

# East Oregonian

AN INDEPENDENT NEWSPAPER

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### A REVERIE

(By Frank L. Stanton.)

In Love's sweet summer was my soul's delight;  
Love fled and left me; yet not to despair;  
Look you, sweet friend! I have, this stormy night,  
My pipe, my Shakespeare and an easy chair!

Yet she was fair. (Now, this was but my dream,  
And dreams are only shadows) and her eyes  
Were like the light of morning—of the beam  
Of twin sun-sentinals of Paradise.

And that I loved her well—let that go by!  
Content that now no "lengthening chain" I wear;  
Love was not made to brave a stormy sky—  
I'm thankful that she loved me half a year!

Not one regret for any lost delight!  
There shall be loves while God makes women fair.  
I wonder if she knows I have tonight  
My pipe, my Shakespeare and an easy chair?

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### PROPHETS OF OLD

(By Dr. William E. Barton.)

THE Ten Commandments are disconcertingly personal. They do not say, "It is undesirable that there should be stealing," but "Thou shalt not steal." They do not say, "It would benefit society if morality were more commonly observed," they say, "Thou shalt not commit adultery."

Large is the effort to soften down this rude personal directness. As for the individual sinner, he or she is assumed to be more to be pitied than blamed; the responsibility is upon "Society."

It seems to be necessary in every age to invent a scapegoat for our own sins.

Our fathers found the devil a convenience in this regard; we comfort ourselves with the fact that "Society" is responsible.

Human life has invested largely in indemnity insurance against personal responsibility.

This was not the way the old prophets did it.

Nathan did not say to David, "An exceedingly unfortunate condition has arisen, and a situation exists for which widespread social conditions must be held chiefly responsible, but which, I regret to say, is liable to work harm, by indirection, to the royal government," he said, "Thou art the man."

That was what caused David to rise from his throne and clothe himself with sackcloth, and cry, "Have mercy upon me, O God."

The old prophets were very personal; they were terribly rude. But their rudeness was effective; and David was too sensible a man, and fundamentally too just a man, to do other than admit his wrong.

In the day of judgment, which is today, the index of the books of the recording angel may be searched in vain for any page devoted to society. For all of society's sins, individual men and women must account.

### THE REPUBLIC OF FINLAND

RELEASED in 1917 from a bondage to Russia which endured for more than a hundred years, Finland has emerged from a period of internal turbulence a full-fledged republic. Freed from Russian domination, she is rapidly demonstrating her capacity for self government and is progressing in a manner that reflects a developed civilization and a matured culture.

The new republic has a population of nearly three and a half million people. It has an area of 145,686 square miles, about equal to that of the state of Montana. Statistics appearing in the Finland Review of New York give it that 17,000 square miles of this country consist of numerous little lakes and ponds, which suggested the ancient name of "Finland."

Something of the progressive calibre of the citizenship of this little country of north Europe is indicated by the fact that she led all nations, even America, in granting full equality to women and that she has enacted a law of national prohibition. In the field of physical prowess the remarkable performance of her athletes at the Olympic games at Antwerp is still fresh in the memory of the nations, and critics rank her literature and her music with the world's best.

With the impetus which independence of national being will prove, the new republic of Finland will thrive and will find a place in the hall of nations much quicker than is the fortune of most new-born governments.

### AMUSEMENTS

#### Koib & Dill

It is with a great deal of pleasure that the local management announces that the attraction at the Oregon theatre on March 14 will be those two Kings of comedy, Koib & Dill in their greatest success, "The High Cost of Loving"—it is needless to state that they have scored a tremendous hit everywhere and that they have produced the piece in a manner that even surpasses the usual Koib & Dill production.

Cast with a capable company of Artists and a chorus of singing girls.

### IT IS FACT

and not theory, that every drop of rich, nourishing Scott's Emulsion is readily utilized by the system in building up strength.

Scott & Bowne, Bloodfield, N. J.  
ALSO THAT  
**KI-MOIBS**  
(Tablets or Granules)  
RELIEVE  
INDIGESTION

their own orchestra under the direction of Leo Flanders and the two stars themselves—what else could one expect for an evening of real pleasure. This will be the only engagement of Koib & Dill here as their tour is a very limited one and they will play no return dates, so do not be one of the disappointed ones but try and get your seats as soon as the sale opens—if you have never tried to get seats for Koib & Dill at the last minute, you no doubt remember being unable to secure admission or the seats desired.

### CHICAGO COUNCILMEN

#### VISIT IN NORTHWEST

SEATTLE, March 15.—(A. P.)—Mayor Hugh M. Caldwell and members of the city council, will welcome a delegation of 25 Chicago councilmen and others when they arrive here next Saturday morning in study local transportation methods, it was announced today. A committee of the Seattle Kiwanis club has been appointed to arrange for entertainment of the visitors.

MANY APPLES ARE SHIPPED  
SEATTLE, March 16.—(A. P.)—When the steamship Kinderdijk departed from Puget Sound late last night, apple shipments for Great Britain and Europe since last fall from the state through Puget Sound ports reached a total of 112,500 boxes, valued at approximately \$25,000, according to estimates given out today. The Kinderdijk carries 25,000 boxes of the Washington fruit.

## WHY ADVERTISED GOODS SELL QUICKEST

Hit-or-Miss  
His Own Sheep  
The Most Popular Girl  
To Double a Dollar  
A Storekeeper Knows

### AN EDITORIAL ON ADVERTISING

When the consumer has the opportunity or the ability to judge values at first hand. Once he took his wheat to the mill and received it back in the form of flour; he sheared his own sheep, wove the fabric on his own loom, and carried the fabric to the tailor, he selected the catkins which went into his boots and watched every step of their manufacture.

He got value for his money because he knew values.

He bought upon confidence, but it was confidence in his own ability to judge materials and workmanship.

Times have changed, and men and women have changed with them. People still buy upon confidence, but without confidence business would cease, but it is confidence in the reputation of the seller.

They have no time to test materials or workmanship and very seldom have they the ability to do so.

Therefore people accept the goods upon the reputation of the manufacturer, or the dealer, or both, and never think of stopping to weigh the contents of a package or test the composition of a fabric. Imagine what would happen to all our stores if they did!

Now advertising is simply a means for creating reputations and keeping them alive.

It adds nothing to the intrinsic merits of a product, but it does add immeasurably to its salability.

Every storekeeper knows the difference between an organized group of regular customers and a casual sidewalk trade which drifts in and out again.

There is the same difference between the organized desire for a nationally advertised product and the hit-or-miss acceptance of something whose antecedents are unknown.

It is true that goods are often sold upon the reputation of the retailer plus the reputation of a nationally known manufacturer will sell goods faster than the reputation of either standing alone.

Because this is true, advertising is a great instrument of economy. It enables merchants and manufacturers to turn their stocks quickly, and thus has grown up the adage, "Quick sales and small profits."

During the present period of adjustment, when the public is endeavoring to make every dollar do double duty, the economic value of advertising is being impressed upon the reader, the merchant and the manufacturer. And advertising's advantage is mutual—otherwise it would not have grown to be the greatest commercial force in the world today.

## WASHINGTON WILL PAY CLAIMS OF VETERANS

OLYMPIA, March 15.—(A. P.)—Actual payment of veterans' claims under the additional compensation act began today with the mailing of hundreds of warrants to many points throughout the state. Arch C. Tweedie, in charge of payments for state Auditor Clausen announced.

Approximately \$50,000 in applications for compensation were on file in the compensation department with approximately \$7,000 to 10,000 yet to be filed, it is estimated.

Mr. Tweedie said that it was expected all payments would be completed by next fall.

## 25 MEN FALL INTO HANDS OF OFFICERS

SPOKANE, March 16.—(A. P.)—As the beginning of what the police announced as a clean-up of jobless men, police officers between three and five o'clock this afternoon arrested 25 men whom they declared to be frequenters of local soft drink bars, pool halls, etc. Increase of work, they said, had removed the excuse for idleness. Vagrancy charges were filed against them.

## MR. AND MRS. WILSON CALL AT WHITE HOUSE

WASHINGTON, March 16.—(A. P.)—Mr. and Mrs. Woodrow Wilson, while motoring yesterday, drove into the white house grounds. Their automobile stopped at the entrance of their former home and they handed an usher cards for the president and Mrs. Harding. The president had just left for the golf links.

# St. Patrick's Day Free Lecture

## ON THE Irish Question

BY Frank J. Lonergan

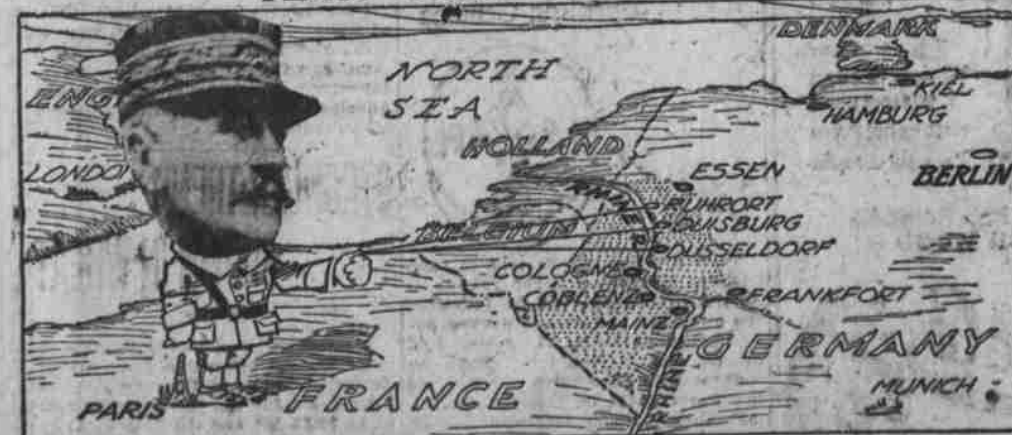
of Portland, Oregon

AT THE Eagle-Woodman Hall  
Thursday Evening at 7:30

### EVERYBODY WELCOME

Under the auspices of American Association for the Recognition of the Irish Republic

### Allies Seize Rich District



The dot-shaded area on the map shows the part of Germany now under allied control. Poch's troops have occupied Dusseldorf, Duisburg and Ruhrort on the east bank of the Rhine, bringing the Ruhr basin, which includes Essen, home of the great Krupp factories, under allied control. West of the Rhine is the old occupation area. The British bridgehead is at Cologne, the American at Coblenz and the French at Mainz.

Goods which are favorably known to the consuming public will sell more quickly than goods which are unknown, for the same reason: that the most popular girl in town generally gets her dance program filled in advance. From the standpoint of abstract justice it may be indefensible, but there is nothing very mysterious about it. She has a certain reputation as a charming companion—and there you are.

As a matter of fact, almost everything nowadays is sold upon reputation.

The days have gone by