

MAS REFUSES PERMIT RAISE IN UTILITY RATES

Aug. 24.—(P)—No increase in present rates of public utilities of the NRA code will be permitted in Oregon except upon that general law of regulation. Charles M. Thomas, utilities commissioner, telephoned in answer to inquiries from the NRA.

When asked what the action of the commission would be if the rates were reduced below a fair return because of federal regulations under the NRA provisions, Mr. Thomas said: "The commission is non-existent. It is not an attempt having been made throughout the years to establish a fair return for the utilities. Therefore any application to the commission to raise rates places the burden on the utility company to show that it is unable to determine any facts whatsoever which would justify an increase. The commission should be approved."

Regulations were in force and an attempt to increase rates was made before the commission. Justification for the increase would have no application in following the law and the increase. However, such an attempt is not before us. The commission is not permitted to take the action of no increase in present rates. It is bending every effort to determine the rate bases in Oregon and regulations will be continued until such time as funds available will permit regulation becomes an act.

NG PEOPLE WILL HOLD UNION MEET

Young people's organizations of Eugene will unite for a meeting at the First Christian church at 10 o'clock Friday evening. The general theme of the meeting will be "The Youth of the World."

L. Casteel, head of the department at the University of Oregon, will lead a discussion on "The Youth of the World" at the joint young people's meeting which begins at 8:30. Grace will have charge of the service.

The meeting will be preceded by a service, beginning at 5:30. Lewis is chairman of this affair. Seaver is chairman of the service committee. Refreshments will be served.

Young people's groups will have a service of the regular union church service, beginning at 7:30, which is to be at the Christian church. Mr. Tabben, Filipino student, chairman of the entire group, will talk on "The Renaissance of the Youth of the World." Mr. Saunders, University of Oregon graduate in chemistry, will talk on "Peace and World Peace." Jack, University of Oregon graduate in journalism, will talk on "Public Opinion and World Peace."

A music for this church service will be furnished by a combined choir of young people of the various churches.

The second annual meeting of the type, the first being held at the same time a year ago.

Up Your Socking Box



because Prices On HOSIERY Are Advancing Rapidly!

new shades are in—size and color are complete.

Darn Proof Hosiery Temporarily 69c

Full fashioned service weight. One that is pure silk throughout but will wear and last. Satisfaction guaranteed your money refunded.

COLORS: Natural Beige, Dawn Grey, Medium Grey, Dark Grey, Sun Touch, Derusan.

our Hosiery department. We are our values!

WILLIAMS SELF SERVICE STORE

ARROW QUEENS!



Two new queens of the bow and arrow were crowned at the recent Women's National Archery Tournament at St. Louis. Madeline Taylor, 17-year-old girl of Newton Center, Mass., above, won the senior women's event, dethroning Ida Nanchette of Inglewood, Calif. Anna May King, below, of Tulsa, Okla., won the junior archery title.

West Point Grange Will Meet Friday

COBURG, Aug. 24.—(Special)—Mr. and Mrs. Frank Briggs will be hosts for the members of West Point grange Friday evening. A short business meeting will be held as there will be no meeting at the hall this month.

Yoran Instructed On Consumer Cards

Cards signed by consumers showing that they have agreed to patronize NRA stores are to be kept by the postmaster until further instructions are sent out, according to information received Thursday by Postmaster Darwin Yoran. Many of these cards have already been signed by consumers at the postoffice.

Any retail merchants or other NRA signers who have distributed the consumer insignias are to return the signed cards to the postmaster, Mr. Yoran added.

HANDICAP PRELIM SLATED

VANDALLA, O., Aug. 24.—(P)—Successfully past the half way mark, the fourth day of the Grand American handicap tournament was to be featured today by the firing of the preliminary handicap. Also on today's card was the race between the five high amateur and five high professional shooters.

EVERY EXPRESS BRINGS New Coats - Suits Dresses & Millinery TO YOU Fresh From New York

YOU ARE INVITED TO SEE THEM AT

H. Gordon & Co. FOUNDED ON FIDELITY

COBURG, Aug. 24.—(Special)—Mr. and Mrs. Frank Briggs will be hosts for the members of West Point grange Friday evening. A short business meeting will be held as there will be no meeting at the hall this month.

Back to School

And Williams' Self Service Store again! School again and Williams' means new clothes. A school dress—a sweater—or even new socks.

Year after year you come to Williams' Self Service Store to get ready for school. Because Williams' has such good clothes. Yes, and the kind of clothes Mother approves of, because they wear and wear and are so reasonably priced.

Then too, Mother knows that if she is not satisfied Williams' will always make a satisfactory adjustment.

Highlights From Stocks Of Self Service School Values

CHILD'S SCHOOL DRESSES 50 square prints. Guaranteed fast colors. All new! Large assortment of styles and colors. 79c A 98c Value

Misses' BUTTON SWEATERS All wool. Red, Green, Blue and Tan. \$1.48

Misses' SCHOOL SKIRTS 100% Wool Flannels 98c

Boys' WOOL SWEATERS Guaranteed 100% All Wool 98c

Boys' TWEED LONGIES Long Wearing Qualities \$1.19

Boys' Blue Flannel Blazers A garment that will wear like iron with zipper front. \$2.98

BOY'S OXFORDS Black Dress Oxford. Double wear soles. Guaranteed for service. \$1.98

Boys' SHOES Made with new "Insulated Middlesole." \$1.69

Boys' Caps 39c Boys' FROTH PANTS \$1.39 Boys' Belts, 15c, 29c

Boys' SLIPON SWEATERS 100% wool. Honeycomb weave. Blue and Tan. 98c

Girl's SPORTS OXFORDS A smart shoe of brown calf. Leather sole. \$2.39

Children's SCHOOL SHOES Guaranteed to wear 98c to \$1.98

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197 Dresses

All remaining summer dresses—Silks in sheer and crepes—prints, pastels and white—Shirt-makers styles in plain colors and stripes.

Values up to \$19.75—a few to \$29.50

Now at 3 Prices \$3.00 - \$5.00 - \$9.00

Sizes 12, 14, 16, 18, 20, 38, 40, 42, 44

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Salad Dressing is Like Skim Milk

... COMPARED TO A GOOD MAYONNAISE!

Claims and promises, Miss Ames, cannot alter the simple truth.

For even the finest "salad dressing," you know, is nothing more than a cooked-up mixture of water, vinegar and inexpensive cereal "fillers" (as much as 30% to 40%) stirred into a little mayonnaise.

Now do you wonder that "salad dressings" can be sold for less than real mayonnaise? Perhaps, knowing the facts, you wonder why they sell for as much as they do (1/3 less than a true mayonnaise like Best Foods).

There's no substitute for it. If you can possibly afford it, buy Best Foods Mayonnaise always. There is no substitute for its fine ingredients—the same ingredients you use in your own kitchen.

Naturally, no "salad dressing" can give you its same delicious flavor, velvet smoothness, and valuable health benefits.

But... if you feel that you cannot possibly afford this supremely fine mayonnaise... then be sure to serve the finest salad dressing...

Gold Medal Salad Dressing.

A far finer Salad Dressing

We have introduced Gold Medal Salad Dressing for all those women who feel they cannot afford Best Foods Mayonnaise... and yet want the protection and assurance of highest quality that go with the Best Foods name.

Gold Medal Salad Dressing is the finest and purest that can be made. Women who have tried it say it is marvelously smooth in texture... and that it tastes delicious on the salads they serve.

Here, you can be sure, is one salad dressing that is offered to you honestly, that you can buy safely... the one salad dressing that is backed by the Best Foods name and reputation.

Both Best Foods Mayonnaise and Gold Medal Salad Dressing sold at all grocers.

WELCOME, FRED ALLEN! Every Friday night, Fred Allen back on the air! With Portland Hoffa, Tiny Ruffner, Ferde Grofe and his band. N.B.C. nation-wide hookup.

WHY SALAD DRESSING COSTS 1/3 LESS

A LITTLE MAYONNAISE + CEREAL FILLERS + WATER = COOKED

NO WATER IS ADDED TO REAL MAYONNAISE. Best Foods Mayonnaise, you know, is made from breakfast eggs, fine salad oils, imported spices and selected vinegar—no water is added, no "fillers," no cooking. While even the finest salad dressing, as you see, contains inexpensive "fillers" and water (as much as 30% to 40%) to give added bulk so it can be sold for less than real mayonnaise.

COMPARE YOUR FIGURE WITH ADRIENNE AMES'

Height, 5 ft. 3 in. Weight, 108 lbs. Bust, 34 1/2 in. Hips, 35 1/2 in. Waist, 26 1/2 in.

Thousands who have seen Adrienne Ames' lovely figure in "A Bedtime Story," her latest Paramount Picture, will resolve to follow the famous Best Foods Slenderizing Plan. Just substitute two salads every day, served with Best Foods Mayonnaise, in place of heavy, fattening foods.

Slenderize with Salads!

BEST FOODS MAYONNAISE

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