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DONATIONS: No donations to charities or otherwise will be made in advertising or job printing - our contributions will be in cash.

WHAT CONSTITUTES ADVERTISING: "All future events, where an admission charge is made or a collection taken is advertising."

No discount will be allowed Religious or Benevolent Orders.

CONFIDENCE: "And the Lord said... I have known Abraham to the end that he may command his children... that they may keep the way of the Lord, to do righteousness and justice."

PRAYER: "Eternal Father, enable us so to live and teach, that our children and youth may do Thy will in righteousness and justice."

RUSSIA AGAIN "BOURGEOIS"

Some people who view with sardonic amusement any failure of human nature to cling to its supposed ideals have had much glee over the various steps showing that the Bolsheviks have yielded to primitive human weaknesses.

The French Revolutionist, as he objected to having any superiors, could not even endure any equals. As courtesy had been demanded of him by the "aristocrats," he came to think of courtesy as unmanly and even immoral.

But in the course of years, ancient habits, partly mere matters of form and partly based on the fundamental courtesies of human nature, reasserted themselves. No longer did a man feel that he had to insult others to show his equality with them.

Soviet Russia has been going through some of these transformations. One noted a day or two ago in dispatches from Europe was to the effect that Soviet diplomats were required to conform to the sort of dress that would make them conventionally clad at the capitals to which they were assigned.

All this from the government that but a few years ago shied at anything, even dress, that showed a "bourgeois" interest in form or appearance.

SMITH OF THE UNIVERSITY

The grief expressed over the untimely death of Andy Smith, coach of the University of California football team, may be a surprise to some people, who think of professional sports as a thing apart, and who have only astonishment, perhaps mingled with some contempt, for the part that amateur athletics plays in collegiate life.

It ought, however, to furnish no surprise at all that a man should be able, by his personality, to inspire not only the respect of as many young men as is drawn to an athletic coach, but that he should inspire the same respect in the minds of men who are in administrative and teaching positions.

Incidentally, it is a mark of the extent to which a man like Andy Smith comes to "live" his university, that he should have given his whole fortune, such as it was, to the institution. And of this money, he gave only one third for the indirect encouragement of athletics.

The "Kick"



Necessities: Things that are generally cheap.

Sting: The end of pleasure: also of a horse.

Reformer: One whose last thought is reforming himself.

Smartness: An ability to conceal what you don't know.

Gambler: One who hasn't sense enough to quit when he is ahead.

Opera: An occasion when we can hide our ignorance of music by displaying our clothes.

Heck Heck says: "The two things that makes prohibition hard to enforce is the bootleggers' profits and the consumers thirst."



Three's company, and two's an argument.

Most of us are too lazy to worry about being lazy.

Some people are always surprised when things don't turn out worse.

Men who don't take things too seriously get away with them.

Don't pay any attention to what other people think about you. It is liable to be true and make you feel badly.

Every time a state passes a bill against betting, the bets are two to one it can't be enforced.

REPORTS STATE 700 HAVE DIED IN FLOOD

MAZATALAN, Mexico, Jan. 11.—(U.P.)—The latest reports reaching here today indicate that a total of twenty villages have been wiped out by the recent floods in the state of Nayarit, caused by the overflow of the Santiago and San Pedro rivers.

Salem—Withdrawal of Canadian stockholders leaves new \$640,000 linen mill free to manufacture fine linen fabrics.

Society

Mrs. Grace E. Andrews, Editor Phone 1626 to her at 245-R

CALENDAR OF EVENTS

Monday, January 11 — Art Club, Civic Club house. Hostesses, Mrs. J. A. Ruger and Mrs. H. F. Sackett.

Monday, January 11. — W. R. C. Social. At I. O. O. F. Hall, Hostesses, Mesdames Philpott, Colon, Stennett, and Allen.

Monday, January 11. — High School Circle P. T. A. Meets at Library, 2:00 P. M.

Monday, January 11. — Ashland Study Club, Hostess, Mrs. Gordon MacCracken.

Monday, January 11. — French Club, Mrs. Wilmer Poley, Hostess.

Monday, January 11.—Westminster Guild, Miss Eva Poley, Hostess, Evening.

Tuesday, January 12 — Alpha Club, Masonic Hall. Election of Officers.

Tuesday, January 12 — W. C. T. U. Program.

Tuesday, January 12 — Upper Valley Community Club, Mrs. Homer Barron, Hostess.

Wednesday, January 13. — Wednesday Club, At the Presbyterian Church Parlors. Hostesses, Mrs. M. B. Riley and Mrs. J. R. Robertson.

Wednesday, January 13. — Junior High Circle P. T. A. 3:15 p. m. at Junior High Building.

Wednesday, January 13.—Annual Parish meeting and dinner for friends and members of Trinity Episcopal church at the Parish House.

Wednesday, January 13.—Social Circle Meets at the Home of Mrs. Cochran, Lincoln Street. Hostesses Mrs. Cochran, Mrs. Ed Kilgore, Mrs. O. H. Johnson and Mrs. Holman.

Thursday, January 14. — Elks Ladies Card Club, Club rooms.

Wednesday Club Meets—The Wednesday Club, social organization of the Presbyterian church, will hold its regular meeting, Wednesday, January 13, in the parlors of the church.

Pleasant plans have been made for the entertainment of the guests. Refreshments will be served. Work of interesting nature will doubtless be planned for the social hour.

The hostesses in charge are: Mrs. J. R. Robertson and Mrs. E. M. Riley. Members of the congregation and friends are invited. Strangers in the city are particularly welcomed.

High School Party—Miss Elizabeth Stearns was hostess Friday evening at a delightful party with the members

of the Forensic Society and the group of High school debaters as guests.

A short, but interesting program was given in the early evening, after which the young people danced, or played games as they preferred.

Those presenting the program received enthusiastic applause.

As an opening number, the Misses Marie and Madge Mitchell appeared in duet, accompanied by Miss Dorothy Stevens on the Banjo-Uke. Earl Nutter made a

speech, and Roland Park and Earl Nutter sang in closing the program, the Misses Mitchell gave a colloquial play between.

A satisfying feature of the evening's entertainment was the delightful luncheon which added to the very happy social hour.

Those present were Mr. Allen, instructor of the high school, Melvin Parks, Ed Nester, Warren Doramus, Lorraine Brockmiller, Ellen Geisy, Madge Mitchell, Marie Mitchell, Dorothy Stevens, Alice Pratt, Edith Plummer, Bernard, Adena and Dick Joy, Letha Miles, Emily Taylor, Lorraine Sparr, Donald Hiltbrunn, Wilbur Tucker, Myler Berry, Milton Franklin, Roy Albert, Frank Kester, Paul Bryant, Leslie Ketch, Kay Nell, Tom Gunning and Mr. and Mrs. R. A. Stearns and family.

On New Year's Day, Dr. and Mrs. Webster and Mr. and Mrs. Virgil Hawley of Phoenix were present as were Mrs. D. C. Hawley and children, Fern and Lois and Daryl.

Covers were laid for tea, with the host and hostess at the request. The afternoon and evening were spent in visiting.

Mrs. C. O. Holman, Entertainer—Mrs. C. O. Holman was hostess at a delightful dinner party January 2 at her home on B street.

The event was served at one o'clock, with covers laid for the dinner guests: Mrs. Katherine Harrison, Mrs. Lou Garrett, Mrs. Rogers and the hostess, Mrs. G. Holman.

Annual Parish Meeting and Dinner—The annual Parish Meeting and Dinner for friends and members of Trinity Episcopal church will be held on Wednesday evening, January 13, at the Parish House.

The dinner is planned a "covered dish" affair. The business and social hour will till the late evening, the dinner being served at six o'clock.

Northwest Circle Meets—At the meeting of Northwest Circle of P. O. A., Friday afternoon at Hawthorne, the regular business meeting was held, with a fair attendance of the membership.

Announcement was made that all members of the Circle are to begin collecting articles for the service shop in Portland. Any article which can be sold at a second hand shop is suitable to contribute.

These articles are to be brought to the February meeting. At Monday's meeting of the High School Circle, there was no special program just the routine of the usual business session of the organization.

Next Wednesday the Junior High Circle will hold its meeting at the Junior High. For this meeting, an interesting program is planned and it is hoped that the membership will keep the date open to order that there may be a large attendance.

Family Dinner—Dr. Maude Hawley and her father entertained members of the family and a few additional guests at two holiday dinners.

On New Year's Day, Dr. and Mrs. Webster and Mr. and Mrs. Virgil Hawley of Phoenix were present as were Mrs. D. C. Hawley and children, Fern and Lois and Daryl.

Covers were laid for tea, with the host and hostess at the request. The afternoon and evening were spent in visiting.

Mrs. C. O. Holman, Entertainer—Mrs. C. O. Holman was hostess at a delightful dinner party January 2 at her home on B street.

Trinity Guild Meets—Trinity Guild held its regular meeting Thursday, January 7. The usual business of the organization was dispatched with the election of officers an important item.

Those who will serve for the coming year are: President, Mrs. W. C. Wines; Vice-President, Mrs. J. A. Ruger; Secretary, Mrs. Walter Swanson; Treasurer, Mrs. P. K. Hammond.

The social meeting of the Guild will be held January 21, the

business and social gathering.

Homecoming Service—On Friday evening the Young People's Society of the Trinity Episcopal church entertained their members and the Sunday school members and his wife at a delightful affair covered with dinner.

These pleasant affairs are held occasionally, and the special events happened the last year week. At the gathering, a short business session was held, and the social hour around the table was a very happy one.

The class officers are: Mrs. Moor, president, Mrs. K. Barnes, vice-president, and Mrs. Davis, secretary and treasurer.

Pollyanna Class Meets—The Pollyanna Class of the Presbyterian Sunday School held its regular business meeting at the home of its teacher, Mrs. Leonard Lund at her home on Holman street.

With the majority of the class present, enthusiastic plans were made for the preparation of their "White Gifts" for next Christmas.

At the business meeting, too, new officers were elected resulting in, Lois Hanson, president, Virginia Frost, vice president and Blanche Allen secretary and treasurer.

A jolly little luncheon of shell oysters and sandwiches were served at the close of the meeting. The class plan regular meetings each month.

Fast Noble Grand's Club Entertains—Mrs. Lena Nelson and Mrs. Cora Dodge were hostesses at the regular meeting of the Fast Noble Grand's Club of Hope, Rebekah No. 14, held at the I. O. O. F. Hall Friday afternoon.

At the business meeting the officers for the coming year were elected resulting in Mrs. Len Caldwell, president; Miss Mable Senger, vice president; Mrs. Josephine Crocker, secretary and treasurer.

It was a delightful social affair with dainty refreshments served by the hostesses at 12

(Continued on Page Three)

The man who thought a buggy was good enough

In the old days, a solid, conservative citizen might sniff and tell you he didn't read advertising.

He didn't think so much of the horseless carriage, either. The telephone was newfangled, and an insult to the United States mails.

As for radio, aeroplanes, wireless photography — if they had been born then, he probably would have thought them a bit immoral.

But he's changed. He's been educated. His point of view has been made broader and more modern. He has been civilized — by the automobile, the telephone, radio, advertising.

Every single one has opened up new paths for him, taught him new things. Advertising, especially. Advertising tells him the newest things to wear, the best things to eat. Advertising tells him the prices to pay for things he buys, saves him from the old-fashioned ways of doing business — helps him live well, keeps him modern.

Advertising can help you. The advertisements in this newspaper are here to tell you many things that make life more comfortable, more interesting, happier. Read them faithfully. They'll keep you abreast of the times. They'll prevent you from becoming the type of old foggy who — sniff! — doesn't read advertising.

Advertising is the key to modernity