Nations' of Talks

s at the Conversation n eight to nine o'clock ening at Friendly House r Siegenthaler and Mrs. Jensen, and their topic United Nations." This is feature at Friendly enth and Ferry Streets. of recorded symphony be enjoyed from seven o'clock, and after the have concluded there will time. The public is in- attend, as at any of the atures of Friendly House.

SALE IS LISTED BY MU PHI EPSILON

Mu Phi Epsilon alumnae will have a rummage sale, Friday evening and all-day Saturday, at the Broadway Market, corner of Olive and Broadway. Funds are to be used for the society's scholarship.

• • •

GUEST DAY PLANNED

It will be guest day for Alpha Iota Sigma, when the group meets in the home of Mrs. Henry Burch, 2159 Olive Street, for potluck luncheon at noon, Monday. Members are asked to bring a hot dish or salad, with table service and some article as a contribution to the automat. Mrs. Bert Vincent is co-hostess.

ADVERTISEMENT

t Every Person Should w About Advertising

By Charles E. Wolff

who owns a business job should know what does. For it's adver- selling more goods to ple—that makes money s jobs more secure.

you want an expanding or a better job, remem- ccessful s and jobs de- some- elling hing to else vertising west cost devised ell goods vices.

CHAS. E. WOLFE

why advertising is called t-plug of American busi- ertising makes the wheels . When more goods are re are greater turnovers and more jobs and better everyone. Selling less ans business failures, pay -offs.

enever you see or hear ing, don't forget that it's you. If it weren't for advertising's low-cost way of selling goods, you couldn't have such a secure job or business opportunity in the future.

Advertising Helps You and Your Family—

(1) Bring you goods for less money . . .

(2) Makes shopping more pleasant and easier. . .

(3) Gears consumer demand to production, to create prospects. . .

Eugene's businessmen, manufacturers, and producers should study carefully the value of advertising and how advertising can help to produce more sales or hold that business gain by talking with—

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Eugene's own Advertising Agency who will discuss with any of the local businessmen their own advertising and sales promotion problems. Mr. Wolff, who has had over eleven years practical business experience in advertising, marketing, sales promotion and public relations work, offers this initial consultation without obligation to Eugene businessmen.

CHARLES E. WOLFF, Owner
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Society, Women's Organizations

MRS. WILLIAM E. TROY, JR. (Ethelva Elkins) and her six-year-old son, William Edward III are members of a well-known Pioneer Lane County family. Mr. and Mrs. Troy and little son are visiting in Eugene this week end with relatives.

Hawaiian Resident Returns To Visit Eugene Communit

By Dorris Bjorset

Renewing friendships and visiting relatives over Homecoming Week-end at University of Oregon were Mr. and Mrs. William E. Troy Jr. (Ethelva Elkins) and six-year-old son William Edward III, who were spending three months on the mainland from their home in Lahaina, Maui Island in the Hawaiian group. The Troys have been in the islands thirteen years, first in Hilo and Honolulu and since January 1942 on Maui. This is their first trip back.

Mrs. Troy will be remembered as the daughter of the Rev. and Mrs. W. A. Elkins. After graduation from University of Oregon she taught for five years from 1925 to 1930 at Eugene High School, three years of which she served as Dean of Girls.

Mr. and Mrs. Troy have been visiting parents and relatives of the former in Idaho and Washington and with Mrs. Troy's parents and brother, Darold Elkins, all of Salem, and a sister, Mrs. Lowell Aplin at Bend. They were guests here in the home of another sister, Mrs. Larson Wright, Springfield. After some time in California they will return home by plane by mid-November.

There are four children in the family: Helen, 17; Carolyn Leilani (the only one whose name shows island influence), 11; Vivian, 9; and William Edward, 6.

Helen, only one of the four children born on the mainad, was one of four high school students from the entire island group, selected as a delegate to the Junior Red Cross Conference in San Francisco in June. The four delegates, accompanied by an adult adviser, flew to and from the conference but Helen remained to spend two months visiting relatives in Idaho, Washington, Oregon and California.

For cousins and girl friends whom she met on her visit she made 25 leis and sent them by her mother. She visited for some time at the Wright home in Springfield and was entertained by her cousins Beverly and Yvonne Wright and their friends.

At present Helen and her two sisters are back in school and Helen is busy organizing Junior Red Cross work and pep clubs in the high schools on Maui.

Lahaina is a sugar plantation community of 5000 inhabitants with an average white population of from 60 to 100 persons. The eldest Troy daughter is one of two white girls in Lahainaluna High School which has an enrollment of 600 students.

Lahainaluna High School is the oldest high school west of the Rocky Mounatins. It was established in 1830 and during the California gold rush days wealthy Californians sent their children to this high school in Hawaii instead of around the cape to Boston and other east coast schools.

The Rev. and Mrs. W. A. Elkins, parents of Mrs. Troy, have lived in Salem since 1932 but resided in Lane County for many years, Reverend Mr. Elkins holding Christian Church pastorates at Cottage Grove and Pleasant Hill. Also at one time he taught art in the Springfield schools, operated an art and gift shop in Eugene and gave many years of service as a Eugene school board member. He retired from the ministry in 1945. Last winter the Elkins spent five months with the Troys at their island home.

Among the gatherings in honor of Mrs. Troy during her stay in Eugene and Springfield was a gathering of a group of Alpha Xi Delta alumnae at the chapter house. Alumnae attending were some who were in school at the University with Mrs. Troy or soon after her graduation and their children were invited to get acquainted with young Bill.

Recipe

Pumpkin Chiffon Pie

1 cup brown sugar
3 egg yolks, slightly beaten
1½ cups cooked or canned pumpkin
½ cup milk
2 teaspoons cinnamon
½ teaspoon ginger
½ teaspoon salt
½ teaspoon allspice
¼ cup cold water
1 tablespoon plain gelatin

Soak gelatin in cold water. Cook all other ingredients in top of double boiler until thickened. Add softened gelatin. Cool. When mixture begins to congeal, fold in three egg whites which have been beaten stiff. Pour into baked pie shell and chill. Garnish top with whipped cream.

SPRINGFIELD GIRL TO LIVE IN SOUTH

Miss Patricia Thompson, daughter of Mr. and Mrs. Harrison J. Thompson of Springfield, will board the train November 4 for Palm Springs, Calif. She plans to remain there for about a year.

• • •

The average annual snowfall at Yellowstone National Park weather station is about 100 inches.

See the BYERS PROPERTY
On East Franklin
Decide For Yourself—
BUSINESS OR RESIDENTIAL?
Approve Ord. No. 9125
VOTE 500 X YES
Pd. Adv. by Hale G. Thompson, Chr., Approve Ord. No. 9125 Comm.

Look! I'm the Cover Girl on Borden's New Label!

• Yes, folks, Borden's Vitamin D Evaporated Milk now has a brand-new red, white, and blue label—with Elsie's famous likeness on it!

Inside, it's still the same *top-quality* milk that so many doctors recommend for babies. The 400 units of Vitamin D in every pint help your baby grow strong teeth and bones. Homogenized and sterilized for your protection.

Now . . . 400 units of Vitamin D per pint. Accepted by the American Medical Association, Council on Foods and Nutrition.

Yours for 25¢ and 3 Borden's Evaporated Milk Labels!

NEW, COLORFUL ELSIE BABY BIB!

"FOR YOUR BABY—
ELSIE'S NEW VINYLITE BIB!"

MOTHERS! Here—at a bargain price—is the ideal bib for baby feeding! It's tear-resistant—waterproof—soil-proof—made of new vinylite plastic! Generously cut to cover your baby's shoulders and clothes.

Gay, colorful pictures of Elsie, Elmer, Beulah, and Beauregard—are all over the bib. And there's a handy "pocket" at the bottom of the bib that catches stray crumbs.

Get your baby bib today! Send 25¢ with 3 large-size Borden's Evaporated Milk labels (or 6 small-size labels) and your name and address to:

The Borden Company, P. O. Box 661, Hollywood 28, California

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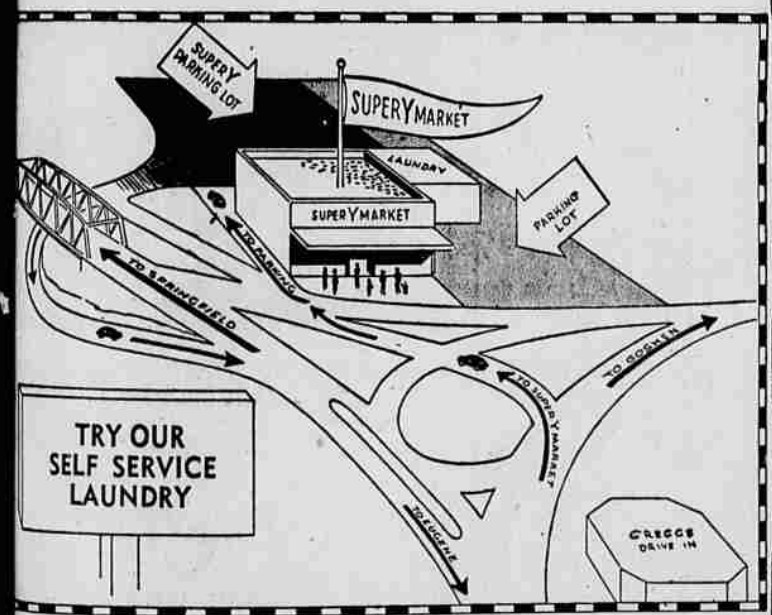

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Pumpkin — Silver Falls Large No. 2½ Tins While They Last — TIN 5¢

Dog Food — Garry Brand Regular Tall Tins The Kind All Dogs Like — TIN 5¢

SUGAR — White Satin While It Lasts — 10 LB. SACK 7 89

Chocolate Drops — Those Delicious Old Fashioned Chocolates — POUND 29¢

SALT — 24 OUNCE BOX 5¢

MINCE MEAT — Brandy Wine Large 43c Jar for Only 25¢

PUREX Gentle to Linens — GAL. 39¢

TOMATO JUICE — Stokeley's Large 46 oz. Tin— 23¢

SYRUP — PANCAKE AND WAFFLE SYRUP — GALLON 98¢

It pays to be a Diplomat

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