

# East Oregonian

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### THE LITTLE ONE

(By Frank L. Stanton.)

I think about Life's sorrows—the troubles of the way—  
But I know that I'm a jivin' him each minute in the day!  
His rosy cheeks half hidden in my tresses, a'illin' gray—  
The little one that's climbin' up to kiss me!

I think about Life's sorrows—the shadows in the skies;  
But the kiss of him—it stifles, on the mother lips, the sighs;  
And I catch a glimpse of heaven in his sunny laughin' eyes—  
The little one that's climbin' up to kiss me!

Away then with Life's sorrows—the shadows black—they go!  
I see the Springtime roses all in blossom o'er the snow—  
Whilst he's climbin' to me this way—whilst he's foun' of me so—  
The little one that's climbin' up to kiss me!

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### FINANCIAL CONDITIONS SOUND

NEW YORK bankers at informal meetings where the general industrial and financial outlook has been considered have taken the position that the underlying state of things is substantially sound and interviews to that effect have been made public. It is to be expected, according to them, that there will be an easing of money from this time forward as a result of liquidation which has been effected thus far, although it is freely admitted that the relief to be expected will not be great enough to afford a foundation for any material enlargement of speculative or investment activity. The improvement of the Federal Reserve situation as illustrated in the last statement is regarded as encouraging not only because of the stronger ratio of gold to outstanding reserve obligations but also due to the falling off of deposits and notes which apparently indicates power of contraction in an unexpected degree. The renewal rate on call loans has gone as low as 7 per cent, a considerable improvement over the rate which has existed during the last three weeks. Meanwhile investment and development enterprises are making but little headway and are not likely to advance very materially until prices assume a more settled position. Many undertakings which had been contemplated up to a short time ago have necessarily been laid aside pending the arrival of considerably quieter and more normal prospects in the general business field. Foreign borrowers continue to be as desirous of securing accommodation in the United States as heretofore, although the rate of interest which is being charged them is not materially lower than that which has prevailed heretofore. The most careful observers have now set next spring as the approximate time for the revival and improvement of business conditions.—From Clews Financial Review.

**ISOLATION HAS ITS DRAWBACKS**  
THE controversy, if it may be called that, with Great Britain over oil privileges in mandatories, represents one of many difficulties that will constantly beset the United States if this country persists in remaining out of the League of Nations. We can not expect to reject the peace treaty and still ask for its benefits. We cannot keep out of the league and yet demand all the privileges that membership involves. The other nations want us in the league and will go far in an effort to please Uncle Sam. But in time we will have to nate with the league or pay the price of isolation. It is time for Taft, Hoover and Root to be busy toward fulfillment of their promises.

Patrons of "moonshiners" are preparing to do their Christmas shopping early, since one never knows when the line of communication will be broken.

The probable return of Constantine to Greece can hardly be regarded as a favorable omen by Wilhelm.

While showering hospitality on Mr. Harding, New Orleans did not forget to tell him what he could do for the south in general and New Orleans in particular.

If every Englishman thought as well of America as E. V. Lucas our popularity in London would be prodigious.

Every night is like election night in Sebastopol, only worse.

Chicago police have solved another murder mystery, but it was not a complicated mystery, being merely the aftermath of a "joy ride."

Although Italy now has equal suffrage, it isn't likely that prima donnas will break an American contract simply to go home and vote.

Considering what happened to him, you can't blame Venizelos for viewing the future of Greece with alarm.

Like Alexander the Great, the P. H. S. team has defeated everything in sight and now sighs for new worlds to conquer.

There are great possibilities in the plans for a grain show in Pendleton each fall.

### WHAT OTHERS SAY

#### Advertising Percentages

The following interesting data was culled by Campbell's Courant from a bulletin issued by the Research Department of the International Magazine Company, publisher of the Cosmopolitan, Good Housekeeping, Motor, Harper's Bazaar, Motor Boating and Hearst's Magazine. The appended table shows the advertising expenditures expressed as a percentage of sales:

Arrow Collars	2.5
Cadillac Automobiles	1
Cloth-Craft Clothes	1.5
Colgate's Preparations	2
Fatima Cigarettes	5
Ivory soap	3
Kodaks	2
Old Dutch Cleanser	10
Packard Automobiles	1.1

Phonographs ..... 5  
Sears, Roebuck & Co. .... 10  
Velvet Tobacco ..... 4  
Welch's Grape Juice ..... 10  
Wright's ..... 14  
Campbell's Soups ..... 2.4  
Campbell's Beans ..... 2.3  
The old, time-worn cunundrum "Who pays for the advertising?" is still propounded by some occasional moss-covered or mildewed mind. All sanitary, dust-proof mentalities have long since stopped bothering.  
The editor of the Courant, being an advertising fan, prefers the answer of the enthusiastic ad salesman: "Nobody pays for it."  
Nobody pays for the labor-saving machine that reduces factory overhead and increases production—it pays for itself.  
Nobody pays for the motor truck installation that decreases delivery charges by increased efficiency—it pays for itself. Nobody pays for the advertising that cuts down selling costs and puts business on a quantity basis—it pays for itself.—Advertising World.

IT'S not a bit of trouble to have plenty of good things to eat on hand all the time, when you use Calumet Baking Powder.

It never allows baking trouble. You don't "dread" to bake. There is nothing to worry about—and that really is the hardest part of it.

Mix up a batch of biscuits—or the finest kind of cake—it's all the same. There is never but one result—the sweetest and most palatable of foods.

There is not as much worry over baking costs either. Because Calumet costs less—when you buy it—the price is moderate.



"—the Kind Mother Uses!"



## CALUMET BAKING POWDER

It costs you less when you use it—because you don't use as much of it—it has more than the ordinary leavening strength.

You get more out of the flour, sugar, eggs, shortening, etc., because there are no failures—no waste.

The most critical of baking powder judges gave it highest awards, World's Pure Food Exposition, Chicago, Paris Exposition, Paris, France.

The largest selling brand in the world.

A pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. cans instead of 16 oz. cans. Be sure you get a pound when you want it.

**Calumet Doughnut Recipe**  
4 cups of pastry flour, 3 level teaspoons Calumet Baking Powder, 1/2 teaspoon salt, 1 cup of sugar, 2 eggs, beaten together, 3 tablespoons of melted butter, 1 cup of milk. Then mix in the regular way.

# Biff! Bang! Boom!

## The Props Are Out---Stop, Look and Compare

# BIG FURNITURE SALE

I do not mark my goods 200 and 300 per cent in order to have sales, but to be in line I am slashing my prices. Everything in the store is reduced and included in this sale. Below are a few articles listed as samples. Come and find what you want.

RUGS	
The Best Grade Wiltons in the Market	
9x12 size	\$160.00
8-3 x 10-6 size	\$146.00
All other grades and sizes in proportion.	
Axminsters at Slashed Prices.	
Other lines at \$85.00 and less.	
DINING TABLES	
54-in. Walnut, Queen Anne	\$75.00
48-in. Mahogany, Queen Anne	\$67.00
54-in. Golden Oak, now	\$62.00
45-in. Golden Oak, now	\$37.50
DINING CHAIRS	
Best William and Mary Walnut, now	\$15.10
Best Queen Anne, Walnut, now	\$15.75
Best Golden Oak, now	\$10.30
Golden Oak, now	\$4.50

OVERSTUFFED PARLOR SUITES	
Largest Assortment in Pendleton	
3 piece suites, \$625.00 now	\$495.00
3 piece suites, \$475.00, now	\$407.50
3 piece mahogany cane suites, \$400.00, now	\$317.00
\$250 Davenport, high grade tapestry, now	\$175.00
\$160 Davenport now	\$115.00
BED ROOM SUITES	
Best Walnut Bedroom Suites, now	\$437.00
Best Mahogany Bedroom Suites, now	\$249.00
4 Piece Walnut Suite	\$185.00
4 Piece Ivory Set	\$109.00
Other suites in proportion. Come and see.	
CLOSING OUT PIANOS	

LIBRARY TABLES	
\$50.00 Golden Oak Table, now	\$39.00
\$48.00 Golden Oak Table, now	\$37.00
\$45.00 Mahogany Table, now	\$36.00
\$23.00 Golden Oak Table, now	\$16.00
MATTRESSES	
B. M. O. E., best silk floss	\$27.50
Ostermoor Mattress, now	\$29.00
Cotton Felt, now	\$12.50
Cotton Felt, now	\$8.50
CONGOLEUM RUGS	
Best grade, 9x12, now	\$16.00
All other sizes reduced	
Best Jacobean Buffets, now	\$90.00
William and Mary Jacobean finish, now	\$78.00
William and Mary Jacobean, finish, now	\$45.00
Golden Oak Buffets, now	\$24.00 and up

# JOHN S. BAKER

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