

R&G CORSETS

Add Distinction to any costume.

PASTIME THEATRE

Cass Matlock, Prop.

BEST PICTURES
MORE PICTURES
LATEST PICTURES
and illustrated songs in the city.

Shows afternoon and evenings. Refined and entertaining for the entire family.

Next to French Restaurant

Entire change three times each week. Be sure and see the next change.

Adults 10c. Children under 10 years, 5c.



IF YOU CATCH YOUR EYE aching or watering, if you have frequent headaches, if the newspaper page occasionally seems to dance, YOU NEED EYE GLASSES.

Have us test your eyes to determine just what sort best suited for you. Buying glasses without previous expert examination is a dangerous proposition.

A. E. SERUM

Optometrist
With A. L. Schaefer, Jeweler

Fort St. James

On Lake Stuart,
BRITISH COLUMBIA

This is destined to be the Portland of British Columbia, on a navigable river and deep water lake with two trains running in next fall.

Letters pour into our office all day with applications for lots. To those who cannot come in we would do our utmost to make a good selection.

Price \$100 and \$200 each. Cash \$25.00, balance \$10.00 a month. A few 40 acre farms joining Fort St. James townsite and Lake Stuart, \$50.00 cash and \$10.00 a month.

You need not be a Canadian Citizen to Hold This.

You need not improve it, nor you need not reside on it. All this land is on or near the railroad, Grand Trunk Pacific, Alaska Yukon, and Canadian Northern railroads.

Rich farm lands, \$5.50 per acre, \$3.00 cash, and balance \$1.00 per acre per year until paid.

SHEEP FALL OFF IN PORTLAND MARKET

DROP OF 25 CENTS IS RECORD YESTERDAY

Lambs are Strong, However, and Remain at \$6—Cattle Run is Small and Good Stuff Brings Former Prices.

Portland Union Stockyards, North Portland, Ore., July 19.—Sheep market values are about 25c lower today but there remains a quite good feeling in regard to lambs. The latter are still selling as high as \$6.

There was quite a fair run of sheep in the yards today and buyers took advantage of the situation to put a certain amount of weakness into the trade. Ewes are selling around \$3 and \$3.50, according to quality, while wethers range from \$3.50 to \$3.75 with yearlings around \$4.

Only a small showing of cattle appeared in the yards today and good stuff found the usual excellent welcome while poor stuff sold at low figures.

Hogs are firm and additional sales are reported for the day at \$10.25 the recent top figure.

Among the shippers, F. S. Folsom was in from Shedd with a mixed load of cattle and calves. C. W. Folsom was in from the same place with a load of cattle.

Hugh Cummings, the regular, had two loads of sheep offering from Shedd this morning.

W. Campbell shipped a car of cattle from Eugene.

I. D. Bodine had a load of hogs from Uniontown, Wash.

Twohy Brothers, railroad contractors, shipped a load of horses and mules into the yards today. Sent from Hay, Wash.

E. Erving was an arrival from Payette with a load of hogs.

C. C. Clark, the Arlington meat interest, had a load of hogs from the upper Columbia on today's market.

Mike Marshall shipped a load of sheep from Heppner.

Today's run of livestock compares with this day in recent years as follows:

	Hogs	Cattle	Sheep
1910	203	103	540
1909	289
1908	320	1095	...
1907	250	406	...
1906	74	272	...
1905	50

A year ago today there was a firm tone in the market for steers, but cows were neglected. Other lines showed a steady feeling.

Yards' Official Prices. Following are official transactions. They represent demand, supplies and quality offering, and are the only ones secured independent of any organization:

STEERS.		
Average Lbs.		Price
20 steers	799	\$5.50
4 steers	1080	4.75
22 steers	1128	5.25
14 steers	1048	4.00
5 steers	1084	4.00
28 steers	1123	5.25
8 steers	1072	4.50
41 steers	1201	5.50
14 steers	1082	4.50
9 steers	1127	5.25
26 steers	1112	5.25

COWS AND HEIFERS.		
Average Lbs.		Price
70 cows	917	\$3.60
27 cows	932	3.15
25 heifers	823	3.25
14 cows	951	3.25
4 cows	1148	3.50
21 cows	1104	4.00
20 cows	1075	4.00
15 cows	1163	4.10
2 cows	1240	4.75
1 cow	1370	5.00
24 cows	1097	4.50
4 cows	1050	4.25
26 cows	1019	4.25
6 cows	971	4.00
20 cows	949	4.00
1 cow	1120	3.25
25 cows	1019	4.10

BULLS AND STAGS.		
Average Lbs.		Price
1 stag	1060	\$3.75
1 bull	1150	3.75
1 bull	1480	5.50
1 bull	1430	5.65
1 bull	1510	3.25
1 stag	1210	3.00

CALVES.		
Average Lbs.		Price
1 calf	1000	\$3.75

SHEEP AND LAMPS.		
Average Lbs.		Price
164 lambs	75	\$4.00
55 yearlings	101	4.00
21 ewes	100	4.00

HOGS.		
Average Lbs.		Price
71 hogs	230	\$6.25
70 hogs	265	10.25
48 hogs	214	10.25
71 hogs	230	10.25
96 hogs	182	10.25
1 hog	160	10.00

General range of livestock values as shown by actual sales:

Why Many Merchants' Advertising Doesn't Pay

ADVERTISING TALK NO. 8.

Books could be written about the power of persistency in advertising.

It is a subject of which the advertising enthusiast never grows weary.

The other day an advertising man was talking to a well-known Seattle wholesaler. Naturally the conversation drifted to business-getting methods.

This reminded the wholesaler of some follow up letters he had been receiving from an eastern manufacturer. He showed them to the advertising man, saying "What do you think of them?"

The advertising man read them over and vouchsafed the opinion that they were pretty good.

"Pretty good! Well I guess they are!" replied the wholesaler. "If you want to know just how good they are I will tell you."

"Those people have been sending me letters now for several months. I didn't pay much attention to them at first, but finally I became interested in them. I certainly admire their persistency. In fact I admired it so much that the other day I sat down and sent them an order for \$30,000 worth of goods."

Mighty strong argument on the persuasive force of sticktoitiveness, isn't it? A striking illustration for the man who expects to build a business on a one-time advertisement.

The merchant who stays with the advertising day after day and year after year is the one who wins the prize money. It isn't necessary that he write follow-up letters but it is essential that he make use of the columns of the daily newspaper.

The late Mark Twain's story of the spider is apropos at this point. Twain was a newspaper man during several years of his life and was a strong believer in advertising. While addressing an association of advertisement writers one day, he said:

"It pays to advertise. When I was editing the Virginia City Enterprise, writing copy one day and mining the next, I tried to force this truth in many ways.

"A superstitious subscriber once wrote and said he had found a spider on his paper; was this good luck or bad? I replied to him in our answers-to-correspondents' column as follows:

"Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over the pages to find out what merchant was not advertising, so it could spin its web across the door and lead a free and undisturbed existence forever after."

It is wonderful when you stop to think of it, that you can talk to every thinking man and woman in your city every day. You can do this very thing. It is made possible through the daily newspaper, a modern institution that for greatness ranks with the telephone, the telegraph and the electric railway.

You can't expect a salesman to solicit business from more than a few dozen people a day at best, and yet, through newspapers and magazines, you can solicit trade from millions of people in the same length of time, if you choose.

Every intelligent American will sooner or later make a study of advertising, because every man who would succeed must know about advertising. It is the most powerful force of modern business. Its field has only been prospected. Its possibilities are unlimited.

THE WHEAT MARKET

Chicago Closes 1 7/8 to 2 1/4 a Bushel Lower Than Monday's Session.

Chicago, July 19.—A flop of sentiment carried wheat 1 7/8 to 2 1/4 a bushel below the closing of yesterday during today's trading.

Market had a swing of bearishness at the opening, initial values being 1 3/4 to 2 a bushel below the closing of yesterday.

Reversal of sentiment at Liverpool caused the bearishness here. This market is keeping its eyes close to the ground, and any serious disarrangement of prices at Liverpool or other foreign markets is sure to be instantly reflected here.

Although Liverpool closed 1 1/4 to 3/4 lower after opening with a loss of 1/2, there was a general improvement in feeling at other European centers. Paris closed 1/2 to 3/4 centimes higher for wheat, while flour was 10

centimes higher to 20 centimes lower. Antwerp closed 5-8 higher. Berlin 1 7/8 and Budapest 1-8 higher than yesterday.

Considerable selling here was caused by the reports of rains in the northwest. A cargo of 40,000 bushels of No. 2 red winter wheat was sold here at 2c above the Chicago September C. I. F.

According to a cable from Broomhall, unfavorable weather reports and crop damage from Russia with offering light and reports of too much rain in France were the causes of the latter advance at Liverpool.

European visible supply of wheat, 24,426,000 bushels, compared with 27,205,000 bushels, a decrease of 2,779,000 bushels.

"COSTLIEST BOOK" IS OUT. Official History of South African War in Four Volumes.

London.—One of the costliest books ever issued is the "Official History of the South African War," the final volume whereof has just been published. The four volumes contain 2,608 pages and the total cost of producing the work was \$170,000.

Want Ads.

WANTED—Lace curtains to laundry. Work done with especial care. Phone Red 2521.

WANTED—Classified ads, such as help wanted; rooms or houses to rent; second hand goods for sale; in fact, any want you want to get filled, the East Oregonian wants your want ad. Rates: Three lines one time, 20 cents; two times, 30 cents; six times, 70 cents. Five lines one time, 30 cents; two times, 45 cents; six times, \$1.15. Count six words to the line. Send your classified ads to the office or mail to the East Oregonian, enclosing silver or stamps to cover the amount.

FRED EIFFERT, AUCTIONEER. Freewater, Ore., R. F. D. 1; Walls Walla Walla, R. F. D. 1, phone F. L. 1X or Freewater Times.

CARPETS CLEANED on your floors—new vacuum process—no wear, no dust. Prices reasonable. Leave orders at the Alta House.

ANYONE, ANYWHERE, CAN START a mail order business at home. No canvassing. Be your own boss. Send for free booklet. Tells how. Heacock, 2708, Lockport, Y.

FOR SALE. USE DR. G. W. ROGERS' Stool, & Poultry Remedies. Positively guaranteed to give satisfaction or money refunded. For sale by C. E. Bowlsby, 111 West Webb street, Pendleton, Oregon.

LEGAL BLANKS OF EVERY DESCRIPTION, for county court, circuit court, justice court, real estate, etc.

SUBSCRIBERS TO MAGAZINES, IF you want to subscribe to magazines or newspapers in the United States or Europe, remit by post; note, check, or send to the EAST OREGONIAN the net publisher's price of the publication you desire, and we will have it sent you. It'll save you both trouble and risk. If you are a subscriber to the EAST OREGONIAN, in remitting you can deduct ten per cent from the publisher's price. Address EAST OREGONIAN PUB. CO., Pendleton, Ore.

FOR SALE—Old newspapers wrapped in bundles of 150 each, suitable for wrapping, putting under carpets, etc. Price 15c per bundle, two bundles 35c. Enquire this office.

Do you take the East Oregonian?

Classified Directory

PHYSICIANS. H. S. GARFIELD, M. D., HOMEOPATHIC physician and surgeon. Office Judd block. Telephone: Office, black 3411; residence, red 1613.

DR. LYNN K. BLAKESLEE, CHRONIC and nervous diseases, and diseases of women. X-ray and Electrotherapeutics. Judd building, corner Main and Court streets. Office 'phone Main 72; residence 'phone, Main 554.

DENTISTS. E. A. MANN, DENTIST, OFFICE Main street, next to Commercial Association rooms. Office 'phone, black 3421; residence 'phone, red 3472.

KERN & BENNETT, DENTAL SURGEONS, Office, room 15 Judd building. Phone, Red 3301.

DR. THOMAS VAUGHAN, DENTIST, Office in Judd building. Phone, Main 73.

VETERINARY SURGEONS. DR. D. C. McNABB, LOCAL STATE Stock Inspector and member State Veterinary Board. Office at residence 315 East Court St. Res. 'phone Main 59.

ATTORNEYS. RALEY & RALEY, ATTORNEYS AT LAW. Office in American National Bank building.

LEE & SLATER, LAWYERS, OFFICE in Despain building.

CARTER & SMYTHE, ATTORNEYS AT LAW. Office in American National Bank building.

JAMES B. PERRY, ATTORNEY AT LAW. Office over Taylor Hardware Company.

LOWELL & WINTER, ATTORNEYS and counsellors at law. Office in Despain building.

GEORGE W. COULTS, ATTORNEY AT LAW. Estates settled, wills, deeds, mortgages and contracts drawn. Collections made. Room 17, Schmidt block.

PETERSON & WILSON, ATTORNEYS AT LAW; rooms 3 and 4 Smith-Crawford building.

PHELPS & STEIWER, ATTORNEYS AT LAW. Office in Smith-Crawford building.

CHAS. J. FERGUSON, ATTORNEY AT LAW. Office in Judd building.

DOUGLAS W. BAILEY—ATTORNEY AT LAW. Will practice in all state and federal courts. Rooms 1, 2, 3, and 4, over Taylor Hardware Co.

ARCHITECTS, CONTRACTORS, ETC. D. A. MAY, CONTRACTOR AND Builder. Estimates furnished on all kinds of masonry, cement walks, stone walks, etc. Phone black 3786, or Oregonian office.

FUNERAL DIRECTORS. JOHN S. BAKER, FUNERAL DIRECTOR and licensed embalmer. Opposite postoffice. Funeral parlor. Two funeral cars. Calls responded to day or night. 'Phone main 75.

AUCTIONEER. COL. F. G. LUCAS, LIVESTOCK Auctioneer, Athena, Oregon. Reference First National Bank of Athena and Farmers' Bank of Weston. Farm sales a specialty.

SECOND-HAND DEALERS. V. STROBLE, DEALER IN SECOND-HAND goods. If there is anything you need in new and second-hand furniture, stoves, granite ware and crockery, call and get his prices. No 212 East Court street.

ENGRAVED CARDS, INVITATIONS, wedding announcements, embossed private and business stationery, etc. Very latest styles. Call at East Oregonian office and see samples.

INSURANCE AND LAND BUSINESS. HARTMAN ABSTRACT CO., MAKES reliable abstracts of title to all lands in Umatilla county. Loans on city and farm property. Buys and sells all kinds of real estate. Does a general brokerage business. Pays taxes and makes investments for non-residents. Write fire, life and accident insurance. References, any bank in Pendleton.

JAMES JOHNS, Pres. W. S. HENNINGER, Vice-Pres. C. H. MARSH, Sec.

BENTLEY & LEFFINGWELL, REAL estate, fire, life and accident insurance agents. New location, 815 Main street. Phone Main 404.

LIVERY AND FEED STABLE. CITY LIVERY STABLE, THOMPSON street, Corney & Bradley, Props. Livery, feed and sale stable. Good rigs at all times. Cab line in connection. 'Phone main 70.

RESTAURANTS. CHINA RESTAURANT, NOODLES and chop suey, Ung D. Goey, prop. At the old stand, Alta street in rear of Tallman & Co.

MISCELLANEOUS. PENDLETON IRON WORKS—Repair work on all kinds of machines, structural iron work and machine castings. Junction of Court and Alta streets. Marlon Jack, Prop.; A. F. May, manager.

LET ELECTRICITY DO YOUR work—It's clean, reliable and convenient. Electric Sad Irons, guaranteed, \$5.25. Electric Hot Water and Curling Iron Heaters, Electric Coffee Percolators, etc. A complete stock of Gas and Electric fixtures. First-class wiring of homes, etc. J. L. Vaughan, 815 Main street.

SLOM KEE, CHINESE LAUNDRY, family washing; work done by hand; mending free; goods called for and delivered. 495 East Court street.

FRATERNAL ORDERS. PENDLETON LODGE No. 53 A. F. and A. M., meets the first and third Mondays of each month. All visiting brethren are invited.

DAMON LODGE NO. 4, K. of P., meets every Monday evening in I. O. O. F. hall. Visiting brothers cordially invited to attend. W. I. Gadow, C. C.; R. W. Fletcher, K. of R. & S.

The East Oregonian is Eastern Oregon's representative paper. It leads and the people appreciate it and show it by their liberal patronage. It is the advertising medium of the section.

Daily East Oregonian by carrier, only 15 cents per week.

PENDLETON TRAIN SCHEDULE. O. R. & N.

Westbound—Oregon division—Portland local 10:15 a. m. Ore. & Wash. Express 1:35 a. m. Portland Limited 12:15 p. m. Fast Mail 11:45 p. m. Motor 4:35 p. m. Pilot Rock Mixed 9:05 a. m. Eastbound—Oregon division—Fast Mail 1:50 a. m. Ore. & Wash. Express 5:15 a. m. Chicago Limited 5:15 p. m. Motor 10:20 a. m. Port. local, ar. 5:10, leaves 5:40 p. m. Pilot Rock mixed 3:00 p. m. Washington Div.—Leaving Pendleton Walls Walla local 5:25 p. m. Pendleton passenger 7:00 a. m. Spokane local 2:15 a. m. Washington Div.—Arriving Pendleton Pendleton local 1:30 a. m. Walls Walla local 10:05 a. m. Pendleton passenger 5:00 p. m. NORTHERN PACIFIC. Leaving Pendleton—Passenger 3:00 p. m. Mixed train 8:30 a. m. Arriving Pendleton—Passenger 10:00 a. m. Mixed train 7:30 a. m.



UMATILLA COUNTY ORCHARD SCENES.

Every Woman is interested and should know about the wonderful Marvel Douche. Ask your druggist for it. If he cannot supply the MARVEL, send no other, but send stamp for illustrated book—enclosed, 25 cents full particulars and directions in French and English. MARVEL CO., 44 E. 73rd St., New York.

MEN AND WOMEN. Use Dig 44 for unnatural discharges, inflammation, irritations or ulcers of the urethra, prostatic vesicles, or of the membranes of the bladder, or of the testicles, or of the penis, or of the scrotum. Sold by Druggists, or sent in plain wrapper, by express, prepaid, for 50c. 3 bottles \$2.50. Circular sent on request.