

TWO

DAME FASHION SCORED FOR IMMODEST ATTIRE

Society Women of Capital Attack Dress Habit

LONGER SKIRTS URGED

Resolutions Call Upon Society to Band Together to Condemn Unbecoming Fashions

(Correspondence of the Associated Press) WASHINGTON—Society leaders in the national capital have begun a campaign against some of the present tendencies in the dress and habits of American women.

Mrs. John B. Henderson, long an influential figure in the exclusive circle of diplomatic and official Washington, has made public a set of resolutions to which she and other social leaders here have subscribed, calling on society women everywhere to abandon cigarettes and immodest attire.

Officers of the Daughters of the American Revolution, the general federation of women's clubs, and the national conference of parents and teachers, Mrs. Henderson said, had assured her they are ready to combat as far as possible habits which threaten the perpetuity of the American nation.

As made public by Mrs. Henderson, the resolutions endorsed by influential society women here are as follows: "That we are deeply interested in the efforts of certain high dignitaries of church and schools who have met hoping to modify undesirable prevailing fashions for women's apparel and have hopelessly laid the blame to mothers, calling upon them to come to the rescue; that we feel that they do not realize that dame fashion is a powerful potentate; that a large number of American girls now work for an independent living, and it chided by helpless mothers concerning their dress and habits, they simply regard such mothers as out of date and old-fashioned."

Best Women Ignore Styles "That the best women of France and England do not follow the fashions represented in their embassies, also by the royal family of England do not follow fashions of women's apparel."

After Sickness Get Strong Quick

New Pleasant Way to Take Cod Liver Oil—Fits on Weight

Nothing like the wonderful vitalizing vitamins in Cod Liver Oil to help convalescing people to quickly get strong and well—everybody knows that.

But nobody wants to take the ill-smelling, horrible tasting, stomach upsetting oil itself, for now-a-days, up-to-date medical men are ordering a tablet of Cod Liver Oil and it surely has proved a blessing to thousands of people who have been sapped of their natural strength after a severe illness, and especially after the grippe or a stubborn cough or cold.

Ask Linn Fruit Co. of any drug store for a box of Linn's Cod Liver Oil Compound Tablets. They cost but little, are sugar coated and as pleasant to take as candy. Sickly men or women take them to speedily put on plenty of good healthy solid flesh and for this purpose they are so extremely good that thin men and women often take on 5 pounds or more in 30 days. As a matter of fact, your druggist is authorized to return your money if you don't take on 5 pounds in 30 days.

Be sure and get McCoy's, the original and genuine Cod Liver Oil Compound Tablets—60 Tablets—60 cents.

parel not in good taste, quite regardless of fashions which are dictated by the under world of Paris.

"That we suggest for street wear dress skirts broader and of ankle length.

"That we call upon society women of America everywhere to band together to condemn such vulgar fashions of women's apparel that do not tend to cultivate innate modesty, good taste or good morals.

"That in the interest of future public health and efficiency, we pray that the comparatively new fashion of cigarettes be abandoned, in that reserves from health capital, expended to save the living organism from perils of poison inevitably lead, sooner or later, to physical bankruptcy and race degeneracy.

"That women's colleges whose mission it is to teach what best befits girls for future life, viz., life's greatest asset, normal physical health, could aid in discipline by demanding that those who refuse to conform to college rules."

Women Better Qualified as Head of Family

Such Is View Expressed by Mrs. H. G. Jorris, Kentucky's Only Legislator-Elect in a Recent Statement

(Correspondence of the Associated Press) USUM, Ky.—In many cases women are better qualified to be the head of the family than the men, is the attitude of Mrs. H. G. Jorris, Kentucky's only legislator-elect.

When the general assembly convenes January 5, she will be the second woman ever to sit in Kentucky's law making body of 138 members. She will represent two counties in the house.

Asked what a woman's idea of proper legislation was, she reported her stand as "very masculine." She saw no reason why a woman's ideas should not be identical with those of men.

"The time is now here and has been for some years, when women are placed upon an equal footing with men when it comes to the question of making a support for themselves or families.

"In fact in many cases the women are better qualified to be the head of the family than the men. There is only a very small remnant of the old Kentucky chivalry in the minds of the people today and this condition prevails throughout the entire country."

Mrs. Jorris, woman farmer, supported eight brothers and sisters when her parents died while she was young. Since Mr. Jorris' death in 1920, she has stayed on the farm here in Russell county with her three young boys.

She believes legal restrictions should be removed to place women "absolutely upon a par with men in every respect as to their personal liberties and property rights."

She will fight for legislation as to woman's ownership of real estate and the right to dispose of it at will. Mrs. Jorris is not unduly militant for her sex, for she says: "I would think that any other legislation that would be for any special reason best for women would be class legislation and would really be unconstitutional as I have always thought some of the present laws are."

She is 53 years, Presbyterian, Republican, and W. C. T. U. member.

Notice Miss Graves, formerly of Bob's Beauty Shop, is now at the Madam Beauty Parlor, 817 Williamette street.

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CONTRACTORS Slawson & Williams, Phone 1546-L. 1-10-1mo. MUTUAL LIFE—G. M. SPRAGUE

Whose Advertising Bills Do You Pay?

The store that doesn't advertise pays the advertising bill for the one that does.

Every merchant in business pays for advertising, whether he uses it or not. If a competitor's advertising takes any business away from him, the profit he would have made on the lost sale is what his competitor's advertising cost him.

You have, perhaps, wondered how some stores can afford to spend such enormous sums for advertising. That is easy to fathom. Their competitor, who doesn't advertise and whose business they take, pays for their advertising.

Say the Jones family is a customer of your store. They have \$60, which they intend to spend with you. They read the advertising of your competitor and are induced to spend their \$60 with him instead of spending it with you. The store makes 20 per cent, or \$12, on the sale. They deduct, we will say, the \$1 advertising cost and have \$11 profit left. The advertising has cost them nothing, they got back its cost and had \$11 profit they would not have had only for their advertising.

Who paid for this advertising? Did the advertiser pay? No. He got the cost back, and profit besides. Did the purchaser pay? No. He paid only the regular price.

Then who did pay? The store that did not advertise paid for his competitor's advertising. He not only paid for the other fellow's advertising, but he paid out of his cash drawer the profit his competitor made on the sale. The store that doesn't advertise pays the advertising bill for the one that does. He pays in loss of sales, profits, and increased costs.

The store that loses business through not advertising has such high overhead and unit sale cost that it cannot possibly sell goods as cheaply as the store that increases its sales and reduces its cost with advertising.

The Vanderbilt Wedding



More than \$1,000,000 worth of wedding presents were showered upon Mr. and Mrs. Earl E. T. Smith when they were married in New York. Mrs. Smith, formerly Consuelo Vanderbilt, and her husband are leaving the Vanderbilt home to start on their honeymoon trip to Palm Beach.

LITTLE TYRANTS OF THE FAMILY

Mabel Promptly Goes Into Hysterics When Denied Expensive Doll's House, so Mother Relents and Invites Trouble

By IRMA MORRIS

A few days before Christmas, a young mother was "entertaining" her little girl of six by dragging her around the crowded stores. Suddenly the little one spied a "daddy's" doll's house.

"Oh, mother, I must have that house! Won't you please give it to me for Christmas?" she coaxed.

Mother priced the toy and when she found that it was twenty-five dollars she was about to tell the child that it was entirely too expensive; but realizing that might cause a scene in the store, she diplomatically said: "Well, all right, poor father! He didn't come home for dinner, and the little one, after much coaxing, reluctantly consented to go to bed on condition that mother would speak to him about the coveted toy as soon as he came in.

At six o'clock in the morning an excited figure appeared at her father's bedside, awakening him with, "May I have it!"

The sleepy father had to listen to the whole story, and being too tired to argue, he temporized by saying, "I'll go to see it."

After thinking the matter over, he decided that although he would like to indulge his little daughter, the present state of the exchequer did not justify the expenditure of twenty-five dollars on a toy.

Mother agreed with him, but was distracted as to what to tell Mabel. "The child's first words upon returning from school were, 'Did it come?'"

"What could mother say?" "No, maybe it will come later," she answered.

So Mabel watched and waited all the afternoon and by six o'clock she was at a terrible tension. "I don't believe it's coming!" she cried.

A young aunt, who was present, feeling that this deception had lasted long enough, said, "I don't believe your father has bought it. He thinks it's too expensive."

This was the breaking point. Little Mabel threw herself on the floor and promptly went into hysterics. Poor mother, almost hysterical herself, didn't know what to do. She entreated, im-

plored, offered substitutes. Nothing was of any avail; the hysterics continued. Mother thought of sending for a doctor. Suddenly she decided to go immediately to buy the doll's house with the money she had saved, little by little, by herself a much needed dress. With the prospect of receiving her heart's desire, Mabel's hysterics subsided. Happy mother! Happy Mabel!

Are they happy? Haven't Mabel learned a most "valuable" lesson? She has learned that whenever she wants anything very badly all she need do, in order to have her wish gratified, is to go into hysterics. By her mismanagement of this situation, the mother has incurred a trouble for herself and for her child. How much better it would have been, had she told Mabel, immediately upon her request, that although she would love to indulge her, the toy was too expensive for the family pocketbook.

Our children are very clever. They learn early how to secure the gratification of their desires. It is not until they are five or six that they will give them what they want, they will whine; or they will tease, and maybe lie. It is our job to teach them that none of these methods "work." From now on, if we should make them realize that our conduct, with regard to granting their requests, is regulated by just one question—"Is it right?"

Another phase of this subject will be taken up next week: "Buy Me Something," will be the title.

It is sad to realize that in this happy land, where wealth is available for every luxury, the children are deprived in such great numbers of those fair beginnings of life that would be fruitful seeds of fine character later on.

Mary Skimmon, president of the national education association.

Are the children of your community being thus deprived? Why not work to get a kindergarten opened for them? Information, advice and leaflets on this subject may be obtained from the National Kindergarten association, 8 West Fortieth street, New York.

Wise Investments Bring in Least Returns

One Sacrifices Something to Security While in Most Lucrative Investments There is Element of Chance.

Many a woman, who has never had control of money, comes suddenly into the possession of some; and many a working woman finds herself with a little "nest egg" which she would like to invest wisely. What to do with it is a serious question.

In general there are open to us: real estate investments, stock in some company, bonds issued by government or the city, and various forms of insurance. There is still wisdom in the old saying, "Don't carry all your eggs in one basket." It is wise to distribute your investments.

Probably the safest investment are government bonds, and that accounts for their low rate of interest. City bonds, for such needs as schoolhouses or water works, usually pay a better rate of interest than national government bonds, but is not always possible to purchase such bonds. One disadvantage about government bonds is that one cannot always redeem them at the time he wishes without sacrificing a certain per cent. Then, too, they bring in very little interest.

Real estate is a common form of investment. Many a woman feels particularly safe with this, because the land will not run away and cannot be stolen. But one should be very wise about the selection of real estate as an investment. The future desirability of the location must be assured. Unless the property brings in a steady rental, or

can be sold soon at an increased price, it is rarely a profitable investment because of community improvements, taxes on it can soon eat up its entire value.

To own stock in prosperous companies is one method of investment. It either preferred stock which calls for a definite interest or common stock which may increase with the value of the plant. This is one of the least certain and quickest ways to get returns on your investment—if you are sure the company is reliable. The value of this form of investment depends entirely upon the character of the business and is to be entered into only after thoroughly assuring oneself that the business is prosperous and the manager competent.

There are all kinds of insurance propositions on the market. More and more we are realizing that everyone should be insured. Insurance is a form of cooperation and a means of distributing individual losses among a company of people.

Straight life insurance is payable upon the death of the insured to his beneficiaries. Endowment and income policies are a means of saving, and bring in a stated sum or income after so many years, or upon reaching to the one taking out the policy. Insurance is a means of providing for a rainy day and everybody should carry a reasonable amount on that basis. It is also a practically certain way of saving money, depending upon the reliability of the company, but it brings in a lower rate of profit than taking stock in a business firm.

It seems to be a rule of compensation, that the most reliable investments bring in the least returns. This is a fact, and one should be very wise about the selection of investments, there is an element of chance.

Read Register Classified Ads.

MONTANAN WINS TITLE OF WHEAT KING OF AMERICA

Field of Grain Only Side Line With L. P. Yates

GETS COIN AND BONUSES

Yates Says He Will Continue to Record Himself as Stockman First and Farmer Second

(Correspondence of the Associated Press) BOZEMAN, Mont., Jan. 17.—L. P. Yates of Pishard, Mont., who at 64 years of age became a "king" at least in a mythical sense, having won the championship title in wheat growing, which has been held for a little over a year by a "king" of America, was surprised when his rights to the throne were recognized.

If his honor had been won through a livestock exhibit, he would not have been so astonished for he has spent 40 years breeding fancy stock. The 20-acre field of Marquette wheat which produced the grain which has won the award at the international hay and grain show is only a side line with him.

There are eleven "princes" and "princesses" who rejoice that the crown has been brought out of Canada, where it has been held for several years and placed on the brow of their father. The youngest of these, a stalwart miss of 15, however, has won the title "county pig club" which she won in open competition with the girls of her community, is preferable to that of "princess."

In his wheat king was working in his circle lot when word came that the new wheat had taken the highest honors for 1925. Being Missour born, he was skeptical at first; men as proof came in the form of money bonuses and a silver cup, he was convinced, but still mystified. He decided that he would not feed any more of that grain to the hogs, although there was 700 bushels left in the bin.

"I don't know who sold me my first seed," he said, commenting on reports that the seed for the prize winning grain had been grown north of the border. "I got the seed here in the county seven years ago, and have been growing it ever since. My field yielded 40 bushels this year and the wheat weighs 55 pounds to the bushel. It is clean and uniform. That prize winning sample came directly from the grain splot of this year's machine."

Mr. Yates said he would continue to regard himself as a stockman first and a farmer second, but would select carefully the seed he planted for the 1926 crop. "You can't tell it right happen again," he said after giving credit to "the natural conditions of this wonderful country."

Emergencies in the Home

By DR. HENRY K. SHAW

Burns and scalds are among the most frequent injuries which befall children, both in the home and on the street. In these cases prompt treatment before the arrival of a doctor is very necessary. When a child's clothes catch on fire, a rag, blanket, dress, skirt or any available thick material should be available to wrap about the child in order to smother the fire. The clothing should be very carefully removed after the fire has been extinguished, so as not to tear the blisters, which will have been produced.

The first object in all burns and scalds is to relieve the pain by protecting the injured surface from the air and preventing any rubbing or pressure by the clothing. In dressing the wounds, the blisters should be opened at the edges with a clean needle that has been sterilized by boiling in water for a moment in a flame. This permits the watery serum to run out. As the skin of the blister forms an excellent protection for the raw surface underneath, it should never be torn or allowed to be rubbed off.

Burns are classified into three degrees, according to their severity. Burns of the first degree are superficial ones in which the skin is reddened. Blisters are formed in burns of the second degree; while burns of the third degree are very severe and dangerous, as they involve the deeper layers of the skin. If extensive, they are apt to prove fatal. The doctor should be summoned in cases of all but the very slightest burns, as it is impossible at first to gauge their severity.

Lime-water and linseed-oil, when mixed together, form a thick, pasty liquid known as caron-oil. This should be poured freely over the burn, which is then covered with sterile gauze or soft, linen cloths soaked in the oil. A thick paste of bicarbonate of soda should be applied if caron-oil is not available. Cold-cream, petroleum jelly or olive oil can be used in emergencies to protect the burn. Strong acid or alkalis produce ugly burns. Acid burns should be neutralized with bicarbonate of soda (cooking soda) or with milk of magnesia, while burns from alkalis such as quick lime, caustic soda, etc., should be covered with compressed cotton, vinegar and water, lemon juice, boric acid or other mild acid.

G. E. F. Hleko, piano tuner. Phone 1523-J, or Morris Music House. 11-8-1f

Editorial

Last week we enjoyed the heaviest week's business since this store opened, and last Saturday was one of our three highest days.

But the crowds were too great— Saturday we only waited upon about two-thirds of the people who came to buy—

The store was jammed with customers from 8 a. m. until 10 p. m.

Of course there was more or less kicking and crabbng—

And of course we are sorry we could not serve you all—

But we cannot do the impossible—

We served thousands, and another thousand had to leave, unable to buy at Stanley's—

Now, there is only one thing we can say—

If you want to buy at Stanley's more of you must do your buying earlier in the week—

And, too, here is another thing I want you to broadcast: This store has not been sold, and is not for sale—

Some of these little one-horse fellows seem to get a lot of kick out of making themselves and others believe that Stanley's are about ready to blow up—

We have decided that Eugene is a good town to live in, and a good town to die in. Hence we are here for life—and just now we are figuring on going into the grocery business deeper than ever.

This store will continue to control and set Eugene's grocery prices—

Others may try to follow— But we are going to set a merry pace—

We thank you—

GEORGE C. STANLEY.

FLOUR

Best Valley— 49-lb sack \$1.95 Barrel \$7.60

Eagle Hard Wheat— 49-lb sack \$2.35 Barrel \$9.20

Fisher's Blend— 49-lb sack \$2.45 Barrel \$9.60

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We are repeating the "Saturday 'till 3 p.m. Specials" for the benefit of the thousands who could not be served. Come now we will wait upon you.

- J. C. Best Creamery butter, pound Comar Nut Margarine, pound Powdered Sugar, 4 pounds Brown Sugar, 4 pounds Granulated Sugar, 17 pounds Economy Matches, 6 boxes Full Cream Cheese, pound Fresh Standard Eggs, dozen Walnuts, new crop, medium size, lb. Royal Club Jelly Powder, 4 pkgs. Liquid Veneer, 30c bottle Polar White Laundry Soap, 8 bars

EXTRA SPECIALS TWO DAYS

Tuesday and Wednesday

- Minced Razor Clams, Ocean Wave Brand, No. 1/2 flat can Tuna, Mission Brand, No. 1/2 can Mrs. Stewart's Bluing, bottle Instant Postum, large can Stringless Beans, Terrapin brand, can Clearfield Peas, No. 2 can Tomatoes—highest grade Standard, Premium brand, No. 2 1/2 can Shrimp—Ready to Eat brand, large and extra choice, can New York Golden Corn, Mistletoe brand—highest grade, packed—No. 2 can New York Petit Pois Peas, Forest King brand—highest grade packed—No. 2 can Blue Ribbon Figs, 15-oz package White Figs, pound Smyrna Figs, pound White Layer Figs, pound Black Figs, pound Campbell's Tomato or Pea Soup, 3 cans

Folger's Golden Gate Pure Extracts

Lemon or Vanilla— 1 ounce bottle 16c 2 ounce bottle 27c 4 ounce bottle 52c 8 ounce bottle \$1.00

Amazio Oil— Pint 25c; Quart Half Gallon

Edwards' Dependable Coffee— 1 pound can 3 pound can 5 pound can

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