

# The Alta Theatre Today

Performances 2, 4, 7, 9 P. M.

Stupendous 8 Reel Production of Hall Caine's Famous Novel

## "The Christian"

MOST TALKED OF LOVE STORY EVER WRITTEN.

Everyone of the thousands who have read this masterful love story from the pen of Hall Caine will want to see this Vitagraph filmed production of the great story. The thousands who have not read the book, but who know it by its world-wide fame, may see the story, depicted with all its gripping and intense emotional scenes, portrayed by the greatest movie characters today at the Alta.

A photo-play that revolutionizes motion picture productions—5 filmed acts.

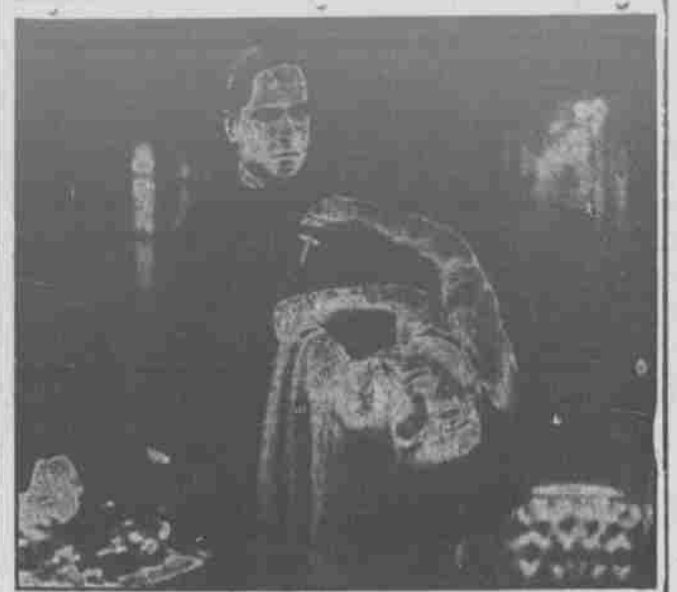
A LOVE STORY SO HUMAN IT WILL HOLD YOU FROM BEGINNING TO END—STUPENDOUS IN ITS TREATMENT OF A TENDER THEME.

It is the story of an actress and a preacher—the old antipathy of the pulpit for the stage. It is a vital, gripping story that breaks away the prejudices of man and lays bare the heart and soul of the man and the woman. It teaches the moral, in an entirely logical and natural manner, that neither the stage or the religion is greater than love, their love for each other and the selfishness of man is the all-powerful emotion in our breasts!

EARL WILLIAMS as John Storm EDITH STOREY as Glory Quayle

ADMISSION 25c.

CHILDREN 15c



THERE ARE TWO SCENES THAT STAND OUT IN STRONG RELIEF AGAINST THE OTHERS—THE DERBY DAY RACES AND THE THEATRE THE NIGHT GLORY MAKES HER DEBUT AS A STAR.

THIS PLAY IS CONSIDERED EQUAL TO IF NOT STRONGER THAN "THE SPOILERS."



One of the great scenes of this picture is that of the riot when John Storm's proteges turn against him and attempt to murder him.



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GLAD THINGS OF LIGHT. I. Leave the shadows of Lonesome Town For the Springtime sunlight streaming down Where hills and rolls and valleys fair Are whispering glad things everywhere And the breath of blossoms makes sweet the air! Out of the shadows that lead to night, To dreams and gleams of the living light. II. Leave the shadows to Shadow-land; Stand where the Sons of the Morning stand! Life's for the heights where stars shine clear— Not for the shadows lone and drear. In the wondrous joy and glory given Earth rolls close to the gates of heaven; The Future's promise is brave and bright With dreams and gleams of the living light. —Frank L. Stanton.

### AS TO THE RAILROADS

THERE are people who object to hard surface roads to the Columbia river on the ground such action will hurt the railroads. They class those who support good roads as "fighting the railroads." It is silly to say such things. There is not the slightest animosity towards the railroads on the part of anyone. Nor is it unfair to the railroads to work to bring this county the advantages of the open river. They expect people to do that very thing. It is natural that commerce shall follow the easiest and cheapest routes. If through building roads to the Columbia the people of the inland empire can provide cheaper transportation and can force down rail rates it is up to them to do so. Those who oppose such efforts attempt to fight nature and the economic prosperity of this district. Here is another point. If roads are built to Wallula, to Cold Springs and to Umatilla those roads will have a direct connection with rail lines as well as with the river. If the railroads can meet the river

rates they will have an equal chance at the business. They can ask for nothing more. It is not obligatory on the shipper to see that high railroad rates are maintained. The railroads are capable of attending to that end of the game. The shipper's business is to reduce rates wherever he can do so. The plea that this county should refrain from road building to the Columbia because such action will reduce freight rates and thus affect railroad earnings is the richest thing yet offered on the subject.

### MODERN ADVERTISING

THE business of advertising has undergone remarkable changes within the last 10 years. Advertising has become more truthful, more specific, more interesting and more effective.

Advertising is nothing more nor less than making your business known. It is a dignified method through which a business house may communicate directly and speedily with its patrons. The value of advertising is based on the fact that other things being equal a patron will deal with the house with which he is the best acquainted. Modern advertising deals more in specific facts than general statements and there is less boasting than formerly. It has been found that mere bragging is not effective advertising.

A very good authority on advertising has offered the following suggestions to those who would advertise effectively: 1. Advertising should be reckoned as part of your business. It is as necessary as the sign over your door. It is not an occasional nor an outside matter, it is essential. How can the public do business with you unless they know about you? 2. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner. If you are in business permanently let your advertising be permanent. 3. The newspaper, going daily into the hands of the people, is the best medium for advertising. It's where the public naturally turn when they want to see where to buy, whether bonds or beans. 4. Advertising should be attractive. The most attractive thing you can put in it is something that appeals to the self-interest of the reader. If you can show a woman where she can save 10 cents, or where she can buy stuffs that last longer and wear better, it is much more to your advantage than to crack jokes. 5. Be human. Make your advertisement as live and warm as you can. Don't be too cold and precise. 6. Tell the truth. When customers come to your store, do a little more for them than you said you would in your announcement. The prosperity of the liar is brief.

It was a buckaroo who did it.

### SOME OFFICIAL JITNEY DATA.

HOUSTON supplies the first official data on the jitney bus. The figures indicate clearly why traction interests deem the jitney a serious menace to their prosperity.

Earnings of the street railway system were \$12,000 less in November, 1914, than in November, 1913. In January, 1915, earnings fell \$34,000 below January, 1914; in February, 1915, the loss was \$31,000, and in the first 28 days of March \$32,000. The traction company's usual comfortable margin of profit was in 1914 turned into a net operating loss of nearly \$100,000. Traction officials inform the city that if jitney competition continues their loss for 1915 will be \$400,000.

On March 11, 656 jitneys carried 23,000 passengers a total of 25,000 miles, earning \$1,180. Forty-three jitneys ran on regular routes; the others operated at will, most of them only in the morning and night rush hours. These figures are given in the traction company's annual report to the city; jitney men say they did much better.

With city governments as a rule steadfastly refusing to legislate jitney cars out of business with an apparently exhaustless supply of cheap second-hand motor cars to recruit the service, with summer's coming sure largely to increase jitney patronage, and with every added mile of paved street opening up new jitney routes from downtown direct to the passenger's home, traction men begin at last to see that the jitney is no joke.—St. Louis Post-Dispatch.

That \$7000 stage robbery in Baker county has all the marks of the early day hold-ups now generally perpetrated only by motion picture actors.

Tomorrow the Celilo canal boosters will open the Dardanelles to Pilot Rock. Weatherman please withhold water-spouts until sojourners return home.

The comer always has advantages over the man who is there as Jack Johnson found out five years ago and again yesterday.

### THIS MAY ENTERTAIN

MEN. A little girl wrote the following composition on men: Men are what women marry. They drink, and smoke and swear, but don't go to church. Perhaps, if they wore bonnets, they would. They are more logical than women and also more zoological. Both men and women sprung from monkeys, but the woman sprung farther than the man. Talcum powder as well as gunpowder being subject to the war tax, a babe in arms might be construed technically to constitute a unit of the military establishment—infantry, of course.

### Public vs. Private Ownership

From the San Francisco Examiner. Recently we were all greatly interested in the telephone monopoly's achievement in linking the Atlantic coast cities to the Pacific Coast cities. An organization, styling itself the Postal Progress League, has used this achievement of private ownership to belittle public ownership. Through its vice president—one Fillette, the Postal Progress League compares the telephone monopoly's management of the parcels post by the government, and asserts that private ownership has proved its superiority over public ownership of public utilities.

Now, every well-informed man knows that had the United States government, instead of the Bell telephone monopoly, been operating the telephones, the Atlantic coast would have been talking to the Pacific coast long ago.

Compare the government enterprise with private corporation enterprise in this very parcel post matter. The express companies, established for half a century and earning enormous dividends, would not deliver express packages anywhere except in the larger cities and towns. The national government, within three years after its entry upon the parcel post business, is carrying express packages to the remotest villages and hamlets, where no express companies, however large and prosperous, would think of delivering a package.

Who built the Panama canal? The national government.

Who failed to build it? Private enterprise.

Who built the first great railway that opened up the Western plains and reached the Pacific? The national government.

Who built all our great canals? The national and state governments.

What money built nearly all our railroads? The money appropriated by cities, states and towns.

Everybody who knows the history of our railroads knows that they have rarely benefited the men who built them. The inventor rarely received any advantage from his invention. The public money which enabled the construction of these railroads was stolen by fraudulent reorganizations, out of which have been built up the great fortunes which threaten this republic today.

The process of building a railroad and wrecking it is fully understood by men who have studied the history of these enterprises. Cities, counties and township appropriate money to pay the cost of constructing the road. Unscrupulous men get into its management, deliberately run the road so badly that it shows a loss, the stocks which represent the money that built the road begin to fall, and these dishonest manipulators and speculators quietly buy the stock at bargain prices. When they have thus stolen the road, they begin to run it more efficiently and to pour water into the stock, thus making their millions by a transaction as dishonest and ten thousand times more harmful than any for which the worst thief is now confined in state prison.

Poverty, insanity and suicide have followed in the wake of this railroad wrecking by manipulators and stock gamblers. The American people today are paying hundreds of millions of dollars every year in rates and fares on stock which is as fraudulent as any counterfeit bill.

Our American public life has been corrupted until we have almost ceased to have confidence in the honesty of anybody. Many of our business men have been made cowards and our courts have been caused to forget public confidence, and thoughtful men made to fear for the existence of the republic itself by reason of the unequal distribution of wealth and power through the private operation of our railroads and other public service corporations.

Lucile the Waitress. "What d'ye think?" said Lucile the waitress, as she handed her customer a napkin. "A feller comes in here a while ago and says he's wrote a song and desecrated it to me." "Weren't you pleased?" "Me pleased? Say, he wrote a song one called 'Mother Was a Lady and Don't You Say She Wasn't' and gave me a copy. I tried it over on my piano and next day my father sold the piano." "Waltz song—the new one, I mean?" "No. His name's Henry, not Walt. But what do you think of the title—'Lucile, I Know You're Real'?"

Sound's like as if there was some suspicion about my finger or complexion. Don't you interpolate it that way?" "I don't know." "Well, I know. So I says to him: 'You needn't to make me the victim of any of your songs.' He says: 'Why, it's just a harmless ditto.' Then he says he'll have some ox-tail soup and some tongue. At that I hands him one. It was an old one, but I just couldn't resist. 'What you trying to do—make both ends meet?' I asks.

The New Cosy Theatre TODAY Special Feature Charles Chaplin in The Knockout 2-REELS-2 IMAR THE SERVITOR Featuring WM. GARWOOD. 2-REELS-2 MUTUAL WEEKLY Latest news at home and abroad told in pictures. Adults 10c. Children 5c THE NEW COSY THEATRE. Under New Management.

"Aw, be nice," he says. "Say something soft. So I glares at him and says: 'Custard pie!' And away I goes." "You're a bright one," said the customer. "Say, kid," replied Lucile, "sometimes I'm so bright I'm almost a shine." Cheer up, girls, leap year is only a few months off, and girls will marry then who never married before.

FITS FOR YOUR FEET That's the kind of Shoes WE sell, and they will give you the biggest "money's worth" you ever received in Pendleton. Men's mule skin work shoes for \$1.19 Men's all leather soles work shoes for \$1.95 Mens work shoes, black and tan, Goodyear welts for \$2.65 and \$2.95. Men's heavy crown tan double soles and double stitched soles. Goodyear welts, regular \$5.00 shoe for \$3.95 Men's button and lace dress shoes, Goodyear welts for \$2.65, \$2.95, \$3.45, \$3.65, \$3.85. Men's oxfords, black and tan, button and lace, Goodyear welts for \$1.95, \$2.85. Our entire line of Oxfords to be sold at these prices: Ladies' sample oxfords and pumps for \$1.95, \$2.45, \$2.65, \$2.95; all late spring styles. Ladies Mary Janes, colonial styles for \$1.85 Children's Mary Janes, colonial styles for 95c and \$1.45 Children's 2 strap patent pumps for \$1.45 Infants' shoes, all colors for 25c Ladies' sandals, all sizes, for \$1.95 Ladies' mercerised hose, regular 25c value for 10c Ladies' lisle hose, regular 50c value for 20c; 3 for 50c

THE HUB IT SPEAKS FOR ITSELF WHEEL BASE 110 INCHES DODGE BROTHERS MOTOR CAR Fully equipped with extra tire, tube and tire chains, delivered to you all ready for the road for \$900 Pendleton Auto Co. Phone 541 812 Johnson Street