

# Society

**Mesdames Bowne and Riegel Honored**  
Mrs. Paul Janney entertained with a buffet luncheon, followed by bridge, at the Colony club yesterday afternoon, honoring Mrs. Sprague Riegel and Mrs. Alice Bowne, who is guest in this city from New York of Mr. and Mrs. E. G. Burgess.

Guests were: Mesdames E. G. Burgess, Marjory Feasley, Corbin Edgell, Gain Robinson, Earl Tully, L. A. Salade Sr., L. A. Salade Jr., Ralph Boutelle, Harold Jordan, Thomas V. Williams, Alice Hollid W. P. James, Owen, Raymond Driver, Gilbert, H. VanHooovenberg, Chantrel, S. Burnham, Miss Margaret Hubbard, Miss Anne Livingston and the honor guests, Mrs. Riegel and Mrs. Bowne.

**St. Ann's Altar Society Plans Picnic July 15.**  
St. Ann's Altar society extends an invitation to all ladies of the parish and to all ladies of Jackson and Eagle Point to join in picnicking in Ashland park, July 15. All persons planning to go will meet in the Parish hall at 11 a. m., Tuesday, bringing lunch for themselves. The society will furnish ice cream, coffee, cream and table service. Persons with cars and persons wishing transportation are asked to call Mrs. J. W. Young, 348-Y, and Mrs. Fisher, 1278-R for further information.

**Mrs. Chapman Names Committee Heads**  
Chairmen of committees to carry on work in the Business and Professional Women's club were appointed Tuesday night by Mrs. Maud Chapman, president, who entertained a group of club members at her home for the purpose of outlining future plans of the organization. The chairmen are: Mrs. Zola Akers, transportation; Mrs. Laura West, international relations; Miss Clara Wood, finance; and Mrs. Winnie Weishaar, publicity. The records of the past treasurer, Mrs. Jaquet Lennox, were turned over to Miss Wood.

**Group Entertained at Newman Cabin**  
Mr. Benton Newman was host over the holiday week end to a number of friends at the Newman cabin at Lake o' the Woods. Swimming, boating and fishing were enjoyed by the guests, including the Misses Eleanor Boyd, Jeanne Ferguson, Geraldine Latham, Iva Powell, Mosses, Harold Archer, Gerald Latham, Lloyd Sunderman, Neville Biden, Mr. and Mrs. Stanley Darnelle and Mr. and Mrs. Harold Riechstein.

Dr. and Mrs. R. W. Clancy have returned to Medford from spending several days in Seattle as guests of their son-in-law and daughter, Mr. and Mrs. Harold Dagg.

**Miss Swigart Calls Committee Together**  
Miss Elizabeth Swigart, chairman of the Greater Oregon State committee for the southern Oregon district, has called a meeting of the group for this evening. Plans for a campaign to acquaint more prospective students with the work of Oregon State college will be outlined.

**Miss Standard To Visit in Burns**  
Miss Ellen Mae Standard, daughter of Dr. Standard of Phoenix, Ore., who she will be guest of relatives for two weeks and visit her friend, Miss Dorothy Harper of Nampa, Ida. While there she will assist in the daily vacation Bible school.

**Guests of Standards**  
Mrs. W. C. Tremblay of Marshfield and daughter Ima, who graduated from the University of Oregon this spring, and Ethel, were luncheon guests of Drs. Dane E. Durland, Lena G. Pike and Boris Brown, and Ernest D. Brown and Mrs. Emmett Brown. The wedding was followed by a luncheon at Hotel Medford, after which the bride and groom left for a motor trip south.

**Manns to Vacation in North**  
Mr. and Mrs. J. C. Mann and

**Bride-to-be Entertained**  
Mrs. J. R. Thompson received a group of friends at her home last evening, honoring her daughter Alice, who will leave tomorrow for San Francisco, where she will be married Saturday to Mr. Donald McKinstry.

Guests were entertained with a musical program. The Misses Joyce and Ruth Banish played several piano solos and duets. Miss Geraldine Thompson entertained with violin numbers, accompanied at the piano by Miss Alice Thompson; and Mrs. Thompson with vocal numbers. Later in the evening Miss Margaret Childers played two piano solos. Following the program refreshments were served by the hostess.

Guests were Mr. and Mrs. Walter Frazer Brown and daughter Emily, Mr. and Mrs. S. R. Hagerty, Mr. and Mrs. A. M. Childers and daughter Margaret, Mr. and Mrs. Banish and daughters Joyce, Ruth and Carol.

**Dorland-Pike Wedding Wednesday**  
Miss Eleanor E. Dorland and LeRoy Earl Pike of Copco, Cal., were married in this city yesterday morning at the Adventist church. Rev. T. L. Theumler officiating. Guests were: H. M. Durland, Misses Lois E. and Serena Durland, Lena G. Pike and Boris Brown, and Ernest D. Brown and Mrs. Emmett Brown. The wedding was followed by a luncheon at Hotel Medford, after which the bride and groom left for a motor trip south.

Both the young people are well known here. Harold Isaacs is employed with his brother in the Palmer Music House in Medford.

**Phoenix Girl To Wed Harold Isaacs**  
PHOENIX, Ore., July 10.—(Special)—Mrs. Eva Carless entertained at one o'clock luncheon on Tuesday, announcing the engagement of her daughter Billie, to Harold Isaacs.

Favors on the tables for such guest were little pink rose nut cups, in the center of which was a heart shaped card announcing the engagement. On the bride-to-be table was a huge pink rose with a diamond ring in the center.

The afternoon was spent playing bridge. First prize was won by Mrs. Raymond Fisher, and consolation prize by Eleanor Palmer of Medford.

The guests numbering sixteen, were as follows: Mrs. H. W. Frame, Mrs. A. N. Soliss, Mrs. Raymond Fish, Mrs. Fletcher Fish, Mrs. Edith Thompson, Mrs. Ted Littlefield, Mrs. Harry Butler, Mrs. Andrew Hoar, Mrs. E. L. Dodge, Mrs. Frost, all of Phoenix; Mrs. Clayton Isaacs, Miss Eleanor Palmer of Medford; Mrs. Isaac and daughter Ruth, mother and sister of the groom, of Berkeley, Calif.; Mrs. Earl Isaac of Ashland; the guest of honor, Miss Billie Carless, and the hostess, Mrs. Eva Carless.

After the prizes had been awarded for the bridge players, Mrs. Soliss sang a solo accompanied by Mrs. H. W. Frame.

# Extraordinary Values!

New Low Prices Same High Quality

## J. C. Penney Co. Inc.

**Storeroide**—In every department, on great quantities of merchandise, we have either lowered prices, raised quality, or both, to levels in many cases unheard of since the war.

**Readjustment**—We have done this now—to pass on to you immediately—the savings we have been able to make on our own purchases.

**Prices**—Raw material prices are lower—manufacturers' prices are lower—our prices are lower—NOW IS THE TIME TO BUY.

**Down**—go prices—up go sales—more goods bought—more goods consumed—more goods manufactured—more jobs for everybody—more money in circulation—more money in your pocket—more prosperity—more happiness.

## Jump Aboard the Band wagon Buy Now!

### BORDER LEGION IS ZANE GREY STORY OF PIONEER DAYS

A Zane Grey talking picture film, based on a Zane Grey novel has long been a sure-fire way to attract capacity patronage to a Medford theater hence "The Border Legion" screen talking production which opened yesterday at the Fox Theater to an afternoon and night until Sunday, and which greatly pleased last night's audience, is reasonably certain of attracting the large local Grey RICHARD ARLEN following, for it is one of the very best westerns ever seen in Medford.



"The Border Legion" is not only alive with suspense, action, thrills, daring, courage and romance, but it has a noteworthy and large cast, scenery of entrancing character, hard and fast riding, hold-ups, hip-shooting and the like, and withal a plausible plot.

Think of a cast with Richard Arlen and the pretty Fay Wray, again teamed as sweethearts, as the stars, and with Jack Holt as the leader of the band of outlaws, the postman, likeable and humorous Eugene Pallette as his lieutenant, Stanley Fields as the ultra villainous member of the band, too tough even for that bunch of blood-thirsty desperadoes and other well known film players in lesser roles!

It is essentially a virile story of real he-men, of the gold rush days of California, about 1870, and Fay Wray has the only woman role of any consequence in the tale. The beautiful natural setting in the Sierra Nevada mountain region of California near Sonora is brought out by excellent film photography. This region is famed for its outlaws of pioneer days.

There are not only magnificent vistas, big cattle herds and many beautiful horses, but that picturesque, tough aggregation of fearless outlaws with their riding, joking, fighting, killing and terrorizing is also a noteworthy feature of "The

Border Legion" as are the scenes of the town, saloon and people of the pioneer days of that period.

One of the short subjects of the entertainment program is a laughable Edward Everett Horton comedy. —R. A. K.

### PLEADS FOR EAGLE PT. CHURCH ATTENDANCE

(By Edith Weidman.)  
EAGLE, POINT, July 10.—(Sp.)—At the Presbyterian school every Sunday morning I am wondering how much the parents of Eagle Point want their children to become Christian citizens for the future of the community. If so, lay some of your pleasures aside and bring your children to school each Sunday and see what they can learn from the messages.

Sunday school from 10 to 11 o'clock. Next Sunday's lesson is found in Genesis; Jacob, a selfish man, transformed.

St. Helens.—Contract awarded O. N. Pierce for construction of bridge to span Milton Creek near city limits.

## IS THIS YOUR FUTURE SHADOW?



"Coming events cast their shadows before"

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow\* by avoiding over-indulgence. If you would maintain that modern, ever-vigorous figure, "Reach for a Lucky instead."

When tempted to over-indulge

"Reach for a Lucky instead"

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

# "It's toasted"

Your Throat Protection—against irritation—against cough

\*In his famous book entitled "Foods For the Fat," Dr. Yorke-Davies gives this advice: "Any system for reducing fat will be of no avail if the patient persists in eating between meals." We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky instead," you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

### VICTOR COMPANY PROGRAM TONIGHT

A musical program, sponsored by the Victor company, will be presented this evening at 8:00 o'clock over stations KOMO, Seattle, KGW Portland and KHQ, Spokane.

The program is as follows:  
American Composers—  
"Privity"—Nathaniel Shilkret, conducting.  
"I Hear a Thrush at Eve"—Cadman  
Rosalie Wolfe, soprano.  
"Silhouette"—Rube Bloom  
Orchestra.  
"Misty Lak a Row"—Nevin  
Rosalie Wolfe.  
Dance Program—  
"Popular Medley"  
"Kitty From Kansas City"  
"If I Had a Girl Like You"  
"The Song Without a Name"  
"St. Louis Blues"  
"Deep Night"  
To be selected.  
"My Heart Belongs to the Girl Who Belongs to Somebody Else"  
"Stein Song"  
Rudy Vallee and His Connecticut Yankees.  
Cecile Chaminade—La. Lissonjera  
Orchestra.  
"The Silver Ring"—L'Annau D'Argent  
Rosalie Wolfe.  
Scarf Dance (Pas des Escharpes)  
Orchestra.  
Air de Ballet, op. 37  
Orchestra.

### LIONS AND BEAUTY LEAVE NEXT WEEK

Plans for the convention of Lions International, which will be held in Portland July 16, are holding the interest of local members of the club this week.

Miss Ethora Hulander, elected "Miss Medford" to represent this city in the beauty contest, which will be a feature of the convention, will probably leave the first of next week for Portland. She will be accompanied by Mr. and Mrs. Jean Bryant.

J. Verne Shangle, who will play in the golf tournament, and Mrs. Shangle will also leave Medford the first of next week for the convention city.

85 Autos in Scotland.  
Used cars are reported to be selling for as low as \$5 in Scotland. One owner said that his machine of ancient vintage, for which he paid that amount, could do 40 miles an hour, seemed to be free from vice, and was "by no means a bad bargain."

Molalla.—Dickey Prairie road opened to traffic recently.

## New Prices on Studebaker Cars effective July 10, 1930

Studebaker Six \$795  
114-inch wheelbase 70 horsepower  
TO \$995 AT THE FACTORY  
14-door Sedan—\$895

The Studebaker Six was introduced on May 10, and this reduction in price is not made in anticipation of any model changes. It is in appreciation of volume attained by the most powerful car ever sold at such a low price.

Prices on Studebaker Eights, effective July 10

THE PRESIDENT EIGHT	THE DICTATOR EIGHT
136" wheelbase	115" wheelbase
Tourer, for 7" . . . . . \$1850	Coupe, for 2" . . . . . \$1295
State Victoria, for 5" . . . . . 2150	Coupe, for 4" . . . . . 1515
State Brougham, for 5" . . . . . 2350	Club Sedan . . . . . 1195
Sedan, for 7" . . . . . 2150	Regal Sedan* . . . . . 1295
State Sedan, for 7" . . . . . 2350	Regal Sedan* . . . . . 1415
130" wheelbase	Regal Brougham* . . . . . 1415
State Roadster, for 4" . . . . . 1950	All prices at the factory
Sedan . . . . . 2050	* Six wire wheels and trunk rack standard.
State Sedan, for 5" . . . . . 2050	** Six wire wheels, trunk and suit cases standard.
Coupe, for 2" . . . . . 1850	† Six wire wheels and trunk standard.
State Coupe, for 4" . . . . . 2050	

THE COMMANDER EIGHT  
124" wheelbase  
Coupe, for 4" . . . . . \$1585  
Victoria . . . . . 1585  
Regal Brougham\*\* . . . . . 1785  
Sedan . . . . . 1585  
Regal Sedan\* . . . . . 1785

More big news from STUDEBAKER on Page 5 Read it!