

JEWELER SAWTELLE TOO BUSY

LEADING JEWELER MISSES BIG CONVENTION NEW YORK CITY.

Mr. Royal M. Sawtelle, one of our prominent business men has been looking forward to attending the Annual Convention of HALLMARK Jewelers in New York, August 24th to 28th, but on account of the increase of his business brought on by his Jitney Watch Sale he is unable to go.

"When the East Oregonian reporter visited him yesterday, he spoke of his disappointment and told us briefly of some of the advantages accruing to a HALLMARK Jeweler. 'You see' he said, 'this Convention will be attended by a large number of the greatest jewelers in the country. More plans will be evolved such as those I have already introduced through the 'HALLMARK IDEA'.

"The United Jewelers was organized a year ago by Mr. Ernest M. Loni and Mr. Frank LeBron, who saw the need of co-operation in the production and distribution of these art wares of ours which mean so much to the happiness of the people.

"The plan is to unite the purchasing power of the leading jeweler in each of the cities and towns of the United States to control the quality and direct the workmanship of products from factories devoted to the manufacture of wares worthy to be called 'HALLMARK' and to do this economically so as to save on the cost of goods and put them within the reach of a greater number of consumers because of the saving effected by large production and economical distribution.

"High Quality and Economy" is the

beginning of our organization. The 'HALLMARK' goods have the approval of hundreds of the leading American jewelers and only one man in each city has been invited to join our organization and become a shareholder.

"We have gained a great advantage in our Annual Meetings on the score of efficiency and I always like to come into touch with my other partners, where we hear reports of successes, have our debates over problems that come up during the year, learn the trend of the taste of the public in all sections of the country and see the results of the search of our great Buying Committee, that examines the world's products for our benefit.

"At our Meetings lots of real work is done, but we also believe in play. The Organization is a great Brotherhood, all for each and each for all, and the social part isn't the least of the enjoyment of the day and evening sessions.

"Of course we fully post those of our members who cannot attend the Convention by the detailed reports in our 'HALLMARK NEWS' periodical so that I shall know every detail of the proceedings and my customers will get the full benefit notwithstanding my absence.

"I am only voicing my personal disappointment which with this explanation I think you will understand. The success of the co-operative idea in jewelry merchandising has been phenomenal. Did you know that the stores that own shares in this great Company of ours are doing a business of upwards of \$20,000,000 a year? That we are a great factor in the watch business, gold and platinum jewelry business, silver ware for the household and in fact touch, by our operations, every department in the best stores."

Newsy Notes of Pendleton

Hunting Party Returns

With 12 grouse to their credit a hunting party composed of Happy Day, Loren Hoover, W. A. Rhodes and Pat McDevitt returned yesterday from the head of McKay creek near Neacham.

Christian Science Church

East Webb and Johnson streets. Services Sunday, 11 a. m. and 5 p. m. Sunday school, 10 a. m. Wednesday, 8 p. m. Subject of lesson sermon, "Mind." The reading room at the church is open daily except Sunday, from 2 until 4 p. m.

Move to Pendleton

Charles Martin of Pilot Rock has purchased the rooming house at 205 West Webb street, and his wife will take charge of it at once. Mr. Martin will remain in Pilot Rock until he closes up business affairs and then intends entering the harness business in this city.

Locate Parents of Miller

Coroner Brown this morning succeeded in locating the parents of Clyde Miller, the young man drowned recently at Barnhart. They are living in Chatterbox, Wash., a little town about 14 miles north of Spokane. The body will probably be shipped there.

Making Trip to Old Home

John McGinn, well known Pendleton resident, will leave tomorrow evening for New York state to visit brothers and sisters whom he has not seen for 33 years. They are living in Hudson and Mr. McGinn will spend most of his time with them, though he intends going on to New York City and to his old home in another section of the state. He will be absent about six weeks.

Hunting Party Returns

Ben F. Trombles, John Ross and Lee D. Drake returned last night from the south end of the county, where they had been hunting since Sunday. They brought back venison but not from deer killed by themselves. Dave Graybeal of this city and Lenard Esteb of Echo each bagged a buck in the same vicinity and

shared the meat with their less fortunate fellow hunters.

Sheriff Sells City Property

The property at the corner of Cottonwood and Webb streets involved in the partition suit recently begun by the heirs of Peter Carroll was sold this afternoon at a sheriff's sale to Gritman Bros. the price being \$1550.

Thermometer at 95

The official thermometer at 2 o'clock this afternoon registered 95 with a probability of a further rise. Yesterday's maximum was 95 and the minimum last night was 56, making it the warmest night for some time.

Home from San Francisco

J. P. Walker, veteran clerk of Pendleton camp, W. O. W., returned this morning from San Francisco, where he attended the anniversary reunion held by the Woodmen of that city. It was a notable affair, with the grand officers present, Mr. Walker being one, and the entertainment was continued for four days.

Boxer Has Bad Leg

Tommy Clark, the Seattle boxer who lost his bout with Billy Farrell at Athena last night, left on the early morning train for Portland. His leg, which he injured in training and which was thrown out of place in the fight, was in bad condition, being swollen a great deal. He will not be able to enter the ring again for some time.

Sees Brothers After 35 Years

I. N. Sones of this city is enjoying a visit from his brothers, W. W. Sones of Lacona, Iowa, and J. B. Sones of Gordon, Nebraska, whom he had not seen for 35 years. The two men will visit here for awhile and will then go on to Seattle and San Francisco. On their return they will stop at Long Beach, Calif., to visit another brother, P. H. Sones.

La Grande Fugitive Caught

Sheriff Taylor today received word from Walla Walla that Jess Taylor alias Sam Langford, the negro who was one of the three prisoners escaping last week from the Union county jail, had been captured in that city. Taylor was one of the men whom Sheriff Taylor and Deputy Estes were trailing yesterday.

Grand Jury Summoned

Sheriff T. D. Taylor this afternoon sent out summons to the members of the grand jury, calling them to convene here on the morning of August 31. The grand jury is composed of Grant Steen of Milton, Richard Morrison of Weston, William McBride of Athena, G. W. Rugg of Pendleton, J. T. Haun of Freewater, H. R. Van Slyke of Freewater and R. H. Wilcox of Pendleton.

Death Purely Accidental

The coroner's jury which last evening investigated the circumstances surrounding the death of Martin Frank Jones at Pilot Rock Junction yesterday morning, returned a verdict absolving anyone from blame, finding that death was purely accidental. The jury was composed of J. H. Gwinn, E. T. Wade, S. R. Bridger, H. H. Elder, T. B. Gurdane and C. F. Grattan. They found that he came to his death beneath the wheels of a dozer to which an engine had just been coupled. The body was buried this morning at Olney cemetery. Coroner Brown will attempt to locate his relatives through insurance policies which he had carried.

Auto Race to Walla Walla

"Arrived in Walla Walla 3:40 this morning. I claim the money," was a message received this morning from Guy Matlock by the stakeholder of a wager made last night. Guy Matlock and his cousin, Wesley N. Matlock, were the principals in the wager, which was for \$25 laid upon the outcome of an auto race in Walla Walla. The two Matlocks drive different makes of cars and late last night on their return from Athena, where they had been to attend the boxing bout, their friendly banter ended in a wager. The two cars left the city about 1 o'clock this morning, but the Wesley Matlock car returned soon, the driver having come to the conclusion that his cousin had withdrawn from the race because he went a different road. The movie magnate finished the race. He carried a passenger, Claude Privett.

AP'xanders Make Improvement

Extensive interior improvements have just been completed at the Alexander Department Store. They not only make the arrangement of the departments better, but enlarge the floor space, make the store better lighted and add to the attractiveness of the interior. The back balcony has been enlarged by tearing out the offices and moving the stairway farther toward the front. The new stairway is also much easier of ascent. The bookkeepers' office has been moved to the front of the balcony and Mr. Alexander's office is now on a balcony in the front of the building that connects the grocery and drygoods departments, thus affording him a view of the whole store. He also commands a good view of Main street. The downstairs shelving has been lowered so that any one entering the door has an unobstructed view. The new arrangement triples the floor space for the suit department and enables the corset and art needle work departments to be put on the balcony. It also increases the floor space for the show department. The hosiery and underwear department now occupies the room where the ladies shoe department formerly was. A cash carrier system has also been installed and Mr. Alexander intends putting in another skylight and to make other improvements that will add much to his store.

BIDS WANTED

For sale—One two story, eight rooms, brick school building, situated on school grounds at Athena, Umatilla County, Oregon. Sealed bids will be received by the board up to and until 6 o'clock p. m. August 25th, 1915. The board reserves the right to reject any and all bids. Reasonable time will be allowed to remove building from premises. For further information enquire at the office of R. B. Richards, Athena, Oregon. ERNEST A. ZERBA, Clerk of School District No. 23.

BERLIN NEWSPAPERS PASS UP TORPEDOING

LONDON, Aug. 21.—Berlin newspapers have been ordered to withhold the news of the sinking of the liner Arabic until further notice from the government, according to Amsterdam dispatches here. "It is evident that Berlin is nervous and fears serious differences," said one dispatch.

Pastime

Today Only

"The Battle of Elderbush Gulch"

One of the most thrilling and spectacular two-reel pictures ever filmed. A historical drama from the West in the early days. Featuring Lillian Gish, Henry Walthall and Mae Marsh.

"The Limited's Peril"

An episode in the "Hazards of Helen" series

2---Laugh Making Comedies---2

Dreamy: Dud Goes Bear Hunting--Essanay

Billy Reeves and May Hotly in a one reel comedy

Her Romeo--Lubin

Sunday and Monday

Witagraph-Lubin-Selig-Essanay Inc., THE BIG FOUR, presents KATHLYN WILLIAMS and all star cast in the Selig Red Seal 5 act photoplay

The Carpet From Bagdad

Adopted from the world-famous novel by Harold MacGrath.

The production is crowded with suspense and thrills and relates in a realistic manner the hazards of two men and a beautiful woman. A prayer rug stolen from an ancient Mosque in Bagdad causes a series of exciting adventures.

Oriental streets and temples
A beautiful love story
Magnificent scenery

A sandstorm in the Sahara
Camels and caravans
Cast of all-star players

Are You Thinking of Some Changes in the House?

THEN YOU'LL NEED SOME NEW RUGS, CURTAINS OR PORTIERS, AND AS USUAL YOU WILL FIND JUST WHAT YOU WANT AT THE GOLDEN RULE STORE FOR LESS. COMPLETE SHOWING OF THE NEW FALL PATTERNS JUST RECEIVED.

9x12 Smith's Axminster rugs in floral or oriental designs, every one a good number at \$25.00, Golden Rule price..... \$19.50	36x72 Axminster Rugs, at \$3.45.	9x12 Granite Art Square, good \$5.50 values at only..... \$3.98
Smith's Axminster Rugs, 8-3x10-6, splendid new designs and only \$17.50	27x54 inch Rag Rugs just received..... 79¢	Union Art Square, full 9x12 feet at \$4.98, and \$5.90.
27x54 Small Rugs in Brussels at..... 98¢	18x27 Smith's Axminster Mats only..... 98¢	Lace Curtains in white or ecru at about half their real value 49¢, 69¢, 98¢, \$1.49, \$1.98.
36x60 Axminster Rugs at \$2.49.	10-6x12 Smith's Nefferban Brussels Rug without seams; you will not buy it elsewhere under \$20; Golden Rule pr. \$16.50	Portiers, solid colors, red or green at pair, \$1.49, \$1.98, \$2.49, \$2.98.
	Smith's Manor Brussels Rugs 9x12 feet..... \$12.50	

You can do better at **The Golden Rule** J.C. Penney Co. Inc. 83 BUSY STORES We Lead Others follow

BE SURE AND SEE OUR ADVERTISEMENT ON PAGE 5 IN THIS PAPER.

Cosy Theater Today

"HIS OBLIGATION"

Featuring Ed Coxen and Winifred Greenwood. An American drama. You must see this picture.

Keystone Comedy, "The House Breaking Hound"

'The Lure of the Mask'

A Mutual Masterpicture in 4 reels. See this picture by all means, Sunday and Monday. Watch for Chas. Chaplin next week. You like good pictures and the Cosy is going to show them. Start with the crowd Sunday.

The Alta Theatre

LAST TIME TODAY

THE CHARMING AND YOUTHFUL

HAZEL DAWN AS "CLARISSA"

In the elaborate photo production, "GAMBIERS ADVOCATE," the story of love amid the intrigues high society. Many realistic and thrilling scenes, of which the most spectacular is the daring rescue of a drowning person at a famous seaside resort.

SUNDAY AND MONDAY

AMERICA'S FAVORITE

MARY PICKFORD

in **"THE DAWN OF TOMORROW"**

A thrilling drama in which she scores her greatest success.

In addition we have Peterson and Vierra's

Hawaiian Singers and Players

SINGING  **PLAYING**

Touring the world. American and Hawaiian numbers. This talented company will give two performances each evening, Sunday and Monday.

ADMISSION: AFTERNOONS, 5c, 15c. ADMISSION: EVENINGS, 15c, 25c