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Telephone

Baby Joe Keeps Cool



There's one thing babies crave this hot weather. That's ice cream. Ask Baby Joe, he knows. He's a baby monkey at the Bronx Zoo in New York. His keeper feeds him a cone each day.

Just Folks
by Edgar A. Guest

THE GREATER VICTORY

"I will do no harm to tell the tale—the youth has earned his right to fame.
And he who paved the way for him no longer lives to play the game;
But go! run deeper than the score, and men are made in battles grim,
But few there are who really know just why the youngster conquered him.

Old Joe was victor more than once, with trophies all his shelves were lined,
Not often in a strenuous fight his skill would leave him far behind;
But here was hot and eager youth to battle him that summer's day,
And scarcely rise in skill or nerve with wise experience to play.

The boy was plainly ill at ease and nervous when the game began,
He knew his rival's splendid worth,
But not his splendor as a man;
And Joe said softly unto me: "It's all of twenty years ago
When I was fighting, just as he, for victory that I needed so."

"It meant so much to me back then, before I'd found success and fame,
And every hope I had on earth was carried in that final game;
Since then I've won unnumbered fights, I wonder what the crowd would say
If victory should crown the boy and I should fail to win today?"

Home came the rivals arm in arm, the master, smiling in defeat,
The boy to get his mother's kiss and sweet,
"You let him win," I challenged him,
"He cheated gently where he sat."
"Two twenty years ago," said he, "a victory made me smile like that."

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LADIES OF ATHENA STAR CLUB ELECT OFFICERS

(East Oregonian Special)
ATHENA, Aug. 1.—At a business meeting of the Star Club, held Wednesday afternoon at the home of Mrs. B. B. Richards, Mrs. M. L. Watts was elected president and Mrs. W. P. Littlejohn vice president. After the business of the club was transacted a social hour was spent. Refreshments were served by the hostess, assisted by Mrs. O. O. Stephens and Mrs. C. O. Whitman.

Mr. and Mrs. George Banister visited in Pendleton Tuesday.
Mrs. George MacDonal returned to her home in Pendleton Friday after visiting her daughter Mrs. Richard Thompson.
Hamp Booher was in the city Tuesday from Weston.
Mr. and Mrs. W. C. Counter and children Esther and Virgil have gone to Ashland where they will reside.
Mr. and Mrs. W. O. Read, Miss Mattie Coppock and Robert Coppock were visitors in Walla Walla Tuesday.
Mrs. Mary Booth returned Saturday evening from Stiles, Idaho, where she has been visiting her daughter Mrs. Hugh Ostot.
Miss Rose Janizer of Glendale, Ore. arrived in the city Wednesday and is visiting friends.
Mrs. John Stuckie, Miss Beulah Banister, Miss Walthia Haynie and Mrs. Olin McPherrin and little daughter were visitors in Pendleton Thursday.
Mr. and Mrs. S. E. Kennard were in Athena Tuesday from Weston.
William Rice has sold his residence property to Charles Smith. Mr. Rice's truck and transfer business has been purchased by J. H. Samuels. Mr. and Mrs. Rice will leave soon for Ashland where they may decide to make their home.
Guy Cronk was a Pendleton visitor Tuesday.
Laurence Liehtalen was in Athena Saturday from Adams.
Mrs. Jim Thompson and Mrs. Guy Boyden and daughters Mary and Catherine of Pendleton, were the guests of Mrs. Richard Thompson Wednesday.
Mrs. C. O. Whitman and children of Walla Walla were the guests last week of her sister, Mrs. B. B. Richards.

Bill La Course was in the city from Adams Tuesday.
Sam Hutt returned Tuesday from Alton, Wash., where he transported a load of household goods of Mr. and Mrs. I. N. McClure in his truck.
Mrs. Marion Hansell and children are at Bingham Springs where they will remain for a few weeks. Mr. Hansell accompanied his family to the Springs and returned Wednesday.
Mrs. Richard Thompson and daughters June and Margaret visited in Pendleton Friday.
Kenneth Emmel returned from Pendleton Wednesday where he has been visiting at the J. H. Akey home.
Mrs. R. M. Clark and small son of Wenatchee, Wash., have been the guests of her sister Mrs. P. T. Markley.
Mrs. P. B. Boyd has returned from Pendleton where she was the guest of her daughter Mrs. James Sturgis.
Mark McGary has been the guest of Mr. and Mrs. M. L. Watts.
Mrs. Collins and children of Portland are in the city visiting her father, Frank Thorp.
Miss Jennie McDonald of Portland is visiting relatives in Athena.

The ladies of the Methodist church will hold a party in the Watts and Rogers hardware store Saturday afternoon, August 6th.
Mr. and Mrs. W. C. Russell and daughter have returned from a trip to the coast.
Mrs. Casper Woodward has had as her home guest Mrs. Jessie Treadwell of Pendleton, Mary Hampton and Janet Simmons also of Pendleton have been the guests of Laura Elizabeth and Mary June Woodward.
John Stanton has returned from a sheep shearing trip to Montana.
Ralph and Edwin McEwen celebrated their ninth birthday Wednesday evening by entertaining a number of their friends at a lawn party.
Mr. and Mrs. C. H. Allen of Spokane have been the guests of Mr. and Mrs. L. P. Shangle.
Mrs. C. L. McFaddin and small son have been visiting at the John McRea home in Walla Walla.
Mrs. C. E. Fisk of Weston was in Athena Saturday evening.
Mr. and Mrs. Oliver Mosley of Chinle, Alberta, visited friends in Athena Wednesday.
Mrs. Carl McConnel was in town Saturday evening from her home near Helix.
Stelly is "practically" a treeless country. In a journey of 150 miles across the island one cannot observe a single tree that would cut a ten-inch auger.

28 YEARS AGO
(From the Daily East Oregonian, August 2, 1903.)
Mrs. A. W. Nye is rallying from a serious illness of a few days' duration.
Mrs. N. E. Despain and children left this morning for Illa, Washington, to visit her daughter, Mrs. Berkeley.
Mrs. Frank Frazier left on Thursday evening's train to join her husband at Vancouver, where Frank has his two colts in training.
Miss Elsie Bushie and Glenn Bushie returned Thursday from Winnemucca, Nev., where they enjoyed an extended

Try Shopping Here For Cash and Note the Saving



Women's Fine Lisle Hose, mercerized, high grade Wayne knit, black, brown and white, the pair 49c
Women's Outsize Hose, mercerized lisle, ribbed top, best quality 85c

Pony Stockings for boys and girls, fine ribbed or heavy in lisle and cotton, white, black and brown, the ideal service hose for children, the pair 45c to 59c.

Silk Mignonette, Henna Shade, lockstitch, best quality for blouses and dresses. Special low price, the yard \$1.69

Buster Brown Hose, cordovan, white and black, in all sizes, 5 1-2 to 10, a fine ribbed cotton hose, pair 23c

White Serpentine Crepes for children's summer dresses, requires no ironing, wear extra well, 27 inches wide, the yard 35c

Half and Three Quarter Sox, bright colors and staple shades in all sizes, from 29c to 59c

Jantzen Bathing Suits, the best are Jantzens in fit, wear and appearance. We are agents for Jantzens. Prices \$6.75 to \$9.00

Bonita Shoes for Babies, soft soles and turns, white, black and combinations, priced at 95c, \$1.00, \$1.15 and \$2.00.

Pure Handkerchief Linen, 36 in. wide, colors of white, peach and coral, a very fine even weave. Yard. \$1.50

Big Turkish Bath Towels, 21x45 in. in size, extra good weight and finish. A regular 75c towel anywhere. Our price, each 59c

French Gingham, 32 inches wide, pretty plaid combinations, colors that are really wonderful, the yard.. 72c

Flowered Lingerie Crepe, pink with blue flowers, a special quality, the yard 39c to 42c



Wayne Knit Pony Stockings for Boys and Girls 45c to 59c

Luxite Silk Vests and Bloomers \$3.50 to \$4.50.

GIRLS! LEMONS BLEACH SKIN WHITE

OREGON THEATRE THURSDAY, AUGUST 4

PRICES, \$1.00
Tickets on Sale at Peoples Warehouse
RUSCO & HOCKWALD Present

THIRTY THIRD SEASON
The Famous GEORGIA MINSTRELS
40-PEOPLE-40
Band and Orchestra
WATCH FOR THE STREET PARADE
15 VAUDEVILLE ACTS

Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, which any drug store will supply for a few cents, shake well, and you have a quartier pint of harmless and delightful lemon bleach. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day, then shortly note the beauty and whiteness of your skin.
Famous stage beauties use this lemon lotion to bleach and bring that soft clear, rosy-white complexion, also as a freckle, sunburn, and tan bleach because it doesn't irritate.
visit to the "Bushie ranch," a fine fruit farm near Winnemucca, owned by their uncle.
Mrs. M. J. Lane, Mrs. Rose Campbell and Mrs. Ella Wilson are guests at one hotel in Chicago, where all are enjoying the fair. A letter to Pendleton friends states that they find it grand and immense beyond power of description. An account is given of Mrs. Lane's unpleasant experience. She became lost in the bustling city, but after a long and anxious journey in a bus found her way home.

DOINGS OF THE DUFFS

WILBUR IS FULL OF JOKES. BY ALLMAN

WHO RESCUED ME? I DID!
WHO PULLED ME UP ON THE DOCK? I DID!
WHO PUSHED ME OFF THE DOCK? I DID!
THAT'S WHAT I THOUGHT!

DOES JAZZ PUT THE SIN IN SYNCOPATION

DANCING to Mozart minuets, Strauss waltzes and Sousa two-steps would never lead to the corset-check room which now holds sway in hotels, clubs and dance halls. Nor would a girl who wore corsets in those days have been dubbed 'Old Ironsides' and left a disconsolate wall-flower in a corner of the ball-room," says Mrs. Marx E. Oberndorfer, National Music Chairman of the General Federation of Music Clubs.
The quotation above appears in an article entitled "Does Jazz Put the Sin in Syncopation?" written by Mrs. Oberndorfer in the interest of better music. This article which appears in the August number of The Ladies' Home Journal, points out how music may become an influence for evil. It directs particular criticism to jazz.
Offering proof that Jazz produces a definite demoralizing effect on the human brain, Mrs. Oberndorfer continues: "Jazz originally was the accompaniment of the Voodoo dancer, stimulating the half-crazed barbarian to the vilest deeds."
After pointing out the evils created by Jazz, Mrs. Oberndorfer concludes with a plea for good music because of the help and inspiration it can and will give. She says: "The Music Department of the General Federation of Music Clubs has taken for its motto: 'To Make Good Music Popular and Popular Music Good.'" The article shows how the women of America can help the club women carry out this motto in every home firmly, steadfastly, determinedly, until all the music in our land becomes an influence for good.

The Rewards of Vision

If any one factor is to be credited with Firestone's leadership in the tire industry today, it must be the unity of purpose that has always characterized the Firestone organization.
This purpose was conceived twenty years ago in a pledge to give car owners most miles for their tire dollars. It required more than the immediate production of tires of finest quality.
It meant planning for years ahead; the vision to foresee the progress of the whole industry; the unflinching determination to maintain quality leadership under all contingencies.
And Firestone has kept faith with its millions of customers. The very name on the tire is confidently accepted everywhere as more than a quality mark. It stands, after twenty years, as a personal contract from the active head of the organization to maintain the most-miles-per-dollar standard.
MOST MILES PER DOLLAR
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For Service Phone 651
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