

# FOLLOW THE CROWD



DRUG STORE

## IT'S GOING TO BUY DR. KING'S NEW DISCOVERY

THE CURE THAT'S SURE

FOR  
**COUGHS, COLDS, WHOOPING COUGH**  
AND ALL DISEASES OF  
**THROAT, CHEST AND LUNGS**

Famous for Forty Years of Cures. Price 50c and \$1.00

SOLD AND GUARANTEED BY  
KOEPPEN'S DRUG STORE

### FOUR STUDENTS SHOW WHAT CAN BE DONE

University of Oregon, Eugene, March 28.—Two years ago, four Hood River high school boys came to the University and decided to live at a small cost. They bought a city lot on the installment plan and built a small house upon it. During the two years

they batched and lived for ten dollars a month each. The second year, with a fifth member in the house, they lived more cheaply yet. This last fall, upon the failure of two of the members to return to college, the organization was broken up and the house and lot were sold at a profit of \$150. All four of the students early identified themselves in a prominent way in the student enterprise of the University.

### A HOPEFUL MESSAGE TO SCALP SUFFERERS AND MEN WHO'S HAIR IS THINNING

Dandruff now—bald later. The same is true of scalp diseases. In fact baldness is a scalp disease. The trouble with the greasy salves and lotions, the so-called dandruff and scalp cures you have tried so far is that they don't do anything but temporarily remove the itching and make the dandruff so it doesn't fall until it is dried out again. Nothing can cure—

such troubles but a real scalp medicine that will kill the germs causing dandruff and scalp disease. Learning from leading fellow druggists throughout America that they had found a whirling cure for dandruff, eczema, and all diseases of the skin and scalp, the Pendleton Drug Store on proving to the laboratories compounding the treatment that it is the most prominent drug store in this city secured the agency for the remedy. This remedy is ZEMO the clean, liquid preparation that kills the germ of disease or skin clear and clean of the dandruff or scale and by its antiseptic qualities soothes and heals. Sold and guaranteed by druggists everywhere and in Pendleton by the Pendleton Drug Co.

### WESTON HAPPENINGS TOLD IN PARAGRAPHS

(Special Correspondence.)

Weston, Ore., March 27.—Weston was defeated on the Milton grounds Sunday, March 28, by Milton's league team. The game was interesting from start to finish although the score was 3 to 4. Weston made one score in the first inning and three in the third. New O'Hara pitched the first half of the game then Robert Wheeler pitched the last half.

In the first inning J. E. Keefe, Jr., the "some" catcher, had his fore finger badly injured. He was catching when a ball hit him on the finger nail and split the back of the finger to the bone. He wouldn't give up but a doctor was called and it was bandaged as good as possible and he continued playing through the entire game.

Some bad errors were made on both sides, showing that both teams need more practice. The good plays outnumbered the errors by far in both teams.

Weston turned out well to the game, every carriage, buggy and all means of conveyance were in use.

The team and town people are not in the least discouraged as it was only an all time low in showing their weak points and they take it as such. They expected to lose one game and they thought it was as well the first as last one.

They will prepare to meet Athena next Sunday on their own grounds and they hope for a charming success which of course it will be.

Mrs. Best Marsh of Rockland, Idaho, has returned to her former home in Weston and is going to spend a short time with her parents, Mr. and Mrs. James Compton.

Mr. and Mrs. Walter Ely of Boise City, Idaho, are visiting Mr. Ely's parents, Mr. and Mrs. Pinkerton of this city. Mr. Ely is a successful dairy drummer and has just returned from an extended trip through Spokane, Seattle, Tacoma and Portland.

Mrs. Ira Kemp, Mrs. Lala Hite, Mrs. Jim Culley, Mrs. Ralph Sallings, Mrs. John Beames and family were all Athena visitors last Saturday.

President W. H. Martin of Columbia college delivered an interesting address on the needs of education and an educational system on Saturday afternoon. In the evening Rev. E. M. Cross of Wingfield, Ore., preached to a goodly audience.

Sunday morning Rev. A. L. Thoroughman, presiding elder of Spokane district, rendered an able sermon and the conference was closed in the evening by Rev. E. P. Warren of Heppner, Ore.

Interest is now being manifest in preparation for the seventeenth annual reunion of the pioneers. The committees have been appointed and have been requested to report on the progress of their work, April 29.

Mr. James Kirkpatrick who has been spending the winter in Los Angeles returned home Saturday morning. He came by steamer from San Francisco to Portland and reports a most delightful trip as the weather was exceedingly fair.

Mr. Frank Ely, who has been visiting in Weston for several weeks, has returned to Boise City, Idaho.

Mrs. Jas. Navin who has joined the German Baptist church of this city was baptized Sunday afternoon at 2:00 o'clock.

Miss Sadie NorDean and Miss Odessa Kirkpatrick were the guests of Mrs. R. A. Thompson of Athena on Saturday last.

James Ashworth made a business trip to Pendleton during the week.

Mrs. McPhail who formerly lived near here, but who died at Salem, was buried in the Weston cemetery Saturday morning.

Miss Anna May Thompson of Meacham, is the guest of Ida and Helen Narkus of Weston.

Mr. Venard Bell has rented the ranch of Mr. Joe Compton for a term of four years.

Mrs. George Barrie and family have gone to Seattle to join her husband. They will live a few miles from the city of Seattle.

Mr. Cox arrived in Weston Sunday morning. He will accept the position as clerk in Jarman's department store. He is an able clerk and has had long experience.

Miss Mabel Saunders, one of the students of the Columbia college of Milton, was the guest of Miss Edna

### Banister Saturday and Sunday.

Mr. Luther Shellenbarger has sold his residence on Broad street to Louis Davis. Mr. Davis and his family have already taken possession. Shellenbargers have moved to the north end of town and are now living in the Jones house.

A large number of Weston people went to Athena to attend the ball game between Walla Walla and Athena Sunday afternoon. A still larger number went to Milton to see the game between Weston and Milton. This shows that Weston is intensely interested in baseball of any sort.

Tom Leuallen of Adams, visited his mother, Mrs. Margaret Leuallen of this city.

Mabel Nolte, who has been employed in a restaurant in Walla Walla, is here on a short visit with her relatives.

Sunday afternoon while driving on the edge of a bank near the depot James Naven's horse became frightened and ran off and threw him several feet. The buggy was badly demolished but Mr. Naven received no serious injury.

Carl McConnell was over from Milton Sunday and spent the day with friends.

Miss Ethel Duncan spent Friday in Walla Walla.

Chamberlain's Stomach and Liver Tablets invariably bring relief to women suffering from chronic constipation, headache, biliousness, dizziness, sallowness of the skin and dyspepsia. Sold by all dealers.

### HIGHEST BRIDGE IN THE NORTHWEST

Track laying on the Oregon Trunk line has resumed south of Metolus, and the same number of miles are laid daily as the crew did up the Deschutes canyon, says the Madras Pioneer.

At this time it is understood that the rails are as far south as the west end of Juniper Butte, and that barring no accidents the rails will be laid to Crooked river by April 1, and that work will commence on the Crooked river steel arch bridge, the preliminary work having already been completed as far as practical, until the heavy machinery and material could be transported to that point over the railroad.

Culver Junction, is now on the railroad map, and in a few days more Opal City will also be the scene of railroad activities, thus giving to another large area of country the rail transportation that they have been dreaming of for years.

The Crooked river bridge which will be used jointly by both the Hill and Harriman lines but will be built by the Oregon Trunk line, will be one of the scenic points in central Oregon, owing to the height of the bridge from the water level of Crooked river and the manner of the construction of the bridge, which will be on the single arch plan, the lower points of the arch resting on the walls of the bluff. The structure will be 320 feet in length from one bank to the other, this point on the river being one of the strategic points that was much sought after by both railroad interests building into this section, and it is the narrowest place on the whole length of the river accessible for a railroad to cross. The height above the water level of this structure will be 200 feet, and will be the highest bridge in the northwest and is also said to be one of the highest in the United States.

### AT THE PICTURE SHOWS

**Orpheum.**  
Pendleton's favorite picture theater. Good pictures for Tuesday's change.

1. "Tony, the Greaser." Melies. This is melodramatic to a degree, but it has the thrilling heart interest that shows a man's man, call him what you may. From force of habit, some might call him a "greaser." True, he is a Mexican. He is a man of noble instinct and chivalrous nature.

2. "Catherine Howard." Kosmik. Revival of an old drama founded on the marriage of King Henry VIII to Catherine Howard. It is all well staged and well acted.

3. "Getting Sister Married." Esanay. This is the biggest laugh in many moons—every scene alive with side splitting comedy situations. A farce you will laugh at for many days to come. Don't miss it.

4. "Hunting Big Game in Africa." An entertaining picture and something out of the ordinary.

Four full reels at each performance. Best pictures obtainable at all times.

**The Pastime.**  
The house of quality. Special for Tuesday's change, the second reel of the big feature film:

"A Tale of Two Cities." The second part of Dickens' great story introduces Lucy, Sidney Carton, the hero of the tale, De Farge and Darnay. It seems safe to say that those who see this film in conjunction with the first release and the one to follow, will acquire a new impression of Dickens and will appreciate more fully than ever before the importance of the motion picture as showing the beauties of a good story.

"Grandmother's War Story." Kalem. Pleasing comedy drama, with it is interwoven a love story which affords Miss Gene Gauntier ample opportunity to display her versatile powers.

"The Rajah." Edison. From the play by William Young. This is one of the most lavishly mounted and staged productions which the Edison company has yet shown.

"The Strongest Tie." Kosmik. A story showing the strength of parental love, the one thing that money cannot buy.

"Jiggers Moving Day." Comedy. Get acquainted with the Jiggers subjects.

Watch for date of third and last part of "A Tale of Two Cities." Will be shown at the Pastime only.

Do you read the East Oregonian?

### MORE POWER WILL BE GENERATED

Portland, Ore.—It is promised by the Portland Railway, Light & Power Co. that by the year 1914 it will be generating more electric power than any other similar concern on the Pacific coast. This prediction is based upon the big expenditures now being made for the mammoth water power plants near Portland.

On its generating plants and the construction of high tension transmission lines, the company will have expended \$7,000,000 by 1914, construction already completed representing an investment of \$3,000,000. By January, 1914, the company will be generating 105,000 horse power at its various plants.

This amount includes 15,000 horse power plant at Oregon City, the 25,000 horsepower plant at Cazadero, 25,000 horsepower at Estacada, which will be completed in September of this year, and 40,000 additional horsepower on the Upper Clackamas. With the completion of this development work the company will use the same water three times at different plants on the river.

The company proposes to supply electrical energy through a large distance in Oregon and Washington. Heretofore it has not been selling power on a very extensive scale, needing most of the energy generated at its various plants for its own projects. In future, it will have an enormous volume to dispose of and it is President Jesselyn's idea that it will become cheaper to the consumer as the volume of the business increases.

"I expect to see the day," said he, "when electrical power will be furnished to Portland more cheaply than any place in the world. According to my theory, it is going to be lower and lower. We expect to make electrical energy so cheap that factories now using steam power, generated by refuse material, could not possibly compete with the price we will be able to make."

**TO CURE A COLD IN ONE DAY. TAKE LAXATIVE BROMO QUININE TABLETS. DRUGGISTS REFUND MONEY IF IT FAILS TO CURE. E. W. BROWN'S SIGNATURE IS ON EACH BOX. 15c.**

### ARE YOU FREE FROM—

Headaches, Colds, Indigestion, Pains, Constipation, Sour Stomach, Dizziness? If you are not, the most effective, prompt and pleasant method of getting rid of them is to take, now and then, a desertsopoulful of the ever refreshing and truly beneficial laxative remedy—Syrup of Figs and Elixir of Senna. It is well known throughout the world as the best of family laxative remedies, because it acts so gently and strengthens naturally without irritating the system in any way.

To get its beneficial effects it is always necessary to buy the genuine, manufactured by the California Fig Syrup Co., bearing the name of the Company, plainly printed on the front of every package.

### STUDENT LOAN FUND IS INCREASED \$850

University of Oregon, Eugene, March 28.—The Student Loan Fund of the University has just increased by three substantial gifts aggregating \$850. The gifts are most timely, as they enable loans of from \$50 to \$100 to be made to twelve very worthy students who were about driven to the necessity of leaving school for the remainder of the year because of their slender resources. All but two of the students thus helped are upper classmen, and all of them are working their way through college.

The donors to the loan fund are J. C. Almsworthy and Ben Selling of Portland, and R. A. Booth, of Eugene. These gentlemen have very generously promised further contributions whenever the need may arise.

At the Rush Sale.  
"My wife is one woman in a thousand."  
"What now?"  
"I just left her at the bargain counter."

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.

## Byers' Best Flour

Pendleton Roller Mills  
Pendleton, Oregon.

## Advertising as Dividend Producer

THE BIGGEST DIVIDENDS ARE PAID BY ADVERTISERS.

The National Biscuit Co., notwithstanding the high wheat prices of late years, by forcing its sales by increased advertising, has been able to advance its common stock dividend to 7 per cent.

Sears-Roebuck & Co. has increased its common stock dividend from 6 per cent to 7 per cent.

The big concerns that are doing no advertising or little of it, don't show such splendid dividend records or anything near it.

"There are only three things necessary to successful salesmanship by advertising, which is the highest salesmanship. First, honesty; second, to be sensible; third, persistency. That is the whole prescription. The best medium is, of course, the newspaper if you want to reach the consumer. The newspaper is bought for the news that is in it, and the news of the manufacturer and producer should be there."—Hugh Chalmers, President of Chalmers Motor Co., Detroit.

The annual reports issued about this time of each year prove again that the industrial and commercial companies, which are doing the largest advertising, are the best dividend distributors.

The Quaker Oats company is now paying its common stockholders dividends at the rate of 10 per cent a year.

The same dividend is paid by the Royal Baking Powder Co. on its common stock.

The American Radiator Co. which not long ago paid only 4 per cent on its common stock, has, since it started its extensive advertising campaign been able to increase its dividend to 10 per cent.

The Eastman Kodak Co., another big advertiser, constantly increases its common stock dividend, which now amounts to 40 per cent.

## Best by Test, is Newspaper Advertising

### Parties Visiting this Store

Saturday Seemed Highly Pleased With Their Purchases

—this goes to prove that we do not misrepresent, but do exactly as we advertise. If you were not among the lucky ones, be sure and make it a point to visit

## THE HUB For Bargains

Next Door to Taylor's Hardware Co.

## To the Women of Pendleton

Owing to the fact that Pendleton is not protected from peddlers and that I feel unsafe to bring the stock here that I usually handle, I will close out my entire stock of Millinery at cost

\$12 Hats at . . . . .	\$9
All Patterns at . . . . .	1-3 Off
Hair Goods . . . . .	1-3 Off
Willow Plumes . . . . .	1-3 Off

## Rose Campbell, Milliner