

LUMBER INDUSTRY DECIDES TO OPEN SALES CAMPAIGN

SEATTLE, July 24.—(Special)—The giant lumber industry intends to tell the world why it should make a beaten path to its door to lay manufactured products of the forest of America.

The central theme of the convention today of the American Lumber Manufacturers' association was that the industry must shed its practice of letting the market care for itself and drive hard into all areas by salesmanship and advertising.

A small connector for strengthening wooden joists may enable the lumber industry to capture oil derrick and timber truss business from steel interests.

Has Right to Invention
George W. Dulany, chairman of the Timber Engineering company, Chicago, said his concern had American right to the German-invented ring connector. He anticipated it would "re-establish lumber supremacy in the building field."

"The ring connector is to the lumber industry what streamlining is to the railroads," Dulany said.

"The industry must engage in national advertising to convince public and consumer that lumber is equal in strength and durability to all other materials. We must guarantee our products."

"We must not be content to produce alone. We have left the market care for itself. But henceforth we must consider distributors as troops in front line trenches and the producer must lay down a barrage of consumer advertising."

New Fields Open
"The ring connector will allow us to make a bid for the oil derrick and timber truss business. We will be able to produce new pre-fabricated derrick equal in strength, demountability and durability to steel."

Wilson Compton, secretary of the association, said tariffs and legislation have hampered the industry and recommended that they be "eliminated through the national organization or otherwise."

Alex Oxholm Tacoma, Wash., characterized the plywood industry "as infant in its growing pains." He said it hoped to develop through research, new uses for products and start a promotion campaign.

REBEKAHS PICNIC AT CRESWELL SET

CRESWELL, July 24.—(Special)—Plans were made at the regular meeting of the Rebekah lodge Wednesday evening for the annual picnic to be held at the Yeoman-Viles tract on the river Sunday, August 9. A special invitation is extended to all I. O. O. F. and Rebekah members both of the local orders and of other I. O. O. F. and Rebekah lodges and their families. A basket dinner will be served at 1 o'clock. Special committees in charge consist of Mrs. N. E. Steele and Mrs. Ethel Treason. Special nights for practice of ritualistic work will be announced by the captain, Mrs. L. C. Goheen in preparation for the official visit of the president of the Assembly of Oregon, Mrs. Estella Wood Wednesday evening, August 23. Mrs. H. L. Brown was reported ill. A watermelon feed was provided by Mr. and Mrs. W. O. Spencer following the business.

Meet for Practice
Members of the third and fourth degree staffs of Creswell grange met for practice Monday evening at the hall. Several tableaux were also arranged. A social time followed the practice with Mr. and Mrs. J. R. Miller serving home made ice cream and Mr. and Mrs. Lester Porter supplying the cake.

Members and friends of the Presbyterian Sunday school numbering 60 were present at the annual picnic Wednesday at the Yeoman-Viles tract on the river. Ice cream was included in the menu. The afternoon was spent in swimming and games.

Man would be able to jump an eighth of a mile if he could leap as many times his own length as can some insects.

A MISS DIONNE IN GARDENING DEBUT!



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Gardening at the Dionnes' wouldn't suffer so many interruptions were it not for this little clump of flowers, thriving in a corner of the nursery yard. But every few moments one or another of the quintuplets must drop her rake or spade, toddle over and enjoy the beauty of these blooms. Just look at Annette! Stooping low, forgetful of the toy in her hands, she is breathing the posies' perfume, her nose buried in the tiny petals and eyes closed in enjoyment. The flowers probably won't have any scent left when she is through.

At Harrisburg

HARRISBURG, July 24.—(Special)—Mrs. Olive Cram, Mrs. Julia Lister and Mrs. Harold Lister and daughter went to Eugene Tuesday to attend the Lighthouse Temple Ministerial conference.

Mrs. Ray Dallas and children went to Portland recently where she will spend two weeks visiting relatives.

Mr. and Mrs. Alton Cramer of Salem spent the week-end at the J. J. Cramer home. On Sunday, accompanied by Mrs. J. J. Cramer, Joan and Rita, they made a trip to Broton Springs.

Mrs. Cora Goodman, son Don and wife and grandson Dick went to Detroit, Oregon, Tuesday to visit relatives.

Mrs. L. J. Scholz made a business trip to Drain Thursday.

W. L. Wright has bought a residence property containing an acre of Everett Hoyer. It is known as the Humphrey place and is now occupied by the J. H. Wampler family. Mr. Wright plans to make some repairs on the house.

Mrs. Florence Green spent a few days recently in Portland.

Mr. and Mrs. Clifford Hogue of Ada spent the week-end here with Mrs. Hogue's parents.

Mrs. Ottilie Pherson returned to California Friday after spending several weeks here with her brother, Dr. D. G. Clark, and family.

At Forest Grove
Miss Louise Davidson and Edith Nelson made a trip to Forest Grove Saturday.

Mr. and Mrs. Robert Williams, son and daughter of Los Angeles, Calif., stopped Monday for a visit with Mrs. Knott.

The L. B. L. club of Ladies of Muscovites which was to meet with Miss Anita Nicholson Saturday evening, has been postponed on account of the I. O. O. F. picnic at Lost Creek ranch, Sunday.

The Past Noble Grands club members and their families held a picnic at Idylwood Tuesday evening. Those present were Mr. and Mrs. Harry Widdfield and son, Mr. and Mrs. George Scott, Mr. and Mrs. J. W. Moore, Mrs. T. J. George and Lyle, Miss Margaret Moore, Miss Helen Murphy and Mesdames Hazel Cartwright, Mattie Cook, Ina Kirschman, Vivian Blehm, Willa Huston, Rosa

Cook and Minnie Melvin.

Harold Lister was home from Oakridge over Sunday.

Miss Gertrude Bayless spent the first of the week here with her cousin, Mrs. C. A. Gilbert. Miss Bayless is on a year's furlough from the mission school at Hiang Sha, China, where she teaches music. Tuesday evening Mrs. Gilbert invited several friends in. Miss Bayless and Miss Belle Wilson left Wednesday for California. Miss Wilson to attend school at Berkeley.

Miss Lois Wilkinson, a teacher in the Capitola, New Mexico, schools, visited here Monday with her uncle, R. K. Burton.

Mrs. Samantha Grimes of Princeton is visiting here with her sister, Mrs. Frank Dempsey, and her brother, W. F. Elliott.

Mr. and Mrs. Harold Lister and daughter went to the Children's farm home at Corvallis, Sunday and brought back Mrs. Julia Lister who is taking a week's vacation from her duties as matron of one of the cottages.

From Blue River

BLUE RIVER, July 24.—(Special)—Jess Tetherow and family of Redmond were week-end guests of Mr. and Mrs. J. O. McKinney.

Mrs. Bill Sorsby and son Tommy of Eugene returned to their home Sunday after enjoying a week's vacation on Blue River.

J. Rosendahl of Eugene spent the week-end with his family in Blue River.

H. W. Cooley, Miss Edith Cooley and John McCreary, all of Blue River, were in Eugene Wednesday on business.

Mr. and Mrs. K. M. Pederson of Portland were over night guests Monday of Mr. and Mrs. J. O. McKinney. Nelle and Theresa M. Higbee of Los Angeles enjoyed a three-day stay at McKinney's cabin in Blue River.

Most swift-swimming fish have forked tails. These allow the water to converge behind the body without interference from the tail fin.

Noti Notes

NOTI, July 24.—(Special)—Mrs. Maud Cresson and daughter, Stella, returned home last week from McMinnville, where they were visiting relatives. They were accompanied by Mrs. Emma Hackelman who will visit her mother a few days.

Leslie Wilson, of Eugene, stopped at the home of his nephew, Lyle Wilson, Monday. Mr. Wilson was enroute to deliver pipe to the CCC camp at Richardson.

Mrs. Ethyle O'Dell and daughter, Miss Lois O'Dell, left on Thursday for their home in Los Angeles, California, after having been guests the past three weeks of Mr. and Mrs. Leon Huston.

Pete Trento has moved to Noti and is occupying the L. W. Wilson house.

Warren Stratton of Vancouver, Wash., is visiting his cousin, Jerry Jay.

Mrs. George Flynn and Helen Wilson from Springfield were guests at the home of Mr. and Mrs. Sterling Hopper, Sunday.

Mrs. Oliver Kayser and small son, Gary, are spending two weeks with relatives in Vancouver, Washington. Johnnie Hackelman of Westlake spent Sunday with relatives at Noti. He was accompanied home by his mother, Mrs. Wayne McClendon, who arrived recently from Walsh, Colorado, and has been a guest of her sisters, Mrs. Fred Brennenman and Mrs. A. E. Allison. Her daughter,

Bessie Hackelman is also visiting at Noti this summer.

Max Henery of LaFollette was a guest at the Cresson home from Saturday until Tuesday.

Bud Green returned last week to his home at La Center, Washington, after having been the guest of his sister and brother-in-law, Mr. and Mrs. William Jay, for a week.

Mr. and Mrs. W. R. Lee had as their guest, Tuesday, Mrs. Lee's sister, Mrs. Earl Thornquist, of Salem. Also a niece and nephew from Washington.

July CLEARANCE SALE

Floor Samples, Discontinued Pieces of Furniture and Rugs
APPEGATE'S
1088 Willamette Phone 881

MODE O' DAY STORE TO OPEN SATURDAY

Opening of the "Mode o' Day" women's wear shop in the Schaefer building on Willamette street next to the Rex theatre building will take place Saturday. From 9 a. m. in through the rest of the day this new store will be open to the people of Eugene and Lane county and from that time on it will take its place among the enterprising firms of business of the city.

The store will be under the management of David J. Ellison, who operates a similar store at Salem and he plans to spend at least half of his time here.

The new store will specialize in exclusively designed inexpensive cotton frocks and women's lingerie.

Work of remodeling the room for the new place of business has been carried on for the past week or more and the finishing touches are expected to be made late Friday night. Everything will be in readiness for the opening Saturday morning. The goods are now being placed.

The new store has a floor space of 19 by 60 feet and fixtures and furnishings are of the latest design. There will be on hand to greet the public Saturday 15 salesladies.

It is estimated that there are approximately 150,000 inmates of American prisons and penitentiaries.

Swisshome People List Week's News

SWISSHOME, July 24.—(Special)—Jack Simpson has moved to Waldport where he has leased the Bridge market at the junction. He will operate a meat market and grocery store.

John Stutz has gone to Sunman, Ind., where he will visit his father and other relatives.

Mr. and Mrs. Andrew Harris left Wednesday for their home in Los Angeles. They have been visiting at the Tying home. Mrs. Harris is Mr. Tying's sister. They are contemplating buying river frontage property on the Sluslaw for a summer home.

Mr. and Mrs. Rude Karls and son, Mrs. Louis Schade and Fred Karls, all from Phoenix, Ariz., arrived Wednesday morning for a visit with their sister, Mrs. L. Bennett.

R. V. Hassell and family have moved into the Chappell house.

Mr. and Mrs. Roy Swenson and family spent Sunday with the Simpsons at Waldport.

Mr. and Mrs. Ernest Liska were week-end visitors at the Casey Haynes home.

The Thriftiest Store
in Town
**METROPOLITAN
STORE**

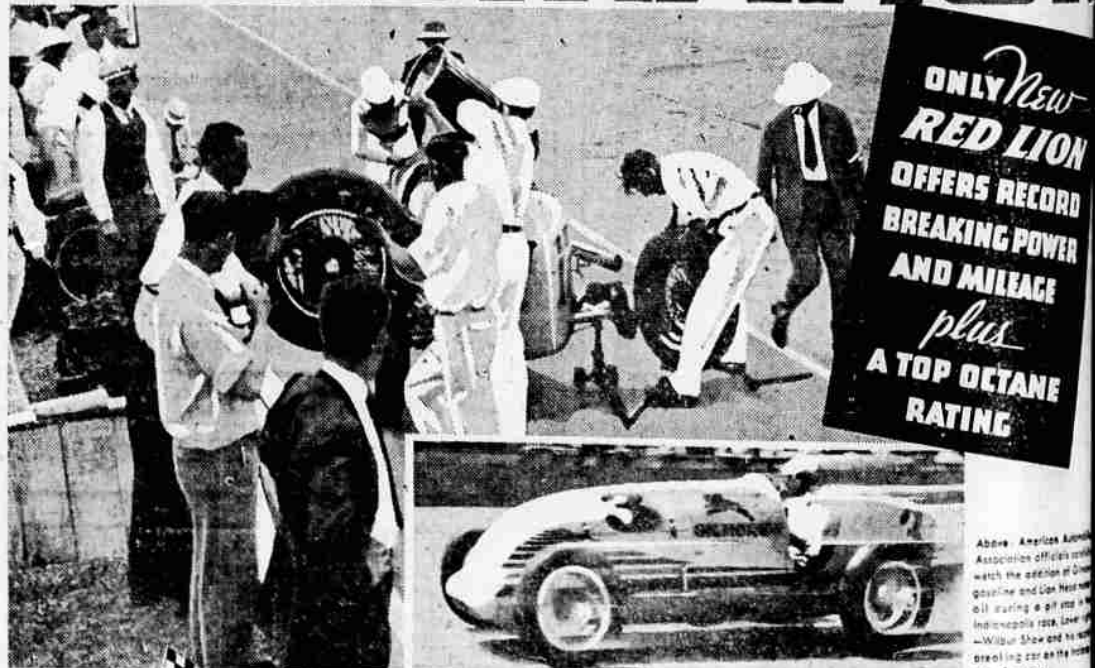
— Each fills a standard 8 oz. measuring cup —

MAKES 22 GLASSES

MAKES 22 GLASSES

**M.C.P. Liquid Fruit Pectin Saves Money
— and Makes Better Jams and Jellies**

HERE'S THE WINNING COMBINATION



ONLY New
RED LION
OFFERS RECORD
BREAKING POWER
AND MILEAGE
plus
A TOP OCTANE
RATING

Gilmore has constantly built more power into its world famous gasoline.

That's why Gilmore has broken 296 official records... why Gilmore won the Indianapolis 500 mile classic again this year... why Wilbur Shaw achieved the best mileage record on the track in qualifying for the Indianapolis race.

Such performance has been made possible because the same surging power which can drive motors faster... gives them more miles per gallon! Gilmore has used the convincing results from hundreds of such gruelling tests to create a sensational new Red Lion gasoline.

Yes—you'll get greater mileage and power with new Red Lion... the gasoline with the winning combination.

POWER AND MILEAGE
YOU GET THE WINNING COMBINATION ONLY WITH GILMORE
GILMORE RED LION
AT INDEPENDENT DEALERS

A NATIONAL DISTILLERS PRODUCT

not A FISH STORY!

It's true what they say about Windsor! It does taste better than many higher-priced whiskeys. Try a bottle.

75¢
No. 177-C
\$1.48 for No. 177-A-Q.

Windsor
93 PROOF—STRAIGHT BOURBON WHISKEY

NATIONAL DISTILLERS PRODUCTS CORP., Executive Office New York, N. Y.

He's not a Tarzan, and not a movie hero!

But an ordinary boy who will entertain and amuse you with no end to thrilling adventure.

Action, Suspense, Romance

Unlike anything that has heretofore appeared in the comics.

Watch for the first appearance of

WASH TUBBS

Starts Tuesday, July 28, in the

Eugene Register-Guard