

ARNE RAE NAMED BY ASSOCIATION

Arne G. Rae, manager of the Oregon Newspaper Publishers' association, has been elected vice-president of the Newspaper Association Managers, Inc., national association of field managers. It was announced here today. Other officers chosen at the group's national convention held recently in Chicago, were Bruce R. McCoy, Louisiana Press association, president; and Fred J. Minder, Nebraska Press association, secretary.

Mr. Rae, who has served as manager of the Oregon association for the past eight years, also took a prominent part in the Chicago session. He talked on three important topics, "State Contests As Stimuli to Improve Newspapers," "State Conventions—How to Improve Them," and "Affiliations of Associations with Universities and Colleges."

Managers from 20 state associations were present for the national meeting.

Mr. Rae, a graduate of the University of Oregon school of journalism in 1922, took over his present position in 1923 after serving as co-publisher of the Tillamook Herald for several years. He also had experience on a number of other Oregon newspapers.



"AFTER THE THIN MAN" comes Friday to the Mayflower theatre for a four-day run, starring Bill Powell and Myrna Loy.

RUSSELL RETURNS FROM BUYING TRIP

William Russell, who has been in New York City and other eastern markets for Washburn's, returned to Eugene yesterday having been away nearly a month.

Mr. Russell reports an optimistic outlook for both retailers and manufacturers for the fall and winter season. Buying is heavy and most stores are demanding fast deliveries in anticipation of early purchasing by the public.

While in New York Mr. Russell attended the Amos Parrish Style Clinic. Amos Parrish is the national authority on fashions and the style clinic is attended by the executive heads and fashion buyers and merchandisers of the largest stores in America.

Several New York buying offices were contacted by Mr. Russell with a view to improving the Washburn's New York representation and Washburn's this season will make greater use of these eastern buying connections than they ever have in the past.

The fashion departments will all be enlarged and improved, and fall dresses, coats, suits and dress accessories will soon be on the way for Eugene and Lane county women to enjoy.

The fabrics have a richness and beauty not achieved in any past season. Fall styles are smarter—lainer—depending on line and fabric for distinction. Washburn's will feature a number of new dress lines and will show much merchandise not available except by direct New York purchase. Mr. Russell also visited Philadelphia, Chicago, St. Louis, Kansas City, and Denver.

Besides Mr. Russell, the Washburn store has had Dorothy Wilberg Linn and Miss Val Ylvisaker, fur buyer, in the market this season. Later, Mrs. Meyer will cover the San Francisco and Los Angeles markets and Karl Thunemann will go to New York in late August and September for additional style and Christmas merchandise.

SOAP BOX DERBY RULES

Hints to Entrants

You have heard, most likely, of the man who worked all winter building a boat in his basement only to find, when spring came, that it was too large to get out of his cellar door. Surely he was a foolish man, but so more so than the boy who builds a car for entry in the Soap Box Derby without following the rules governing the construction of such cars. Before even designing a car, read each and every rule carefully until all are thoroughly understood. Talk them over with your dad. Ask him to explain the meaning of any rule you don't clearly understand. It will be too late when you arrive at the track, so play safe and build by rule.

When the rules have been mastered, the next need is a well-drawn plan of the particular type of car you wish to build. If the car is an original design, a detailed plan of it should be drawn before any building is attempted. Test it to see that it complies with the rules and regulations. If you are making one of the cars shown in this book, read all the instructions and study each of the accompanying illustrations before starting the work.

While the actual building must be done by you, there is no rule prohibiting your dad from aiding you with advice and suggestions. Go over your plan with him. Discuss each phase of it with him and get his opinion. He'll be glad to help you in every way he can. When you understand the rules and have a completed and properly checked plan, get busy and collect the necessary lumber, covering, wheels, axles and other necessities. Much of this can be obtained free, but an account of everything you purchase should be kept. Remember, it must not exceed ten dollars, and that includes any parts dad might buy for you. Take your time and build each part as perfectly as you can. Finish it completely before starting the next one. Have your dad go over the job as it progresses. Take his suggestions and make the most of them. The rules allow him to show you how to accomplish any given task, but they insist that you do the work.

Eugene's Own Store
WASHBURNE'S
MORRAN & WASHBURNE
PHONE 770

Visitors!

We welcome you to one of America's Great Pageants — "The Oregon Trail" and to Eugene's Own Store—Both Are Eugene Inspired Eugene Operated — Eugene Interested.

Notice!
This Store
Will Close
for the
**Oregon Trail
Pioneer
Parade**
on
Friday 10:30 a. m.
All Departments
Open Immediately
After the Parade
**You Are Invited
to Use This Store's
Services**

Sale!

Washable Rayon Prints
Selling Regularly at \$1.00
Colorful rayon prints in polka dots, figures, stripes, florals, conventional or paisley patterns which will give the clever seamstress a host of interesting ideas for her summer and fall wardrobe! Green, red, blue, pink, navy, wine, yellow, white, beige, and grey. **85¢**

Washable Tub Silks
Selling Regularly at \$1.00
A varied selection of tub silks in both narrow and wide stripes. Smart patterns and arrangements of stripes that are distinctive and unusual. Greens, greys, blue, and yellow are combined to give pleasing effects. **85¢**

Sale! Cotton Prints
Soft, dainty powder muslin that is a happy suggestion for cool, comfortable afternoon dresses on hot summer days. Permanent finish—figures, florals—green, yellow, lavender, navy backgrounds—29 inch material. Included in this group are printed plume chiffons, a very fine voile—wrinkle proof. **45¢**

—FIRST FLOOR—
An Advance Showing of

A Special Pageant Shipment
of beautiful
Chromium Giftware
and attractive
Table Pieces
\$1.29

These attractive chromium pieces were selected by Miss Wiberg while in New York. They are the newest things in this type of merchandise we have been able to get. They are of fine Chromium Plate which does not tarnish and will clean and polish with washing. Buy now for gifts or for personal use.

These Pieces Are Available At \$1.29
Sugar and Creamer Set—
(Crystal on Chrome Tray)
Ice Tub
Syrup Jug and Tray
Flower Bud Vase
Mayonnaise Set
Individual Salt Set
Butter Dish
Pickle & Celery Dish
Olive Dish
Salad Set
Crumb Set

SHIRLEY TEMPLE STYLES
TWENTIETH CENTURY-FOX FILM STAR
IN CINDERELLA FROCKS

SHIRLEY TEMPLE
CINDERELLA'S COACH
CINDERELLA'S FROCK

Part of every little girl's charm is the way she's dressed—that's why more and more clever mothers choose these adorable back-to-school styles "just like Shirley Temple's". Look for photographic tags and Cinderella Coach labels to assure authentic styling, tested fabrics, and fine workmanship. Sizes 3 to 12.

\$1.95

THURSDAY FIRST DAY OF PAGEANT

COSTUME PARADE IS FIRST EVENT

(CONTINUED FROM PAGE 1)

tion to their "subjects," those attending the Pageant celebration.

Costume awards will be made as the special feature of Thursday's parade, which will get the celebration off to a gala start.

Children's Picnic

Following the parade will be a picnic at the fairgrounds, for the participants in the parade and children in the Pageant cast under 12 years of age. Everyone is asked to bring a basket lunch. Ice cream will be furnished children in the parade and Pageant, and coffee for the adults.

Coronation of Queen Susannah IV, and of the Baby Queen and Captain will be held at 3:30 tomorrow afternoon, near Deady hall on the University campus, instead of at 9:30 at the city park, as was previously scheduled.

Governor to Officiate

At the coronation, a procession of all the courts and escorts will take place, and Mayor Elsie Lantz will welcome the two Queens, Susannah IV (LaVonne Ledahl) and the Baby Queen (Shirley Ann Barker). Governor Charles H. Martin will crown their royal highnesses—and their three-day reign officially starts.

Next Pageant event is at 8 o'clock in the evening, on the Pageant stage, when the Royal Rosarians present their impressive "knighting ceremony" preceding the Pageant. Two prominent Lane county citizens will be honored, their names to be announced during the ceremony.

Pageant Opens 8:30 P. M.

At 8:30 the Oregon Trail Pageant opens for its first performance on the huge Pageant stage built especially for the production. It will run until 10:30.

Settlers' Valley, amusement resort where games and dancing will be held, is open all evening at Willamette Park for those not planning to attend the Pageant that night, and will remain open until 1:30 for anyone wishing to come out after the show is over.

'Happy Canyon' Wide Open For Pageant Days

(CONTINUED FROM PAGE 1)

the edge of the grandstand, under the board walk that runs the complete length of the stage, and in "light trees," trees about 20 feet high especially constructed to give a diffused and indirect effect to the illumination.

Will Play Overture

The orchestra, under the direction of Delbert "Sharky" Moore, will present an overture, the "Oregon Trail Pageant" specially written and arranged by Moore for the 1934 production. New musical numbers are planned for this year's Pageant, including the presentation of the "Song of the Pioneer" written this year by James H. Gilbert and John Stark Evans, and a group of religious hymns from the Church of the Valley scene.

A special chorus of 75 voices is being entered by the Latter Day Saints choir in the northwest, featuring the famous Mormon hymn, "Come, Come Ye Saints."

Rehearsals for the cast, which have been held every night this week, terminate tonight with a full dress rehearsal at the fairgrounds.

Tickets for the three nights of the Pageant may be obtained at Pageant headquarters, with all seats reserved. The construction of new grandstands, and the wide sweep of the stage where the action takes place, offers excellent and plentiful seats for everyone, according to Ralph Schomp, manager. He stated that there were no seats left for certain nights of the Pageant, and said that there were many excellent seats left for all three nights.

With visitors flocking to Eugene from all over Oregon, the western states, and even from eastern states to see this unique pioneer Pageant, final preparations for the celebration are being cleared up, and everything is being placed in readiness for the opening of festivities tomorrow morning at 10:30 with the All-Lane county costume parade.

"Tomorrow the West lives again—the show goes on!"

Mrs. Wells Home For Pageant Week

Mrs. Rhoda A. Wells, who came to Eugene 61 years ago, is greatly interested in the Oregon Trail Pageant, and has returned to her home here from a visit in Portland, for Pageant week. She has been visiting her daughter, Stella May Knoles, for the past six months, returning here Tuesday.

Mrs. Wells was a passenger on one of the first immigrant trains from St. Louis to San Francisco, the trip being made in 14 days and nights. Her home had previously been in Cedar Rapids, Iowa. From San Francisco, she boarded a "windjammer" for Vancouver, Wash., then came to Eugene by train, having resided here since. Mrs. Wells lives at 1399 Cross avenue.

DAUGHTER ILL

SWISSHOME, July 21.—(Special) Steve Clark of Lake Creek was called to the Sacred Heart hospital on account of the serious illness of his daughter, Mrs. Herbert Dooling, the latter part of the week. Latest reports are that she is improving.

iced

Schilling Tea has more flavor because it's toasted

ARRID
39¢ a jar at drug and dept. stores

Band Needing Cars To I.O.O.F. Picnic

The day following the close of the Oregon Trail Pageant, Sunday, July 25, the Odd Fellows will have their annual picnic at Lost Creek ranch. Plans have been completed for the band to accompany the group, and all cars are asked to be at the I. O. O. F. temple at 7:50 a. m.

Anyone who is going to Lost Creek ranch Sunday is asked to be at the temple not later than 7:45 a. m., to take members of the band. All branches of the lodge and their friends are invited to the picnic.

Playgrounds Listed For Pioneer Picnic

The Eugene playgrounds will provide entertainment for the pioneer picnic Friday afternoon at the fairgrounds. It was announced Wednesday by Gilbert Sprague, playground supervisor.

The program will include the WPA recreation band led by R. C. Dykstra; an accordion trio; badminton and tennis; tennis demonstration; rhythm band of the fairgrounds playground; a trumpet solo.

Funerals

William Hite Alexander
Funeral services for William Hite Alexander, who died Tuesday, will be held Thursday afternoon at 2 o'clock at the Poble chapel, with Rev. H. Earle Parker officiating. Interment will be in the old Odd Fellows cemetery.

THE LATEST NORFOLK

NORFOLK, Neb.—The grasshoppers invading Nebraska are this year's model—definitely. N. J. Nelson of Norfolk killed one this morning and discovered a row of "37's" five on each side, on the insect's torso—or fuselage.

Romane's Annual PRETTY BABY CONTEST
Pictures on display at
WILLIAMS STORES, INC.
1015 Willamette

Register your vote for one baby in each group at
ROMANE STUDIO
992 Willamette—Eugene

...please pass the potatoes



Baked and served with fresh butter ... A GRAND FOOD!

Science has discovered that potatoes provide extra Vitamin C, readily available calcium and phosphorous, and a high content of iron and Vitamin B—all important elements to good health.

Interesting information, but not nearly so impressive as a great, big baked potato—nice and meaty—its russet jacket bursting—steaming hot—with a couple of pats of fresh butter, some salt and pepper... that's really something to eat. Yes, this is only one of a hundred ways of preparing and serving this marvelous food.

Now, here are such excellent potatoes grown as in the higher altitudes, the mountain valleys, the great plains of the West, and the Pacific Coast slopes. All of these regions are served by the Union Pacific Railroad.

Efficient, rapid railroad service—specialized cars for safe shipment—brings potatoes to your table from this area every month of the year. Among the nation's railroads Union Pacific is in the front rank as a transporter of potatoes. Last year Union Pacific moved 41,422 cars of the world's staple vegetable—the nutritious, economical potato.

UNION PACIFIC RAILROAD
SHIP AND RIDE UNION PACIFIC

Call on your grocer today—Pass the potatoes to the family tonight

I'M GOING TO HAVE A BABY

I'm proud... happy! And one thing is sure... I'm not going to risk using ordinary soaps on baby's tender skin. The name "Cuticura," I know, is a recognized symbol of protection in family nurseries the world over. So... pure, mild, sweet Cuticura Soap is what I shall use. And for baby's chaffage, rashes and other external irritations, I know Cuticura Ointment and Talcum are wonderfully soothing. Soap 25¢. Ointment 25¢. Talcum 25¢. FREE sample. Write "Cuticura," Dept. 5, Methuen, Mass.