



ALTA TODAY

YOU CANNOT INSURE
LOVE AS IS PROVED BY
"LOVE INSURANCE"

Bryant Washburn, commenting on the story of his new Paramount picture, "Love Insurance," which comes to the Alta theatre today, says that there never will be any insurance against the familiar malady prevalent in at some period in everyone's life, commonly called love.

"Do not believe when you see the title of this picture," says Mr. Washburn, "that it concerns an insurance policy which protects a man from succumbing to the sting of the love

bug. It isn't that. But it is something about as curious. It deals with the proposition of a young man about to marry an heiress, and who, fearing that before he can get the knot safely tied, his beloved (?) will change her mind regarding her choice for a future husband, insures his marriage prospects with the famous Lloyd's company. He to collect in case the marriage does not take place."

This is said to be one of the most unique situations ever penned and was written by Earl Derr Biggers, the famous author who is well known by his many short stories and plays. Most famous among his works, perhaps, is "Seven Keys to Baldpate," which was first published as a novel, then dramatized, and later pictured by Artercraft-Marion Fairfax adapted the story to the screen and Donald Crisp directed.

One of the biggest and most elaborate casts ever assembled play supporting roles. Lois Wilson, Theodore Roberts, Frances Raymond, Frank Elliott, Edwin Stevens, Clarence Geldart, Eddie Sutherland, P. Dempsey Talder, Fred Wright, Edward Alexander, Wilton Taylor, Fred Hunter, Willard Louis, Ethel Fleming, John Coonan and Ernest Pasque are named therein. The photography was by C. Edgar Schoenbaum.

ARCADE THURSDAY

"THE LIFE LINE" A
BIG TOURNEUR FILM
WITH GYPSY HERO

The glamour and romance surrounding the nomadic life of the English gypsies has been put on the screen by Maurice Tournear in his new production for Paramount-Artercraft release, "The Life Line," which will be the attraction at the Arcade Theatre next Thursday. The story was originally entitled "The Romany Rye," by George R. Simms, and as a stage play was produced some twenty years ago at the Princess Theatre, London. The theme centers around the attractive leader of the gypsy band, who is the real owner of a fine English estate. His fight for his inheritance leads to many exciting episodes, including a thrilling fire in a London theatre and a rescue at sea by means of a breeches buoy of the heroine from a sinking ship.

A competent cast interprets the big

story. Jack Holt and Pauline Stark have the leading roles, with others are Seena Owen, Tully Marshall, Wallace Beery and Lewis Cody.

FAMINE MENACES
CENTRAL EUROPE,
ASSERTS BRITON

LONDON, Jan. 16.—Sir William Goode, British Director of Relief, who recently returned from a tour of the war impoverished countries of Europe declares that unless the Allied and associated governments provide credits for food and raw materials Central Europe is likely to become "a desolate waste of seedling thistles."

England, he asserts, cannot do anything likely to be effectual unless the United States extends credits in proportion to her means. The crisis in Central Europe, Sir William adds, is of such dimensions and complexity as to defy isolated or individual effect. Speaking before the American Luncheon Club recently, he said: "You cannot heal the wounds of Europe by dribbles of government relief or dabs of humanity. The day for palliatives is past. Emergencies such as that in Austria will not wait for the emergencies of the League of Nations. Little nations generated by the self-determination incubator of the peace conference are likely to disappear even before they are old enough to sow their wild oats."

"A comprehensive and far reaching financial arrangement must be quickly arrived at by the allied and associated governments, unless half of Central Europe is to be a desolate waste of seedling thistles. The key to the economic arch is organization of credits for food and raw materials and the export of manufactures on a regular and ascending scale from the countries receiving such credit."

COUNTRY IS NEARLY
SOLID IN BACKING
TREATY SAYS BRYAN

LINCOLN, Neb., Jan. 16.—The country is nearly unanimous for ratification of the treaty W. J. Bryan declared in an address before the commercial club here today.

KIDNIE'S CROUP
MUST BE CHECKED

Dr. King's New Discovery
will do that very thing,
easy and quickly

DON'T say, "Poor little youngster—I wish I knew what to do for you!" Just give a little Dr. King's New Discovery as directed and the croupy-cough won't linger.

A cold is not to be fooled with. Get after it at once. Loosen the congestion, the phlegm-stuffiness, and the throat-torture. A family remedy for colds, coughs, grippe, and kindred attacks. Fifty years a friend to cold-sufferers. Fifty years of highest quality. 60c. and \$1.20 a bottle—all druggists.

Bowels on Schedule Time

—the bile flowing freely, the fermenting body poisons eliminated. Dr. King's New Life Pills make the bowels function regularly and keep the system cleansed of noxious impurities. 25c. a bottle, all druggists.

TRADES 111 POUNDS
OF SUGAR FOR EIGHT
BOTTLES OF "KICK"

NEW YORK, Jan. 16.—J. C. Horter wall street broker today traded 111 pounds of sugar for two bottle of gin, two of whiskey and four of burgundy wine.

Your earning power
when it rains is
made sure
by
TOWER'S
FISH BRAND
REFLEX
SLICKER
Look for the
Reflex Edge
A. J. Tower Co.
Boston, Mass.

Farmers
NOTICE

You can SAVE TIME and MONEY by using one of
our Machines for Washing and Oiling your Harness.
USE OF MACHINE IS FREE. Call or phone at once.

30 STEEL BARRELS FOR SALE

While they last—\$4.50 each.

50 Gal. Capacity.

Hamley & Co.

Dr. C. H. DAY

Osteopathic

Physician and Surgeon

Wishes to announce the
opening of offices in
Rooms No. 23 and 25,
Smith-Crawford Building,
Pendleton, Oregon.

Office phone 704
Residence phone 749R

INCOME TAX POINTS

A sheep rancher came to me last spring, saying that he had made his return but would like to have me "glance" over it. Before looking at the return, however, I told him that it was possible that I could do him some good. After several days of good hard work I found that he owed the government \$2,700.00 MORE TAX. Had I not discovered this it would have run along about two years before an examination was made when the penalty and interest would amount to \$900. Did I do him some good? I saved him the \$900.00 at least.

CECIL COSPER,
Income Tax Adviser.

ARCADE TODAY

Adults 35c
Children 10c



Maurice
TOURNEUR
presents
"THE LIFE LINE"

Founded on the World Famous Melodrama of the Sea

"THE ROMANY RYE"

By George R. Simms — Adapted by Charles S. Whittaker

Another big Drury Lane melodrama transformed by the genius of Maurice Tournear into a tremendous photoplay entertainment. For many reasons, one of the year's outstanding screen attractions. Here are four:

It was directed by the master builder of melodramatic spectacles—the man who made "Sporting Life," "The Whip," "The Bluebird," "The White Heather," which for a blending of size, beauty and dramatic power have never been surpassed.

Its story of "The Romany Rye" is a classic throughout the civilized world—enjoyed on the stage by millions. Its cast includes Jack Holt, Seena Owen, Pauline Stark, Wallace Beery, Tully Marshall and Lewis J. Cody—every one a feature player.

Its action embraces great fire scenes, shipwreck, daring rescues on a storm-swept sea, the life of the under world, of the gypsy camp, of "upper ten" society. "The Life Line" will be a memorable event in your photoplay experience. Don't miss it!

ALTA TODAY

Children 10c

Adults 35c



WE GUARENTEE YOUR
COURTSHIP TO "TAKE!"

FOX COMEDY

VAUDEVILLE

CARLOS DOWNS
High Class Spanish Singer

RUE AND LAURA ENOS
Novelty Dancing

Jesse L. Lasley presents
**BRYANT
WASHBURN**
in "Love
Insurance"

