

ELKS TOUR MEN FIND TIRES BIG SUCCESS FACTOR

"Whether over hot roads of the prairies, innumerable detours, or over the straightaways at burning speeds—it is all in the day's journey for the Elks Good Will Tour cars, one of which will arrive in this city June 9," according to Claude A. Koepf, Firestone Service store manager.

"Such conditions are encountered by the six cars in the tour which started May 31 from different parts of the country and concludes at Milwaukee for the Elks national convention July 17.

"One of the drivers reported after the Elks tour last year, 'My tires at the end of the journey could have been sold for slightly used tires. They did not give me the slightest trouble—no punctures, no blowouts—and they were vital to the successful conclusion of my trip.'

"Naturally Firestone tires which equipped all the Elks tour cars for the last two years, were specified long in advance for the cars this year," Mr. Koepf said. "This is because of the special construction features which have brought Firestone tires all the world records on road and track for safety, mileage, speed, and endurance." Mr. Koepf pointed out that Firestone developments have been so outstanding that all the leading racing drivers at the great Indianapolis 500 mile race choose Firestone tires—they have equipped the winning drivers' cars for 14 consecutive years.

"To achieve this extra safety and endurance Firestone makes use of the patented Firestone gum-dipping process which insulates every fiber of every cord and minimizes internal friction and heat. Another feature developed by Firestone is the construction known as two extra gum-dipped cord plies under the tread, which increases tire strength and greatly increases protection against punctures and blowouts. A vital feature also is the Firestone non-skid tread scientifically designed to give greater traction and safe, quiet, long service.

"These are the reasons the Elks lodge members who are piloting these good will cars insisted on Firestone tires for their rigorous schedule, maintained in spite of heat, rain, detours, or any other condition which would form a barrier to less determined drivers with less rugged equipment," Mr. Koepf concluded. "We have arranged a little reception for the good will car at our service store and are waiting with greatest interest to see the purple car with its striking white sidewall Firestone tires."

Junction City News

JUNCTION CITY, June 8.—(Special)—Mr. Newman, a recent arrival here, is erecting a brick service station at the junction of the east and west side Pacific highway, in north Junction.

Preparation is under way for the starting of the paving of the cutoff on the Pacific highway.

The Baptist Sunday school, under the management of a capable committee of which Mrs. John Beck is chairman, is preparing children's day services which will be observed Sunday morning, June 18, at 11 o'clock.

The Baptist Ladies' Aid members were hostesses last Thursday afternoon to a union gathering of the women of the other churches of the city. The church parlors were attractively decorated with garden flowers and wild flowers. The W. W. G. girls furnished the program and the ladies of the church served ice cream to many.

The Women's Foreign Missionary society of the Methodist church will observe its annual guest day at the church parlors Friday afternoon. Each year this organization has a guest day at which it invites some group of women of an organization in the city. This year they will have as their guests, the women of the River-view and Noraton districts.

The piano pupils of Miss Cora Moore will be presented in a recital at the Christian church Friday evening, June 9, at 8 o'clock. The public is invited to attend this recital.

Donna Mac Sterling is here for a few days visit with friends and relatives.

Mrs. Mamie Kimball and children Mary and Frank have arrived from

MITCHELL GOES TO TRIAL!



Charles E. Mitchell, former chairman of the National City Bank, New York, who rose from a \$10-a-week clerkship to world prominence in the banking field, is shown above (right) with his attorney, Max D. Steuer, entering Federal court in New York for his trial on charges of evading \$859,420 in income taxes.

YOUR CHILDREN'S PROBLEMS

By OLIVE ROBERTS BARTON

FATHER and mother are god and goddess of the home. There is no disputing this fact, although I have heard many parents declare they refuse to be the eternal example of goodness and righteousness dictated to them by society in general.

"I'll drink if I feel like it," declares a father, "but I'll lick the hide off Dave if I catch him at it." "I shall gamble if I like," insists a mother, "but Polly shall never play cards for money if I can help it."

Verily so be it! Let parents do as they choose. I am not trying to reform anyone—indeed I dislike reforming most cordially. But my point is that whether they like it or not these men and women are the Joves and Junos, the Lares and Penates, that influence their children more than anything else on earth. The King and the Queen can do no wrong, and to the child his or her parents are the King and Queen of the earth.

Fibbing Begins Early
The emulation of parents does not always wait for the age of the cocktail, the cigarette or the deck of cards, however. I mention them merely because, as a rule, parents seldom seem to be conscious of the fact that their children are copying them until these bigger problems arise.

I wonder if parents ever think that when they fib, for instance, little Dave or little Polly, aged let us say, eight or ten, may be thinking it is all right for them to fib too.

This story came to me recently. A year or so ago a firm was giving away

Roseburg and will occupy their home here for some time.

Ralph Speer was a business visitor in Eugene Wednesday.

The Christian church Sunday school held its picnic at Triangle lake Wednesday.

Mel Roy, magician, appeared at the Rialto theater Tuesday night. There was a fair crowd.

Major C. B. Washburne and Captain R. S. Rogers will leave Tuesday for the national guard encampment. They will be gone 15 days. Major Washburne will be stationed at Fort Stevens and Fort Canby and Captain Rogers will be stationed at Camp Clatsop.

Major C. B. Washburne attended coast artillery drill at Cottage Grove

fountain pens to boys over twelve. They had to be accompanied by parents and there were certain other specifications as well. The parent had to testify that the boy was the correct age.

A Youngster Shamed!

There were a number who testified to the fact that their children were over twelve when they were not only younger, but much, much younger.

One such little fellow didn't want to go at all. When he got his pen he hung his head and walked out. When he got home his mother wanted to see his present but it was gone. "I've lost it," was all he said.

"Johnny, you're lying. Tell me where it is. I never saw such a boy. Don't you dare lie to your mother. I know what you did, you gave it to Ed at the service station after we got off the car!"

Which was exactly what he had done.

No Wonder They Cringe
Talking of cars. The old argument with the conductor as to whether or not a child is of paying age still furnishes entertainment for the passengers. "Johnny isn't six yet." And Johnny wearing size ten clothes tries to look young or pretends not to hear.

These children must cringe inside. But some day when they are so tempted they probably will succumb too. "Mother fibs," or "Daddy fibs, so it must be all right," will be their excuse.

Whether we like it or not, social and moral training begins at home, and it begins with honesty.

Tuesday night.

Chris Domaschovsky will take a week's layoff beginning next Monday.

Elks' Good Will Tour Cars are Equipped with

Majestic TWIN SIX
AUTO-RADIO

• Six-Tube Superheterodyne
• Six-Loch Dynamic Speaker
• Airplane Dial Steering
Column Control

• Powerful, Sensitive, Selective
• Majestic Colorful Tone

Provision is made for use of an extension speaker. Receiver can also be operated on AC current.

ONLY \$42.50 Quick, easy installation. Price includes tubes, suppressors and Federal Tax Paid.

Sigwart Electric Co.
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HEALTH MEANS CHARM AND HAPPINESS

Sparkling eyes and smiling lips speak of health and vitality. Clear skin attracts. The healthy active girl is both happy and popular.

Perhaps you are not really ill yet when the day's work is done you are too tired to enter into the good times that other women enjoy. For extra energy, try Lydia E. Pinkham's Vegetable Compound. It tones up your general health. Gives you more pep—more charm.

Remember that 98 out of 100 women report benefit. Let it help you too.

SMOKER PLANNED BY ELKS FRIDAY EVENING, JUNE 9

Carrying messages of good will and an invitation to Elks of Eugene to attend the forthcoming Elks Grand Lodge convention at Milwaukee the week of July 17 and an invitation from the managers of the Chicago Century of Progress world's fair, Mark Love and Ralph Jones will arrive in Eugene Friday afternoon piloting a unit of the Elks official purple and white fleet.

The two cars will be met at Mamma's Cabin south of the city by officials of the local Elks lodge, driven in cars furnished by the Brown Motor company, and will be accompanied to the city where an impromptu parade will be held on Willamette street.

The cars are due here about 4 o'clock, exact time of their arrival to be known here Friday. They will be guests of this city over night, leaving Saturday morning for points north of here.

Love, who is a radio singer of national reputation, will appear in a program to be given at the Elks temple Friday evening when a smoker, being arranged by J. R. McKy, will be staged.

The two cars are part of a fleet of six—three Studebakers and three Rocknes, comprising the Elks 1933 good will tour an event which has become an annual affair for the Elks. The fleet comprises three units of two cars each; the two piloted by Love and Jones left Los Angeles, California, May 31. Two other cars left Tallahassee, Florida, on the same day as did two from New York City. In the course of their route the two which arrive here will have covered more than seven thousand miles when they roll into Milwaukee and will have contacted more than one hundred and fifty thousand members of the hundred odd lodges they will visit.

The Elks good-will tours are regarded by the members of this order which numbers more than seven hundred thousand as an important instrument in cementing friendly relationship between the fourteen hundred lodges.

AT COLONIAL!



Here are Slim Summerville and Zasu Pitts in a scene from "They Just Had to Get Married," which will open at the Colonial theatre Friday for three days.

ELKS GOOD WILL TOURISTS COME FRIDAY!



Ralph Jones, upper left, publicity expert, and Mark Love, radio and concert star, will arrive here Friday to interest local Elks in the national convention of the order in Milwaukee in July. Jones and Love are driving to Milwaukee from Los Angeles. Two other cars are en route from New York and two from Tallahassee, Fla.

MAJESTIC RADIOS IN ELK TOUR CARS

Chosen as the official auto radios for the six cars of the annual Elks' Good-Will Pre-Convention Tour, the new Majestic auto radio is undergoing one of the most complete and severe tests which could be imposed, according to L. B. Sigwart of the Sigwart Electric company, local distributor of the Majestic. The fleet, which comprises three Studebaker Commanders and three Rocknes, will cover a total of approximately 68,000 miles. All of the cars have a crowded itinerary, stopping in nearly 300 cities, from June 1 to July 17, when the national convention will be held at Milwaukee, Wisconsin.

In view of the strenuous trip these cars have to make, a careful study was made of the auto radio equipment to be installed. Majestic was the choice of the officials in charge of the tour because of the outstanding performance demonstrated in the tests.

"We need radio equipment that is dependable and will stand up under this rigorous trip," stated one of the Elks officials, "the type of radio that can deliver power, distance, sensitivity, selectivity and—of course—tone. It must be trouble-free and ruggedly constructed to withstand the rough roads some of these cars will encounter. Majestic measured up to our

standards in every respect and our drivers were particularly impressed with the new type steering column control unit with its airplane dial, which makes for quick and easy tuning."

Roy Largent, White Sox scout, claims a record for baseball-observing. On one day he watched a college and a Texas league game at Fort Worth in the afternoon and took in a Texas league twin bill at Dallas that night.

China's population has been estimated at 474,787,000.

Lumber Shipments Show Good Gains From River in May

PORTLAND, Ore., June 8.—(AP)—

A greater amount of lumber was shipped from Columbia river ports during the month of May than in any other one month since October, 1931, figures released by the Merchants Exchange here today disclosed.

Lumber loadings along the river totaled \$8,644,000 board feet this last May, compared with 70,481,000 feet

ELKS GOOD WILL CARS WILL BE IN EUGENE ON FRIDAY

The Elks Good Will Courier, a new van, composed of a new Studebaker Commander and a Rockne Six, will arrive in Eugene Friday, June 9, and the cars will on display at the showrooms of Brown Motor company throughout afternoon and evening. Several motorists have accepted the location of W. B. Brown to drive cars during the afternoon.

The two cars are one of three car teams, each composed of a Studebaker Commander and a Rockne Six, which are traversing America, setting records of economy and performance prior to the Elks convention at Milwaukee, opening July 16. Both are painted white and purple, "colors" of the fraternal order.

"The new automatic Studebaker Commander is a real sensation," Mr. Brown. "This car is so automatic, it all but drives itself. It starts automatically and stays automatic. It automatically converts rough roads into smooth pavements. It automatically stops at the touch of the toe tip with power brakes."

"The new Rockne is also a sensation—a value surprise. It represents Studebaker's determination to produce quality construction into the price field. It performs under conditions like a much costlier

ments was in coastwise trade, was double that of April. The month included a log raft consisting of 6,000,000 feet. The next largest was in shipments to China, amounted to 5,800,000 feet more during April. Shipments to the coast and Gulf coast dropped slightly. Total shipments from this port for the first five months of year amounted to 358,707,000 compared with 296,288,000 feet for corresponding period last year.

CHICAGO.—Sales of Maytag Ward and Co. for May were reported today at \$15,102,788, against 172,158 in May, 1932, a gain of per cent.

Here June 9th!

THE ELKS COURIER OF GOOD WILL

See the amazing Automatic Studebaker and the Sensational Rockne that are on their way to Milwaukee and the Elks National Convention



AGAIN this year, Studebaker-built automobiles are the Elks Couriers of Good Will.

Three two-car teams, each comprising a Studebaker Commander Eight and a Studebaker-built Rockne Six, are traversing America, setting records of economy and trouble-free performance prior to the Elks Convention in Milwaukee, opening July 16.

The superb Commander Eight in each of the two-car teams is that sensation of sensations, a car so nearly automatic it all but drives itself. It starts automatically—starts started automatically—automatically does its own adjusting of spark, carburetor and choke—automatically converts the roughest roads into smooth pavements—and automatically

stops at the touch of the toe tip with Power Brakes, the great advancement of the year.

The sensational Rockne Six represents Studebaker's introduction of quality construction into the low priced field. Built by Studebaker, Rockne is a Studebaker in everything but name. It performs under all conditions like a much costlier car. It has the upholstery and the advanced equipment of a car priced \$200 more.

And mind you, every Automatic Studebaker has every advancement you will find in the Commanders that are in the Elks Good Will Tour.

Welcome these Elks Couriers of Good Will to town tomorrow and see the stand out cars of the year!

STUDEBAKER
Automatic Automobiles
\$840 and up
J. A. B. factory

ROCKNE SIX
Built by STUDEBAKER
\$585 and up
at the factory

BROWN MOTOR CO.

195 East Broadway

Telephone 11

THE MAGNIFICENT MORGAN!



This is quite the latest thing in pictures of Mr. J. P. Morgan, head of the House of Morgan, financiers extraordinary. Bruce Shanks, the artist, calls it a clayature, modeling the subject in clay and then photographing it.