

# FILMLAND

ALTA TODAY  
EXCULSIVE CAST IN  
NEW TAYLOR FILM

Galaxy of Screen Favorites and Sensational Production Make "The Furnace" a Big Offering

"The Furnace," the new William D. Taylor production released as a Roadari Special, is an unusually powerful photodrama. The picture, which opened in a crowded house at the Alta theatre last night, is a big production in many senses of the word. The theme is striking, the action and plot gripping and well portrayed by an all-star cast of notables, including such popular favorites as ARNOLD AYRES, Jerome Patrick, Theodore Roberts,

Helen Dunbar, Doty Francisco, Milton Sills, Myrtle Kato and others. Big things are usually expected to such a director as William D. Taylor, who produced the picture, but the general opinion is that this time Mr. Taylor has smashed home a real winner.

The story revolves around the society marriage of a wealthy Englishman and a popular London actress, the confession immediately afterward that he married his wife merely because he had heard that she has threatened to sue him for breach of promise if he jilted her. Their subsequent estrangement and the many dramatic complications which follow before a reconciliation is effected make a very tense drama.

The picture is an adaptation by Julia

## 'In Every Respect' says the Good Judge



You get more genuine chewing satisfaction from the Real Tobacco Chew than you ever got from the ordinary kind.

The good tobacco taste lasts so long—a small chew of this class of tobacco lasts much longer than a big chew of the old kind. That's why it costs less to use.

Any man who has used both kinds will tell you that.

Put up in two styles

W-B CUT is a long fine-cut tobacco  
RIGHT CUT is a short-cut tobacco

W. B. CUT is sold by all tobacconists. RIGHT CUT is sold by all tobacconists.

### ZION MISSIONARIES



W. G. Voliva, head of the Zion Church, has sent these two missionaries, Miss Belle Schellhorn (above) and Miss Helen Buhman, to New York to teach Manhattan the ways of Zion City, Ill., bluest of Sunday "blue law" towns.

Crawford tests the new novel, "The Furnace," by the English writer, "Pan," which promises to create a sensation among fiction lovers and is just coming off the press. "The Furnace" will be shown for 2 days longer.

### ARCADE TODAY

Harry Carey has given local theatergoers evidence of his skill in a number of photodramas during the past several years but it is doubtful if he has ever presented a more appealing and human character than that of "Blue Streak McCoy," in the story of that title, which is now being shown at the Arcade Theatre. It gives him an opportunity for his good humor, his human nature and his tense dramatic power.

### O. A. C. STUDENTS TO GET FARM MANAGEMENT

OREGON AGRICULTURAL COLLEGE, Corvallis, Feb. 9.—Actual experience in replanting farms will be given students in advanced farm management. This is an idea being carried out at the college to a point exceeding any other college in the United States.

Judge J. F. Yates who owns a 300 acre diversified farm, located three miles northwest of Corvallis, will have his place reorganized by students. C. J. Russell of Pendleton, H. R. Wellman of Walla Walla and R. E. McCormack will handle the work. The 100 acre farm of P. X. I. McKinney, north of town, will be replanted by E. Malone of Castle Rock, Wn.

One of the best projects in landscape gardening presented to the college is found on a 170 acre farm 1-2 miles northwest of Forest Grove and owned by E. A. Hoster. William Heise of Corvallis and O. J. Hauge of Woodburn are the students who will do the work.

### MEACHAM COMMUNITY VISITED BY DEEP SNOW

(East Oregonian Special.)

MEACHAM, Feb. 9.—Friday snow fell to the depth of 18 inches and a fitful has been added to every dry snow. Snow in the timber is approaching the 4 foot mark. The drifter and snow plow came through yesterday clearing the O. W. R. & N. tracks.

Lewis and Barker left Sunday for the sawmill on McKay Creek to complete a logging contract.

Mark Booth and family have moved back to their ranch to get ready for spring work.

Mrs. D. W. Granger spent the last few days in La Grande.

R. L. Burroughs has shipped a few cars of wood this week. The first being shipped for some time.

George A. Pell traveling salesman for the B. F. Goodrich Rubber Co., of Seattle stopped over between trains Wednesday.

Victor Peters returned home Monday after spending the last few days in Pendleton.

Mrs. Mary Warren and two children returned home Monday after spending the week with her parents.

Mrs. Roy Hayes has been on the sick list this week with a severe cold.

Leslie Sewell and family arrived home Wednesday from Pendleton. They were on the sick list during the past month.

Lewis Barker returned Wednesday from Pendleton.

Dale Denson was in La Grande Thursday.

A. J. Smith was up from Pendleton Friday and was delighted to know that the ground was saturated with water and plenty of moisture promised by the deep snow for the sustenance of vegetation during the summer.

Mrs. F. H. Denson was in Pendleton Thursday.

Mrs. Guy Nordeen from Kamela was here visiting her parents the last few days.

James Baker and wife were in La Grande shopping Saturday.

D. C. Knowlton was in from his farm on the breaks of Dry Creek and reports snow three feet deep.

K. H. Moore was called to Pendleton on account of sickness.

W. M. Chelf was in La Grande today on business.

Mit and Willie Bush were in from the Hudson ranch which is situated on the breaks of McKay. Mr. Bush reports their first feeding for this season. Their stock is in fine condition.

### 'SHIMMY' AND 'TODDLE' BANNED BY COUNCIL

EAST ST. LOUIS, Ill., Feb. 9.—(A. P.)—The "Shimmy," "toddle" and kindred steps were put under the ban by the city council today.

A resolution was adopted authorizing the revocation of license of any dance hall where they are permitted.

### RAIN-MAKER



C. M. HATFIELD

The United Agricultural Association of Medicine Hat, Alberta, has signed a contract with C. M. Hatfield, which calls for increased rainfall between May 1 and Aug. 1. "Rainmaker" Hatfield holds his process a secret. He uses an open tank, into which he puts chemicals that he says Jupiter simply can't resist.

**Her VALENTINE**

**A BIT thoughtless usually? Most of us are. But Valentine's Day. Ah! That's different. On that day we are lovers all.**

And whether it be the best girl, friend wife, or a dear little mother, no remembrance will give more pleasure than a box of Vogan's Chocolates.

Vogan's Chocolates, made in the West, are always delightfully fresh.

Finest cocoa beans of the tropics, nuts from many lands, our own delicious fruits, and many other good things—combined with the skill of Vogan—make candy unsurpassed in flavor and purity.

At better dealers everywhere.

**Vogan's**  
"MELLOW AS MOONLIGHT"

VOGAN CANDY COMPANY - Portland - Seattle - Spokane - Tacoma

Suggestions for Valentine: Oregon Strawberries, Oregon Cherries, Small Nuts, Specie, Fruits and Nuts

## ALTA TODAY

Children, 10c

Adults, 35c

WILLIAM D. TAYLOR'S PRODUCTION  
"The FURNACE"



### They Thought He Was in Canada

That night of the storm, when Keene Mordaunt brought Folly back in his car, they thought the house was empty. Its owner, who was Folly's husband, had said he was going to Canada. But as they switched on the light, there at the head of the stairs stood Anthony! With a frightened cry she fainted in Mordaunt's arms.

This is only one of the dramatic scenes in "THE FURNACE," one of the most powerful dramas of modern marriage ever produced.

HALL ROOM BOYS IN "WILD, WILD WOMEN"

"They WORK while you sleep"



A Dependable Physic when Bilious, Headachy, Constipated and Upset. 10, 25, 50c—drugstores.

"POPULAR FOR GENERATIONS"  
PLANTEN'S C & C OF BLACK CAPSULES  
A Pure Preparation of COMPOUND COPAIBA and CUBEBES—AT YOUR DRUGGIST—Ask for BY NAME ONLY, avoid Substitution.

### PASTIME Today

Children, 5c  
Adults, 20c

ANNA LITTLE AND JACK HOXIE  
IN LIGHTNING BRICE

EDDIE POLO IN THE VANISHING DAGGER  
COMEDY TAILS WINS

### Arcade Today

Children 10c  
Adults 25c

COMEDY "THE BIG SHOW"



HARRY CAREY

in BLUE STREAK MCCOY

VIGOROUS and likable—whimsical and human—ready to laugh or to fight as the drop of a hat—that's HARRY CAREY in his latest big production, "BLUE STREAK MCCOY". A stirring melodrama story rich with romance and winding up with one of the most desperate fights you ever saw on the screen. Don't miss this picture—it's the real thing.

NOW PLAYING It's a Universal Picture

### PRUNE WEEK WILL AID OREGON CROP, SAY PROFS.

OREGON AGRICULTURAL COLLEGE, Corvallis, Feb. 9.—The use of Oregon prunes should be greatly stimulated by Oregon prune week, soon to be announced by Governor O'Leary,

say the agricultural college specialists in home economics, child nutrition and horticulture.

Prunes are declared valuable in the diet for the lime, iron and phosphorus they contain—three elements likely to be low in American dietaries. They are especially recommended for children as the iron helps make good, red

blood, the fruit value is a source of energy for child activities, and the fruit helps maintain growth and vigor. Increased buying of prunes would do much to relieve the market situation which has been particularly trying. Many new ways of preparing prunes are being published in town and country newspapers.

## Who Pays For Advertising?

Who pays for the advertising? That was an old conundrum when Heck was a pup and as you no doubt know Heck is a very old dog now.

But then, as now, the conundrum had an answer.

And the answer is: Advertising pays for itself.

Which is to say that neither the consumer nor the dealer pays for the advertising in either higher prices or lowered quality.

There's an illustration which has been going the rounds for a long while now. It is worth repeating here.

X and Z are competitors in the manufacture of rubber nipples for babies' feeding bottles. Both produce 100,000 nipples a year and neither advertise. The nipples cost each manufacturer 12 cents each to make and they are sold to the dealer for 14 cents. Thus each manufacturer makes a profit of 2 cents on each nipple he sells.

X determines to advertise and appropriates 1 cent on each nipple sold and presently finds his market expanded to a demand for 200,000 nipples a year.

When he gets to making 200,000 nipples a year he discovers that economies in manufacture thus made possible make his factory cost 10 cents. So that instead of making 2 cents on each nipple he's making 3 cents and selling twice as many.

So next year he increases his appropriation to 2 cents per nipple, sells 300,000 and gets his factory cost down to 8 cents—a profit of 4 cents—and the price still remains 14 cents to the dealer.

Thus encouraged, the third year he increases his advertising appropriation to 4 cents for every nipple sold and enjoys a distribution of 500,000—and through further economies made possible through huge quantity production, he gets the factory cost down to a bed-rock figure of 5 cents per nipple. Then he decides that his profit is too long and he cuts the price to the trade to 12 cents, 2 cents lower than the beginning price—and makes 4 cents profit.

Meanwhile Z continues his enterprise without advertising and is found standing still—his factory cost continues at 12 cents, profit 2 cents and the dealer's price 14 cents.

X is clearly in the commanding position—he got there through advertising. He sells his nipple to the trade for 2 cents less, which affords the dealer an opportunity to make a longer profit—and you can guess whose nipple he buys and pushes. Meanwhile X is making 4 cents against Z's 2 cents profit.

Thus the advertising paid for itself, gave dealer and manufacturer a longer profit, cost the consumer no more and probably in some cases less.

Good advertising pays its own way every time.—Merchandising Advertising.