



COUNTY OFFICIAL PAPER.

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When a shy little maid, of the world afraid, Sets forth on Love's Highway. She knows not where the road may fare Or where her feet may stray. For a time the road runs wide and straight, And its pleasures wing the hours. But at last it divides, and there are no guides Save the birds and the nodding flowers. When she comes to the forks of Love's Highway— As comes she must some day— And her head says "This way," but her heart says "That." Which way shall she turn? Which way? —Unknown.

THE TIE THAT BINDS TRADE.

There are many ties which hold communities together, commercially, but none stronger than the good roads tie. People love good roads and will travel long distances on a fine road to do trading rather than travel a much shorter distance over a bad or indifferent road.

Pendleton understands this and understanding it should begin work to improve the roads and facilities for travel into the west end of the county. Along the ridges between this city and Hermiston should run a fine automobile boulevard, wide, well graded, well kept and well surfaced, so the trip by team from Hermiston to this city would require but a couple of hours, and by automobile less than an hour.

Nothing would bind the west end of the county to Pendleton more firmly than this. This city is the logical and natural trading, banking and commercial center of the county and facilities for travel must be improved and increased.

Another feature of the good roads question is the enormous increase of land values where roads are well kept.

At the good roads convention at Stockton last Monday, George L. Cooley, superintendent of construction from the department of agriculture, said that the public roads office is invaluable as a source of general information regarding land values in the United States.

Through that office, said Superintendent Cooley, "we learn that the percentage of improved roads in Arkansas is seven-hundredths of one per cent, while the average land value is \$16.67 per acre; improved roads in Indiana 35 per cent, land values \$54.91 per acre; improved roads in Mississippi 38-169 of 1 per cent, land values \$15.54 per acre; improved roads in Ohio 33 per cent, and land values \$57.42 per acre. This shows that where good roads exist, these land values are highest."

In other words, the property of the landowners can be vastly increased in value by the construction of good roads.

LIMIT INITIATIVE LAWS.

The Oregon Daily Journal commends the suggestion of Judge Lowell of this city that the initiative laws submitted by the people should be limited to a small number in each election. If something is not done to check the matter, the official ballot will be as large as a Navajo blanket in a few years.

There are a few meritorious measures which deserve a place on the ballot, but there are many local and selfish measures which do not deserve a place on the ballot and county division bills are among this number. The Journal says:

In a communication to the East Oregonian Judge Lowell of that city,

who declares himself a friend of the initiative and referendum, argues that the number of measures to be submitted to the people at any one election should be limited say to six, or perhaps four, so that the people will not have their attention divided among so many measures.

He suggests that the legislature adopt or propose such an amendment and believes that it would be well received and favorably acted upon by the people.

This is one of the changes recommended by Blue Mountain grange, commented on a while back by the Journal, and is probably a good one. Let only a limited number of changes those having the larger number of petitioners, be voted on at one election, and others wait.

It might also be well not to allow a law or constitutional amendment voted down at one election to come up again under four or six years.

KEEP MONEY AT HOME.

The East Oregonian regrets to see good Umatilla county money going away from home for investment. There are just as good irrigation projects here, just as good manufacturing propositions here, just as good city investments and all other kinds of inviting investments as can be found in any city of this size in the northwest and yet thousands of dollars are constantly going away to be invested in less profitable and more uncertain locations.

If one-half of the money that has been accumulated from Umatilla county farms and stock-herds were invested in Umatilla county enterprises, this would be the greatest manufacturing center in the northwest.

But scarcely any of the accumulations from Umatilla county's excellent resources are reinvested here to keep the "ball rolling." Men make fortunes here as quickly as possible and then "shake the dust" of Umatilla county and look elsewhere for places to invest.

What is needed in Umatilla county and especially in Pendleton, is a strong stock of loyalty and home pride for the city and county. While we are investing our money at home, we can not only enjoy good returns, but we can help build up the county and increase its facilities and wealth. We can make money for ourselves and make it easy for others to make money.

Let us not "milk" the county and then run away. Let us put back into the excellent investments some of the money we have drawn out of the soil and ranges and make Umatilla the banner manufacturing as well as the banner agricultural county of the state.

A VINDICATION.

The East Oregonian has just received the following unsolicited and unexpected letter from Portland. It is written by a prominent mining man of that city, a man of unquestioned integrity and honor and one whose word may be taken on the question discussed in the letter.

The facts given in this letter are a complete vindication of the prohibition sentiment and the letter is printed without comment. Readers of the East Oregonian may draw their own conclusions:

Editor East Oregonian, Pendleton, Oregon.

Dear Sir:—I cannot refrain from congratulating you on the tone of the editorial utterances of your splendid newspaper since it was determined that Umatilla county had had enough of the whiskey business. I was a resident of North Dakota for several years, and as you know, that state is now dry, with a big D. All kinds of disaster and all kinds of calamity was predicted when the saloons were voted out, but the actual result was expressed to me by the governor recently when he said:

"PROHIBITION HAS BEEN A GREAT FACTOR IN THE PROSPERITY AND UPBUILDING OF OUR STATE. OUR TAXES ARE, I BELIEVE, THE LOWEST OF ANY OF THE NEWER STATES, FIRST, BECAUSE OF THE DECLINE OF CRIME, AND, SECOND, BECAUSE THERE ARE NOW THOUSANDS OF MEN, ESPECIALLY HEADS OF FAMILIES, PAYING TAXES ON PROPERTY ACQUIRED BY THEIR SAVINGS THAT FORMERLY WENT INTO THE HANDS OF THE SALOONKEEPER."

"FAMILIES FORMERLY OCCUPYING SOD SHANTIES NOW OWN BEAUTIFUL HOMES, WELL FURNISHED, AND THE PIANO STANDS UPON WELL CARPETED FLOORS, WHERE BEFORE THERE WAS NO FLOOR BUT THAT OF NATURE. DIVORCES HAVE DECREASED BY AT LEAST HALF, AND YOUR 'COUNTY FARMS,' ALIAS THE POOR HOUSE, IS AN UNNECESSARY PART OF OUR COUNTY PROPERTY."

"AND TAKE THE CITIES OF FARGO, N. D., PROHIBITION, AND MOORHEAD, MINN., ON THE OPPOSITE BANK OF THE RED RIVER OF THE NORTH, AND COMPARE THEM. FARGO MAY WELL STAND FOR THE WELL-DRESSED, ACTIVE, ALERT, PROSPEROUS, CHEERFUL, BUSINESS MAN, AND MOORHEAD, WITH ITS NUMEROUS SALOONS, AS THE DISCONSOLATE, UNTIDY, DISCOURAGED, ILL-AT-EASE, 'RAGGED-EDGED,' FORLORN, LANK, SKULKING MORTAL NOT SATISFIED WITH HIMSELF OR ANYBODY ELSE."

"MANY OF THE WELL-TO-DO FAMILIES OF THAT CITY HAVE REMOVED ACROSS TO FARGO. THAT THEIR FAMILIES MIGHT NOT HAVE TO BREATHE THE FILTH-LADEN ATMOSPHERE OF THEIR FORMER HOME, NORTH DAKOTA NEVER WILL BE A LIQUOR STATE AGAIN. YOU MAY BE SURE OF THAT."

The East Oregonian is publishing the truth. Pendleton will be a better city dry than ever it was wet. In five years the voters of your city would no more readmit the saloon than they would favor the establishment of a sanitarium in their midst for the treatment of bubonic plague.

No voice is ever raised in extollation of the curse of rum, save the one of greed. No man is ever praised for his drunkenness or ability to debauch himself and ruin his family and destroy his happiness. No man is honored because of his increased capacity for drink, or that he beat his wife oftener this year than last, or starved his children more than usual. The days of ascending manhood and womanhood have arrived.

H. S. HARCOURT.

A La Grande brewery building is to be converted into a fruit packing and storage warehouse. If all the apple land adjacent to Pendleton were now bearing apples, two or three brewery buildings in this city could be used for that purpose. This is just a hint to the retiring saloon men of Umatilla county.

EXPLAIN THE CANDLE-POWER.

In illuminating circles one hears a great deal about "candlepower" and nearly everyone, if asked, would instantly reply that a candle power was the light given by a single candle. But candles differ in luminosity as well as incandescent lamps, and candle-power is not one thing but several according to the country where used.

In Great Britain and the United States the standard light unit is the amount given by a "spermaceti candle burning up at the rate of 129 grains an hour with a flame 45 millimeters high" or 1.76 inches. In France the standard candle is made of stearine, and Germany's candle was, until a few years ago, paraffine.

Now the latter country uses the so-called Hefner unit of light, the amount given by a certain form of lamp burning acetate of amyrl. Another lamp standard, called the carcel, was used in France. In this purified rape seed oil is burned. Because of this unsatisfactory international chaos it is now proposed that our national bureau of standards at Washington take steps to establish a standard international candle which would be acceptable to at least nine countries.

Lake county fruit is said to be good this year and orchardists are expecting large yields of every variety.

A Square Deal

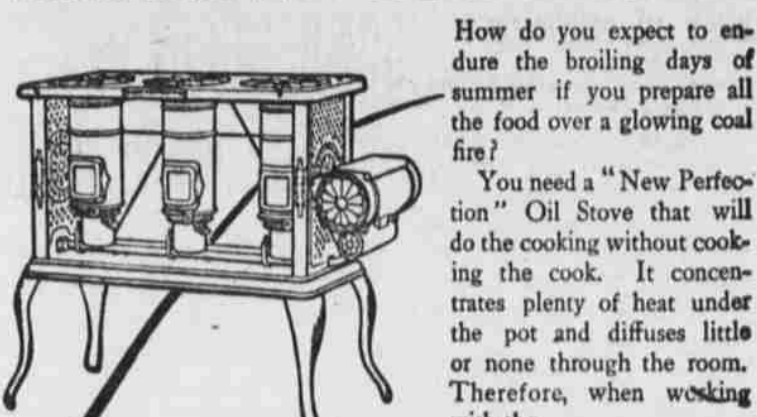
Is assured you when you buy Dr. Pierce's family medicines—for all the ingredients entering into them are printed on the bottle-wrappers and their formulas are attested under oath as being complete and correct. You know just what you are paying for and that the ingredients are gathered from Nature's laboratory, being selected from the most valuable native medicinal roots found growing in our American forests and while potent cures are perfectly harmless even to the most delicate woman and children. Not a drop of alcohol enters into their composition. A much better agent is used both for extracting and preserving the medicinal principles used in them, viz.—pure triple-refined glycerine. This agent possesses intrinsic medicinal properties of its own, being a most valuable antiseptic and antiferment, nutritive and soothing demulcent.

Glycerine plays an important part in Dr. Pierce's Golden Medical Discovery in the cure of indigestion, dyspepsia and weak stomach, attended by sour risings, heart-burn, foul breath, coated tongue, poor appetite, gnawing feeling in stomach, biliousness and kindred derangements of the stomach, liver and bowels. Besides curing all the above distressing ailments, the "Golden Medical Discovery" is a specific for all diseases of the mucous membranes, as catarrh, whether of the nasal passages or of the stomach, bowels or pelvic organs. Even in its ulcerative stages it will yield to this sovereign remedy if its use be persevered in. In Chronic Catarrh of the Nasal Passages, it is well, while taking the "Golden Medical Discovery" for the necessary constitutional treatment, to cleanse the passages freely two or three times a day with Dr. Sage's Catarrh Remedy. This thorough course of treatment generally cures the worst cases.

In coughs and hoarseness caused by bronchial, throat and lung affections, except consumption in its advanced stages, the "Golden Medical Discovery" is a most efficient remedy, especially in those obstinate, hang-on coughs caused by irritation and congestion of the bronchial mucous membranes. The "Discovery" is not so good for acute coughs arising from colds, nor must it be expected to cure consumption in its advanced stages—no medicine will do that—but for all the obstinate, chronic coughs, which, if neglected, or badly treated, lead up to consumption, it is the best medicine that can be taken.

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Table with columns for STOCKHOLDERS and names: W. J. Furnish, R. T. Cox, Joseph Basler, E. Boettcher, L. Dusenberry, A. W. McComas, A. C. Koeppe, J. N. Teal, Frank S. Curl, T. J. Morris, Herbert Boylen, A. Devlin, J. W. Maloney, A. E. Lambert, J. H. Raley, R. Alexander, T. G. Montgomery, Estate of D. P. Thompson, Montie B. Gwinn, F. W. Vincent, E. L. Smith, C. E. Roosevelt, R. N. Stanfield, Clementine F. Lewis, Marion Jack, Al Page.

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NET PROFITS

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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 not paupers.

Byers' Best Flour

Is made from the choicest wheat that grows. Good bread is assured when BYERS' BEST FLOUR is used. Bran, Shorts, Steam Rolled Barley always on hand.

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