil Wood.

Ten tables were in play at Thursday's party. Mrs. J. W. Jones, Mrs. Fred Findner, Mrs. Agnes Harvey won the card prizes. Hostesses at the meeting Thursday were Mrs. Harry Balke in the card room, and Mrs. R. E. Forncrook, Mrs. E. C. Hall, and Mrs. J. W. Jones in the dining room.

TODAY'S RECIPES

By SISTER MARY
CRANBERRIES, like Indian corn, are native to this country and have long held a high place among the fruits. In the early days they grew wild on the lowlands of Cape Cod and were gathered for holidays and festive occasions. The Indians believed them to have certain virtues which would prolong life, and regarded them with superstitions awe. The cranberry of today is a great improvement over the wild berry. Cultivation has doubled its size and improved its flavor. The darker the berry the richer and more delicious is its flavor. Although there are many reasons why cranberries should be used more freely than they are, one precaution should be kept in mind regarding them. Despite the fact that their ash is alkaline, they tend to increase body acidity. Consequently persons who must guard against this tendency should not indulge too freely in the gay scarlet berry. With this exception, cranberries are valuable for their mineral content, since they are especially rich in iron and are a good source of iodine. Cranberries keep excellently and

National Officer To Visit Group In Eugene

Phi Lambda Theta, women's national education society, met this week at the home of Mrs. Henry D. Sheldon.

Plans were made to entertain the grand president, Mrs. Genevieve Knight Bixler, who will be here November 17. A model initiation and banquet, observing both initiation and founders' day, will be given while the visitor is here.

The coming Thursday the group is entertaining at a tea at Gerlinger hall.

Honorary Group To Give Tea

Phi Chi Theta, women's national commerce honorary society on the campus, is giving a tea Saturday afternoon in Alumni hall of the Gerlinger building, honoring faculty wives and the women students of the school of business administration. The tea will be from three until five o'clock. In the receiving line will be Miss Mayellen Bradford, president; Mrs. H. V. Holt, Mrs. Nelson F. Maeduff, Mrs. John M. Rae, Mrs. A. L. Lomax. Alumna members will be in charge of serving.

Tomorrow's Menu

BREAKFAST: Stewed dried apricots, cereal, cream, baked sausage, bran muffins, milk, coffee.
LUNCHEON: Black bean soup, croquettes, tomato salad, cinnamon rolls, milk, tea.
DINNER: Hot pot of hodge podge, baked winter squash, celery and home made pickles, cranberry tapioca pudding, milk, coffee.

Ladies Of Orient

Ishtar Zannas, Ladies of the Orient and the Samaritans will meet for a joint potluck supper Saturday evening at seven o'clock in the I. O. O. F. temple. Mrs. Grace Schaul, Mrs. Leta Stewart and Mrs. Pearl Knowler are the committee in charge.

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Newberry's Month-End Sale
 Starts Saturday, October 22 and Ends Saturday, October 29. Additional Money-Saving Items Added Daily—Watch Our Windows and Counters Every Day.

New Crop Fresh Salted Peanuts 10c Lb.	7 Big Days of Bargains on New Fall Merchandise—Get Your Needs Now!	English Almond Toffee 20c Lb.
Men's Shirts Extra Special. Fancy patterns also. White Blue & Green. Guaranteed color-fast with pre-shrunk collar. Each 39c	Ladies' Undies Bought for this sale—A large variety of styles in Bloomers and Panties. A Real Value. 23c EACH	Ladies' Bib Aprons Made of Fast Color Prints. Buy Now! 7c EACH 3 for 20c
Boys' Sweaters Look over our complete assortment before you buy. Cotton and from 20c to \$1.00	Boys' Corduroys Heavy Material—in light and dark colors. 88c	Women's Hose Full Fashioned Chiffon and Service Weight Hose. New Fall Shades. 59c PAIR Pure Silk Mesh HOSE 25c Pair
Blankets 70 x 80 Part Wool 89c 70 x 80 Plaid 59c 30 x 40 Figured Infants' Blankets 59c 29 x 36 Plaid Infants' Blankets 19c	Purses A Hot Special Bought for this sale. 29c and 59c	Men's and Boys' Heavy Underwear Fleece Lined 10% Wool Long Leg and Sleeves. Boys—Men's 59c 89c
Piece Goods Solid Color Broadcloth 10c Yd. Fast Color Percales 10c	Wash Frocks Fast Color Prints—large assortment 44-59c Have you seen our new ladies' Jersey Knit Dresses? A real value. \$1.00	Men's Hose Fancy patterns and plain colors—heavy reinforced heel and toe. 5 Pairs 39c
Work Shirts Men's heavy chambray work shirts. Full size. Fast Color. 39c & 50c Sizes 14-17	Coverall Aprons A big assortment of colors. All fast color Prints. A real value. 20c	Men's Hose Ladies' and Children's ALL RUBBER GALOSHES A Real Special 79c
Ladies! Look! A special assortment of ladies' lingerie, consisting of pajamas, Gowns, Chemise, Panties, Bloomers, Etc. Come early and get your share. While they last 39c	Pantie Dresses Fast Color Prints A large variety of styles. Now 25c & 39c	Electric Toasters 25c Hand Soap 5c 10-oz. Bar 10c Men's Handkerchiefs 5c Value 3 for 10c
Tapestry Table Covers —32 x 32—Many beautiful designs. 2 in. fringe. Special 59c	New Imported Cookie Jars —Many Fancy Designs. Large size 75c	Children's Flannel Bloomers 7c Ladies' Brassieres 10c Children's Union Suits 29c

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Controlled Roasting develops every berry to its fullest and finest flavor

The marvelous flavor of Hills Bros. Coffee is partly due to skillful blending. But if the blend were roasted by ordinary methods, it might have a flavor you wouldn't like! This coffee really owes its flavor to Hills Bros.' patented roasting process.

Ordinarily, coffee is roasted in bulk. But Hills Bros. roast a little at a time... evenly, continuously, by Controlled Roasting.

Under-roasting or over-roasting, resulting in a varying flavor, is possible with the bulk method. But Hills Bros.' patented process positively prevents that! Every berry is evenly roasted... done to the perfect degree that develops the most delightful flavor.

Hills Bros. Coffee is packed in vacuum cans, and can't go stale. The vacuum process of packing coffee is the only method that fully preserves coffee freshness—the air is removed from the can and kept out. It was originated by Hills Bros. over thirty years ago. There is no magic about a vacuum can—it will not make poor coffee good, but it will keep good coffee fresh.

Order Hills Bros. Coffee by name, and look for the Arab trade-mark on the can.

GROUND RIGHT TO TASTE RIGHT

Hills Bros. Coffee is correctly ground for best results by drip process of any other method.

No can of Hills Bros. Coffee will ever "go stale." The vacuum can keeps it FRESH ALWAYS!

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