

MR. COMISH IS SPEAKER AT CLUB LUNCHEON THURSDAY

Consumer's guidance and what it means to the buying public was discussed by Prof. N. H. Comish of the University of Oregon school of business administration at the luncheon meeting of the Eugene Active club, Thursday noon.

The many adulterations, the great variation in quality, the wide range in price variations, and the underweights and under measures were listed as four major reasons for consumer's guidance. While adulterated products are not as bad as they were and the situation is improving, this factor, nevertheless, is still very significant, the speaker pointed out. Price variations have been found to be as high as \$3.00 on identical products, he said.

Causes for such variations in the reasons listed above were said to be: Because the consumer buys in small quantities and does not have the time to investigate all little items, thus allowing a greater chance for variation in consumer goods; secondly, because of the great variation in consumer tastes that makes standardization difficult; thirdly, because the average consumer does not have the ability to determine the price and quality values; because the consumer buys a great deal through habit and custom; because of the system of using certain products for "leaders"; and because of the great variation in costs of selling. Four methods outlined to obtain consumer's guidance were: The tests published for consumer's to investigate products, by Sears-Roebuck company; the tests published by the federal government; the system of co-operative stores and buying clubs; and the works published by the Consumers' Research studies.

The speaker was introduced by William Campbell. Mr. Comish made it clear that the studies he was presenting were not on Eugene stores and firms but national statistics.

A dance was announced for Sept. 11 at Swimmers Delight for members and their wives. Edwin Johnson reported on the recent boys' camp maintained by the club, showing a balance in the books for next year's camp.

Several Injured in Waldport Accidents

WALDPOR, Aug. 28.—(Special)—Dr. Gill Edwards was kept busy over the week-end attending those injured in accidents. Sunday morning, Mr. and Mrs. Warner Roberts and 10-year-old son, Alvin, were in a collision on the Alsea highway near Tidewater, as they were leaving Waldport for their home in Fairview. They all received cuts and bruises. Sunday afternoon an eight-year-old boy, Billy Whitson, whose folks were vacationing at Richards' auto court, ran out in front of a car, and received a fractured leg, which the doctor tended, and the Whitsons proceeded on to Pendleton, their destination. Clifford Baker, local man, injured one of his eye balls while doing some work at home, but will not lose sight in that eye.

Mr. and Mrs. Louis Bennett of the I. G. A. store here, motored to Lebanon last Saturday evening and to Eugene on Sunday, where they visited two daughters, one of them a secretary at the university.

Visitors Listed

Mrs. F. D. Carruth, a high school teacher in Portland and her son, Donald, are visiting Mrs. Carruth's mother, Mrs. M. E. Brant, for two weeks. Ernest Free has bought the Otling residence and will move in soon.

Mr. and Mrs. Gerald Royner, of Portland, spent several days at the W. E. Goggins home in Waldport this week. Mrs. Royner and Mrs. Goggins are sisters.

Mr. and Mrs. E. E. Mills and son Mickey have gone to Summit lake in the Cascades on a fishing trip of a week's duration.

The Lions club met Monday night and a committee of Joe Kitchen, Ed Franklin, and Erwin Hossford, was appointed to lay plans for a "40 frontier days show to be held at the Rustic ballroom here, with an outside carnival if possible.

Born to Mr. and Mrs. M. F. English of Toledo, a 7½ pound baby boy on Monday, Aug. 24. Mrs. English was formerly Marion Overlander of Waldport.

Franklin Events

FRANKLIN, Aug. 28.—(Special)—Several new families are moving into Franklin. Elmus Beck has sold and is moving out soon. A family has moved into the Woodin place. Mr. and Mrs. Robeson, late of Kansas, have rented the Fred Brown house and will move in soon. At present they are visiting Mr. Robeson's aunt, Mrs. Bill Fuller.

Mr. and Mrs. Grove Mack and daughters, Alice and Lillian and H. B. Cook were guests of Mr. Mack's sister, Mrs. Will Kiddle in Eugene Sunday.

Mr. and Mrs. Ralph Phillips and

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Finishing
Kuykendall Drug Co.
870 Willamette St.

UNIVERSAL
ELECTRIC
CALLAHAN'S



ONE GIRL is sometimes more than an armful for a mere mortal man. But the giant clown figure pictured above isn't having a good time unless he has four. Despite his pictorial appeal, the giant lover's primary purpose in life is to amuse circus parade spectators. He will be one of the huge figures featured in the Gilmore Circus parade here Saturday, sponsored by Eugene merchants and the Register-Guard.

children were home over the week-end.

Mr. and Mrs. Melvin Shove of Winchester Bay were guests of their parents, Mr. and Mrs. Arthur Shove and Mr. and Mrs. Hodson over the week-end.

Mrs. Elwyn Taylor of Yachats is visiting her parents this week.

LICENSE TO WED
PORTLAND, Ore., Aug. 28.—(P)—A marriage license was issued here today to Delbert C. Winn, legal, Junction City, and Muriel Handewich, legal Portland.

About 70,000 women are employed in the British Civil Service, largely in the Postoffice department.

COUNTIES SEEKING MORE ROAD FUNDS

PORTLAND, Aug. 28.—(P)—Indications that a contention that counties should receive more revenue from motor vehicle license fees and gasoline taxes will be carried before the next legislature for action came from a conference here today.

County Commissioner Frank L. Shull told Henry F. Cabell, chairman of the state highway commission, R. H. Baldock, highway engineer for the state, and John Beaky, manager of a planning survey being carried on by the federal government to determine the condition of state roads.

"With the greatly increased revenues to the highway department from motor vehicle licenses and gasoline taxes, we feel that the counties should receive a larger portion of the funds so collected." "At present the counties receive \$1,600,000 a year, of which \$602,000 goes to Multnomah county.

"It seems to me that the least the counties should receive from the motor vehicle taxes should be a sum sufficient to take care of road bond interest and retirement and probably more." He fixed Multnomah county's burden at \$1,149,450.

Cabell warned that the highway department would be crippled if counties and cities get a larger cut because federal funds for projects would be jeopardized.

Washington requiring the state to match \$2,500,000 set up for work in Oregon in 1937, alone.

**Alphonso Ready to
Fly to Own Country**

INNSBRUCK, Austria, Aug. 28.—

(AP)—An airplane stood ready tonight "awaiting the king's orders" while former King Alfonso of Spain read stacks of mail from his homeland and observers wondered whether he would make a dash for the civil war scene.

During the 16th century certain

English theatres met the popular demand for the unusual by putting on acts of madmen who had been borrowed from nearby asylums.

One more grain on each bushel wheat grown annually in the United States would amount to about 10 million bushels.

Let Metropolitan Show You the Thrifty Way Back to School

Headquarters for School Clothing!

HERE ARE JUST THE THINGS YOU'LL NEED TO LOOK AND FEEL YOUR BEST ON THE DAY SCHOOL OPENS. MOTHERS AND FATHERS KNOW THAT AT THESE PRICES IT'S WISE TO BUY ALL YOUR NEEDS RIGHT NOW!

For GIRLS

Dainty New CHILDREN'S UNDIES

Wise mothers will fill their daughters' needs for a long time to come. Such values as these mean exceptional quality at an exceptional saving!

CHALK FINISH RAYON 19c
Children's Bloomers
Pink, Sizes 4 to 14

CHILDREN'S PANTIES 19c
Pink, Sizes 4 to 14

MISSES' BLOOMERS 25c
Tea Rose, Novelty Weave,
Sizes 14 to 18

Broadcloth BLOOMERS 10c
Full cut. Pink. Sizes 14 to 12. Only.

JERSEY BLOOMERS 15c
Rayon Stripe, Flesh or Pink, 6 to 14.

TUCK STITCH PANTIE 19c
Combed yarn, flesh, girls' sizes.

You'll Love These New SWEATER BLOUSES

In the Latest Fall Styles
So comfortable and so good looking, too. You'll be especially pleased with the bright new colors and the stylish details—for girls, 7 to 14. Each

DRESS PRINTS 10c
● Fast Colors ● New Designs
Special at Yard

BOBBIE COMBS 5c
In black or bright colors. Some with dainty decorations.

CHILDREN'S GARTERS 10c
For children 4 to 9—Made of 7-8 inch elastic. Rubber buttons.

SHOE LACES 5c
27 or 36 inch-long wearing. Get your supply now.

**Children's
HAIR BARRETES** 5c
Several styles in plain or fancy designs.

BOBBIE PINS 5c
36 on a cord, either black or bronze finish.

HAIR BOWS 10c
Moire ribbon in lovely colors, 16 inches long—

● WOOL FELT ● KNIT COTTON
**Boys and Girls
STYLISH BERETS** 25c
Everyone between the ages of 6 and 14 will want at least one of these perky new styles. Lovely colors and smart trim

LOVELY CHILDREN'S SLIPS 25c
Broadcloth finish cotton with build up shoulders. Pink. Sizes 4 to 14, with ruffled bottom. Each

You'll Look Like a "Million" in These New Fall Print
WASHABLE FROCKS 49c
● Fast Colors ● Charming Trims
● New Pleated Styles ● Girls 7 to 14. Each

For BOYS

Boys' Fancy Check
CORD PANTS \$1.98
Zipper pocket and lock. Size 8 to 16

Sanforized Whipcord
BOYS' LONGIES \$1.49
Zipper Pockets with lock

Whipcord
BOYS' LONGIES \$1.19
A real value—just the thing for school.

Boys' Longie
Corduroy Pants \$1.49
Light and dark colors.

Boys' Cotton
Polo Shirts 39c
White, Blue, Maize

Boys' Fancy
Cossack Suits \$2.98
Zipper and button jacket.

Small Boys'
Longie Pants 98c
Fancy Checks Whipcords.

Boys'
Windproof Jackets \$1.98
Boys' Zipper Only

Boys'
Corduroy Pants \$1.19
With Suspenders. Sizes 2-8.

Here They Are, Boys! SWEATERS

● Round Necks ● Dandy Colors
These heavily brushed cotton sweaters are easy to slip into—and they're just the kind that a real boy likes to be seen in!

BOYS' CAPS 25c
In New Woven Patterns—Unbreakable Visor
Full cut crown and lots of snappy patterns in tans, grays and browns—a hard-to-beat value!

HANDKERCHIEFS 2 5c
Plain White or Printed Designs
You'll want several of each kind—for smooth and soft.

They're Vat Dyed!
SHIRTS 49c
Plain Colors and Fancy Patterns
Snappy stripes and new patterns that every fellow likes; and solid green, blue or tan. Expertly cut for proper fit and comfort. Both boys' and juveniles' sizes.

BOYS' TIES 9c
Four-In-Hands or Ready Tied
Stripes! Plaids! Figures! All made of heavy rayon tie fabrics.

Boys' Belts
Black or brown with big Nickel Buckle. 9c
Sizes 26 to 30—

Suspenders 15c
30 Inches long! Leather ends and nickel buckles.

LUNCH BOXES 9c
With Bright Colored Pictures!
These sturdy metal boxes have ventilated covers and riveted handles for lots of wear and tear!

6-In. Box 9c **7-In. Box** 19c
Paper Napkins 10c
EMBOSSED—120 in a package—white

Waxed Paper 10c
100 sheets in a handy perforated roll.

Special Value In
HANDKERCHIEFS 1c
Children's Designs
You never thought you could get such attractive little hankies at such a remarkable price. Buy now!

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