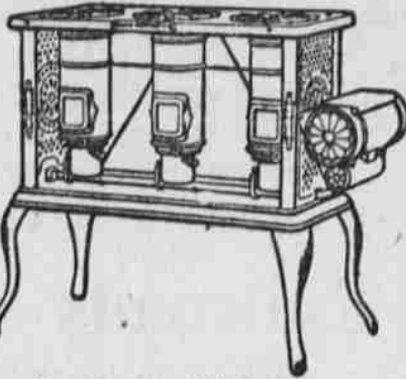


Use A NEW PERFECTION Wick Blue Flame Oil Cook-Stove

Because it's clean.
Because it's economical.
Because it saves time.
Because it gives best cooking results.
Because its flame can be regulated instantly.



Because it will not overheat your kitchen.
Because it is better than the coal or wood stove.
Because it is the *perfected* oil stove.

For other reasons see stove at your dealer's, or write our nearest agency.

Made in three sizes and fully warranted.

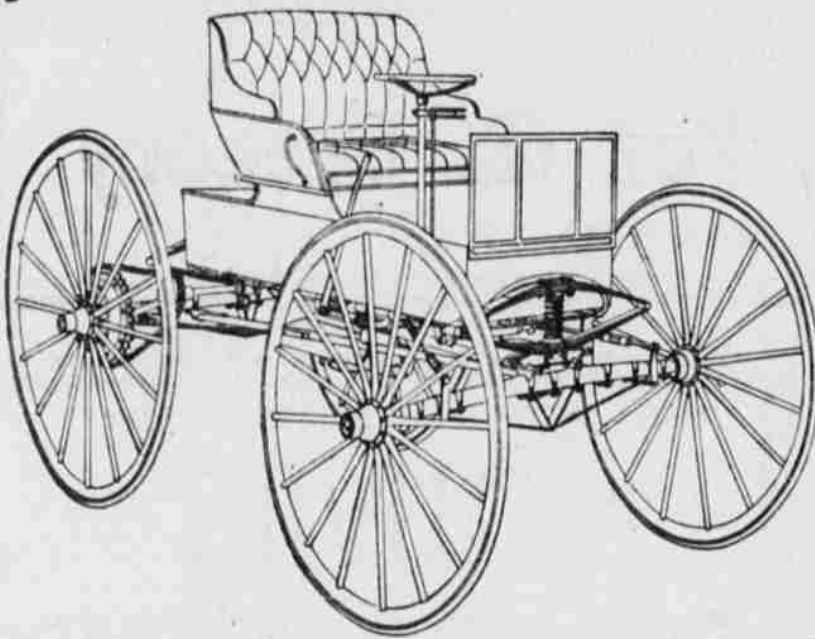


The **Kero** lamp cannot be equaled for its bright and steady light, simple construction and absolute safety. Equipped with latest improved burner. Made of brass throughout and beautifully nickel-plated. An ornament to any room, whether library, dining-room, parlor or bedroom. Every lamp warranted. Write to our nearest agency if not at your dealer's.

STANDARD OIL COMPANY
(INCORPORATED)

THE Economy Motor Buggy

Is just what you have been looking for. **A great hill climber--goes anywhere.**



10 Horse-power, two-cylinders, and economical to run. Price in reach of everybody, only **\$450.00**

For Sale by

Nissen Implement Co.

NET PROFITS

WHEN you advertise you expect to get something out of it—more than you put in it; if you don't, it's a losing game—and losing money is poor policy.

But—it's not how much an ad costs—it's how much profit it brings you.

Net profit---that's the main thing.

ADVERTISING is not a magic art. All it is, is putting into print effective selling arguments a good salesman would use orally. Write those arguments in an attractive style—bring out the merits of a proposition so that the other fellow feels an instinctive desire to possess it—tell him why he should buy it and then finally satisfy him that the price is right.

To get the best results, cater to the largest number you can reach among those who make good wages and live well—people who can afford to buy what you have to sell.

The East Oregonian's readers are composed of that class who willingly pay 65 cents a month for it in preference to buying the cheaper papers. Net result—they are people who can afford to buy what you have to sell.

They are not penurious.

They are net paupers.

PARIS IN 1869.

Never Had the Empire Seemed More Assured, the Court More Brilliant. The last flicker of the candle, the last flame of the dying fire, is ever the brightest, and so it was with Paris in 1869.

Never had the empire seemed more assured, the court more brilliant, the fetes more gorgeous. The light hearted Parisians reveled in the daily sights of royal processions and caravans. The Bois de Boulogne and the Champs Elysees, where we were living at that time, were crowded with splendid equipages. I remember often seeing the Empress Eugenie, then the handsomest woman in Europe, driving in her daumont, the green and gold liveries of the postillions and outriders making a brave show. Nor were four horses and postillions the privilege of royalty alone. Princess Metternich, the wife of the Austrian ambassador, often went out in similar style. The beautiful Mme. de Camille and the Duchesse de Mouchy, the empress' greatest and perhaps only intimate friend, and a host of court ladies habitually drove out in great state and helped by the magnificence of their appearance to give to Paris that air of elegance and distinction which could neither be surpassed nor emulated by any other capital in Europe. Even among those who had forebodings of the gathering storm no one had deserted the black shadow cast on the blue sky by the approaching figure of Bellona, her fierce eyes fixed on happy, smiling, tranquil France.—Lady Randolph Churchill in Century.

QUITE A NICE GAME.

Why the Girl Who Proposed It Lost Her Temper.

The other day Miss Fannie Lomer ran across the road to see an intimate friend. As is usual with young ladies, they had a good deal to tell another. In the course of the conversation Fannie said:

"I used to think that Gus Simpson was a nice young man, but I just hate him now."

"Why, what has he done?"

"He's treated me shamefully."

"In what way?"

"Why, the other evening at a party I said to him: 'Let's play the old game of temptation. If I say "Yes" or "No" to your questions, I'll owe you a box of gloves, and if you say "Yes" or "No" you'll give me a box.'"

"Then what?"

"Well, after the party he took me home, and all the way there he talked as sweetly as could be about love and that men should not live alone, and all that. And when we got to the front gate he said, 'Fannie, I have waited for this opportunity a long time—will you marry me?' I whispered 'Yes' in a low voice, and"—(Here her sobs choked her voice.)

"And what did he do then?" inquired her listener eagerly.

"He—just—chucked and said, 'You have lost, Fannie; I take No. 9's,' then laughed with all his might. That's what he did."—London Answers.

A Tennyson Growl.

In Walter Crane's autobiography he gives an interesting picture of Tennyson. It was at a dinner party at the Rev. Stopford Brooke's and the poet was reading to the company his "Ballad of the Fleet" "In his deep, impressive voice in a way which reminded me of his own description in the 'Morte d'Arthur' of how the poet Everard Hall (which may have been himself) "Read, musing out his hollow o's and a's, Deep chested music."

When the reading was finished and when the applause and gratitude of the small audience had subsided the laureate growled out, "Yes, and to think that these wretched fellows of the nineteenth century gave me only \$1,500 for it."

Marriage as a Failure.

There is more nonsense talked in the abstract about marriage as a failure than is talked about any other branch of the conduct of life. If a census on the subject could be taken I am sure it would be found that the majority of married people jog along very comfortably and are much happier in their united state than they possibly could have been had they remained unmarried. The number of divorces is usually quoted to prove that marriage is a failure, but what, after all, is the number of divorces in proportion to a population of many millions of married people?—Mme. Sarah Grand in London Chronicle.

Thoughtful.

Mrs. Greene—My husband is such a thoughtful man! He always goes down into the basement kitchen to smoke. Mrs. Gray—And lets the smoke come upstairs into the dining room through the dumb waiter. Mrs. Greene—Yes, but that's because he is absentminded, poor man! That has nothing to do with his thoughtfulness, you know.—Boston Transcript.

Mixed.

Earnest Female—Professor, I hear you are a great ornithologist. Professor—I am an ornithologist, madam. Earnest Female—Then could you kindly tell me the botanical name for a whale?—Punch.

His Protest.

The milk dealer fined for selling a watered article protested. "Why," he exclaimed indignantly, "if I didn't water the milk half of my customers wouldn't get any."—Philadelphia Ledger.

The attitude of unhappiness is not only painful; it is mean and ugly.—James.

All the news all the time in the East Oregonian.

There's this difference between the cocoa habit and the coffee habit: Cocoa makes you healthier, stronger, steadier, better able to do your share. Does coffee?

Ghirardelli's LESS THAN A CENT A CUP COCOA

Is made with scrupulous, conscientious care and old-fashioned attention to cleanliness, purity, goodness and quality. No cocoa at any price can be better or more delicious. Your grocer sells and recommends it.

D. Ghirardelli Company
San Francisco

Positively No Change In Date
CIRCUS DAY AT PENDLETON
THURSDAY, MAY 14TH.
PERFORMANCES AT 2 AND 8 P.M.

THE GREAT NIPPON & HAWAIIAN CIRCUS

100 CIRCUS CHAMPIONS AND CELEBRITIES 100

22 FAMOUS EQUESTRIANS
18 Daring Aerialists
23 MERRY CLOWNS

Le Fleur Troupe
10 Lovely Ladies of Faultless Form in Classic Poses on a Great Revolving Pedestal.

11 Arabian Tumblers
Celebrated **Stirk (10) Family**
America's Greatest Cyclists and Roller Skaters

10 Reckless Rough Riders
100 SHETLAND PONY BALLET
Marvelous Picards
Aerialists Supreme

7 Russian Cossacks
SUPERB GARLAND ENTREE

42 DOUBLE LENGTH R. R. CARS
500 PEOPLE
350 HORSES
MUSEUM
Double Menagerie
Real Roman Hippodrome
Scores of Trained Wild Beasts
Pretty EDNA MARETTA
The Only Lady in the Entire World who throws SOMERSAULTS on the Naked Back of a Swiftly Running Horse.

Thundering Roman Chariot Races
Educated SEALS & SEA LIONS
A COMPLETE JAPANESE CIRCUS
9 SENSATIONAL EQUILIBRISTS
Only Lady Japanese Artists in America
20 Astonishing Acrobats
HIGHEST JUMPING HORSES
HERDS PERFORMING ELEPHANTS
CAMELS, LLAMAS AND BOS INDIGUS
CAKE WALKING HORSES
TRAINED IMPORTED ARABIAN STALLIONS

Grand STREET PARADE 10:30 DAILY

Many Homeseekers at Boise.

Reports from trainmen and officials at the depot are to the effect that more emigrants are arriving in the city this spring than ever before and all seem to be seeking locations to engage in business to get lands under some of the irrigation projects now under construction, says the Boise Capital News.

It is evident from the number of strangers seen on the streets and from the reports of real estate dealers that the fame of Idaho climate, soil and opportunities are becoming known to the world and are attracting attention to the Gem state and particularly to the Boise valley, the greatest prune belt in the world. Many of the strangers interviewed

are greatly surprised at the wonderful productiveness of the soil, the delightful climate and the advantages here for investment.

Kodol completely digests all classes of food. It will get right at the trouble and do the very work itself for the stomach. It is pleasant to take. Sold by Tallman & Co.