

# The PACIFIC MONTHLY



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## FROM THE SPORTING WORLD

### NATIONAL LEAGUE.

**Detroit 11; Chicago 10.**  
Detroit, July 5.—Detroit won from Chicago in the 11th inning of yesterday's game. It was a zigzag contest all the way. Detroit used three pitchers and Chicago four. The score: R. H. E. Chicago.....10 14 4 Detroit.....11 17 4 White, Baker, Young and Sullivan; Donovan, Summers, Willett and Stanage.

**St. Louis 4; Cleveland 2.**  
Cleveland, July 5.—Blanding had one bad inning and St. Louis won yesterday afternoon. Lake was effective with men on bases and was sensationally supported. Score: R. H. E. Cleveland.....2 8 2 St. Louis.....4 10 6 Blanding, Galer and Easterly; Lake and Kritchell.

**Boston 4; Washington 3.**  
Boston, July 5.—Boston won yesterday's game. In the ninth, Hooper, Gardner and Speaker singled. Lewis filed to Lelievelt, and Hooper was safe at the plate with the winning run when Henry dropped Lelievelt's perfect throw. Score: R. H. E. Washington.....3 11 2 Boston.....4 12 1

**Chicago 2; Cincinnati 2.**  
Chicago, July 5.—Cincinnati and Chicago played a tie yesterday afternoon the game being called at the end of the tenth by agreement, to allow the players to catch a train. Score: R. H. E. Chicago.....2 7 1 Cincinnati.....7 1 Cole, Brown and Archer; Smith, Suggs and McLean, Severold.

**Philadelphia 7; New York 5.**  
Philadelphia, July 5.—Philadelphia knocked New York out of first place by winning yesterday afternoon's game. When play started Philadelphia, New York and Chicago were in a triple lead for the National league race. The home team won by pounding Crandall hard, Leuderus getting two home runs and a single. Score: R. H. E. New York.....5 9 1 Philadelphia.....7 14 1 Crandall, Marjand, Ames and Meyers; Alexander and Doolin.

### AMERICAN LEAGUE.

**Philadelphia 11; New York 9.**  
New York, July 5.—Philadelphia won yesterday's game from New York by a game uphill fight. Though the locals made seven runs in the first inning, Philadelphia kept plugging away and tied the score in the sixth. New York went ahead in the seventh but Philadelphia evened matters up in the ninth. The champions won in the eleventh. Score: R. H. E. Philadelphia.....11 13 0 New York.....9 13 2 Coombs, Moran, Martin, Long, Leonard and Thomas; Brockett, Wisner, Caldwell, Ford and Williams, Sweetney.

**Spokane 6-0, Victoria 3-5.**  
Spokane, July 5.—Captain Ostliek of Spokane has protested the decision of Empire Allen in yesterday morning's game. Victoria players ragged continually at Allen in the early part of the game and the umpire finally drove all the substitutes off the bench. A moment later, Keller was ordered out for kicking. This left Victoria with only eight men. Acting Captain Cochash then called Williams from the benchers to continue. Thomas out-

pitched Willis but almost lost his game in the eighth. Williams, the players in protest, drove in two runs for Victoria in the sixth on a long drive to left.

Score: R. H. E. Victoria.....5 14 1 Spokane.....3 5 1 Thomas, Starkell and Dashwood; Willis and Hasty.

Score: R. H. E. Spokane.....5 5 0 Victoria.....9 2 3 Bonner and Ostliek, Hasty; Starkell and Devogt.

**Tacoma 4, Vancouver 0.**  
Tacoma, July 5.—Annis was invincible in yesterday's game and held Vancouver to three hits. Cates was hit freely by the locals who won 4 to 0. Rokenfield made a home run. The fielding feature of the game was a catch by Abbott, who fell while catching a low line drive, but retained his hold of the ball.

Score: R. H. E. Vancouver.....0 3 0 Tacoma.....4 12 1 Cates and Shea; Annis and Burns.

### PACIFIC COAST LEAGUE.

Standing of the Teams.

Portland	59	49	556
Oakland	51	46	526
San Francisco	51	46	526
Vernon	50	46	521
Sacramento	43	50	462
Los Angeles	39	56	411

**Sacramento 2-2, Portland 0-1.**  
Portland, Ore., July 5.—Portland and Sacramento opened the series here yesterday by breaking even in a double header. The morning contest resulted in a shutout for the Beavers, who were unable to find Arrellanes. In the afternoon, while the visitors batted Steen harder than their own pitcher was hit, yet the local pitcher kept his hits well scattered, while Byram, after pitchin galmost perfect ball for five innings, was found in the sixth and seventh for five hits that netted the locals four runs. Score: R. H. E. Morning game: Sacramento.....2 8 0 Portland.....0 2 1 Batteries—Arrellanes and La Longy; Kostner and Kuhn.

**Afternoon game: R. H. E. Sacramento.....2 10 1 Portland.....4 6 0 Batteries—Byram and Thomas, Steen and Kuhn.**

**Vernon 5-5, Frisco 0-2.**  
San Francisco, July 5.—Vernon took both games here yesterday, blanking San Francisco in the morning and taking the afternoon game 5 to 2. Home runs by Kane and Hosp netted four of Vancouver's five runs in the morning game. Kane's came with no one on, but two bases were covered when Hosp sent the ball over the fence. In the afternoon Vernon won by bunching hits in the fifth and in the eighth.

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Morning game: R. H. E.

Continued - page seven)

## Concerning Your Business

THE horse will finally drink even though it won't always do so when led to water—it's a case of *must* in time. So it is with producers and marketers of wares, they will finally advertise, even though they may not concede this necessity when invited—it's a choice of intelligent advertising as a means of economy or dropping behind those who skillfully practice this most effective of all sales economies.

There are most excellent reasons for the annual expenditure of several hundred millions of dollars for advertising space in newspapers, magazines and other channels of publicity.

Those who advertise are, as a rule, far more successful, and their success is of a more permanent character than that of any equal number of non-advertisers.

It isn't the firm with surplus wealth that needs intelligent advertising most—many of the world's largest and most prosperous concerns have speedily grown from obscurity and scant capital chiefly through intelligent advertising of good goods. Their advertising has been responsible for quickly gaining popularity with the public, and by the rapid turning over of money soon provided the desired and enlarged capital.

Advertising is an economy—it makes sales quickly, thus saving storage and shelf room, besides keeping your help busy all the time.

It multiplies the selling power of your salesmen and insures "the trade" handling your product. Dealers always show a preference for goods well advertised. They know a nimble sixpence is better than a slow shilling and so do you.

Advertising is the one powerful channel uncontrolled by a monopoly, through which any firm, large or small, can effectively reach the public eye and purse, and upon the same equal basis.

It is the open door through which success can be gained quickly and economically. *It is Business Insurance.*

To build a lighthouse and never put oil in the lamps would be as foolish as to prepare to do business and not advertise the public of the nature of your service or the superior points in its favor. How many merchants can tell off-hand, all the articles they carry in stock? If they do not know, how do they expect the public at large to know? Its easy—advertise in the East Oregonian, the paper that reaches more homes in Umatilla county than any other 2 papers combined.

Think this over carefully; see if there is not some article or department in your store that can be made a greater "earner" by the application of a little well placed advertising.