



AN INDEPENDENT NEWSPAPER

Published Daily and Semi-Weekly, at
Pendleton, Oregon.
EAST OREGONIAN PUBLISHING CO.
Entered at the post office at Pendleton,
Oregon, as second class mail matter.

ON SALE IN OTHER CITIES

Imperial News Stand, Portland.

ON FILE AT

Chicago Bureau, 309 Security Building.

Washington D. C. Bureau, 201 Fourth Street, N. W.

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Daily, one year, by mail	\$6.00
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Daily, three months by mail	1.50
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Daily, one year by carrier	1.50
Daily, six months by carrier	.75
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1

A
HERMIT
FOR
20 YEARS

Razor Blades
The Face of the Map
Chinese Revolution
A Great Opera Singer
Don't Shut Your Eyes

AN EDITORIAL
ON ADVERTISING

What would make the greatest impression on a man who had been away from human beings and denied the use of newspapers for twenty years—what would most forcibly attract his attention—on regaining the society of his fellow men?

"Well," you say, "he is fairly certain to be interested in learning what sort of government we have down in Washington."

Trode, and probably he will show mild excitement if you can tell him there's been a big war in Europe.

But it won't be until you get down to a recital of things that come closer to him personally that you'll bring him to his feet with eager questioning.

Tell him a mighty empire has fallen, and—so long as it isn't HIS empire—a drop curtain of highly embroidered indifference will mask his face.

But tell him that the automobile has been so simplified that he can now buy one for the price of a horse and buggy and he'll probably bombard you with questions.

A revolution in China may be a world event, but it would not mean as much to him as the perfecting of a shaving apparatus that would do away with the necessity of purchasing new blades or honing old ones.

If YOU had been a hermit for the past 20 years the news of a big flood wouldn't really mean so much to you as the information that you can now hear any famous opera singer in your own home at a cost of a few cents per hour.

Which is only another way of saying that the photograph is of more personal interest than a fleet.

You see how it is: Newspapers carry a "news of merchandise" that is just as interesting, just as vital, as the "news of events" which the editors gather for us.

And since this "news of merchandise" finds its only expression in the form of Advertising, we must admit that the advertising columns are quite worthy of our serious attention as the largest news heading or the most ponderous editorial.

SHUT YOUR EYES TO ADVERTISING—AND YOU SHUT OUT THE NEWS OF COMMERCIAL PROGRESS AND DEVELOPMENT—THE NEWS OF THINGS THAT MAKE LIFE WORTH LIVING.

Advertising has changed the face of the map. Advertising has revolutionized the methods of doing business. Advertising has magnified the possibilities of business far beyond anything our most optimistic forefathers ever dreamed of.

Advertising has brought the world's markets to your home and tells you where your needs can be best supplied.

Every day that you fail to read advertising you miss something that will contribute more comfort and pleasure to life. Just now the advertising columns are filled with suggestions for the wise buying of necessities and luxuries—seasonable things of all kinds that it would be advantageous to have. Read the advertising and learn how economically you can possess them.

Does "Carmen" in Pantomime



* The music of "Carmen" is to be interpreted in films by the rhythm of Pola Negri's body. Pola Negri is a master of pantomime. She was premier danseuse of the Imperial Russian Ballet during the regime of the late czar. Then she appeared as a concert violinist. This dancing and music form the basis of her screen training.

ENJOYABLE AFTERNOON
IS GIVEN AT COLUMBIABOARDMAN P. T. A. HOLD
SUCCESSFUL MEETING

(East Oregonian Special.)

COLUMBIA, March 21.—Mrs. Frank Bedford assisted by Miss Minnie Thompson was hostess Wednesday afternoon at her home in the east side, in honor of Mrs. Susie Boyes recently from the east and who is a guest of her sister Mrs. August Linder, Columbia resident.

A guessing contest in which Mrs. Boyes and Mrs. Thompson won prizes was one of the amusements of the afternoon. Shamrocks appropriate for the occasion and form decorated the dining room, the color scheme being effectively carried out in the menu. The guests included close neighbors of the hostesses.

Ray Fisher returned last week from California where he spent the winter with his brother Roscoe. On his way home he stopped off in Portland and visited his sister Mrs. Harold Sullivan who is living there.

Henry Klock former resident of Columbia is here looking after farm property. He may locate permanently.

The 7th grade base ball boys of Hermiston are coming to play the boys of the Columbia school Friday. The boys are very enthusiastic over the game and are spending all their spare time practicing.

The last of the 1920 hay crop in the vicinity is being baled and hauled out to the cars for shipping. Tom Haddox who has in the neighborhood of 500 tons is having his bales and trucks are busy moving the product.

The P. T. A. of the local schools met Friday afternoon. The main business was going over reports of various phases of school work and the appointment of a committee of five ladies to meet with the school board to discuss the purchase of a motion picture machine and a committee of three for school visitation. It has been the practice of the organization to keep alive on school matters through a regular visitation committee, the personnel changing each month. The grading of the terraces north of the school house is in progress and a hedge is being set out in front of the building.

The annual business meeting of the local community church was held Thursday night, at which time the organization was perfected under the direction of the pastor J. W. Hood and Rev. W. E. Ames of Portland. Following reports of the various departments of the work the following officers were elected: Elder, three year term, J. R. Johnson; two year term, A. P. Ayers; Trustee, Mrs. O. H. Warner, Mrs. C. G. Blayden, A. T. Herlem, Mrs. S. H. Boardman and J. R. Johnson. Treasurer, A. T. Herlem; Sup't, S. S. Mrs. Finnell; Asst. E. T. Messenger; Clerk, M. B. Signs; Organist, Miss Naomi Turner.

ROGERS IS PRESUMED
TO BE CONFIDENTIAL
AGENT TO MEXICO

MEXICO CITY, March 21.—(U. P.)

James Lynn Rogers, who has been in conference with President Obregon, is believed to be Hardings confidential agent to Mexico. Rogers is said to have taken up with Obregon the oil question, and matter of the foreign claims against Mexico, the settlement of which is believed to form the basis for American recognition of the Mexican government.

The Parish Aid of the Church of the Redeemer will meet on Wednesday at the home of Mrs. F. W. Vincent.

The weather, it is reported, is not the best for lambing. The season has not yet begun in earnest.

The Athena band is to spend \$300 for uniforms.

Excavation is in progress for the foundation of the new building at the electric light plant.

James Taylor is here from Echo. Myra Taylor is here from Weston today.

J. F. Temple returned on Monday from Walla Walla where he purchased over 1500 trees to set out on his place along the river.

"GASCARETS" FOR
CONSTIPATION

Just think! A pleasant, harmless Gasaret works while you sleep and has your liver active, head clear, stomach sweet and bowels moving as regular as a clock by morning. No griping or inconvenience. 10, 25 or 50 cent boxes. Children love this candy cathartic too.

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The Hub

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HOURS—9 A. M. to 5 P. M.—Appointments to Suit You

After Every Meal
WRIGLEY'S
Sealed Tight Kept Right

WRIGLEY'S has steadily
kept to the pre-war price.
And to the same high stand-
ard of quality.

No other goody lasts so
long—costs so little or does
so much for you.

Handy to carry—beneficial
in effect—full of flavor—a
solace and comfort for
young and old.

THE FLAVOR
LASTS

PILOT ROCK INSTITUTE
WILL BE MARCH 26TH

(East Oregonian Special.)

PILOT ROCK, March 21.—Uncle Perry Knott who makes his home with his son Elmer Knott, at Hermiston, is visiting relatives in Pilot Rock this week.

Mr. and Mrs. O. T. Carnes motored to Pendleton Thursday.

Mr. and Mrs. James Wolfe are the parents of an 8 pound son, born Tues-
day, March 15, at the home of Mrs. H. H. McReynolds.

Grandma Gilliam returned home Sunday at the home of Mr. and Mrs. Tom Reits.

Virgil Peterson of Ucliahs was a busi-
ness visitor here Friday.

Harry Schlegel was here from Pendleton Thursday evening to attend the hard times dance.

At a meeting of the directors of the local telephone company held here Tuesday afternoon, the resignation of Carl Stuart as manager was accepted and J. M. Gilbert was elected to fill the vacancy. Mr. Gilbert will take charge April 1st.

Roy Marcus was out from Pendleton Sunday visiting with his wife and baby at the Frank Jones ranch.

Mrs. Bert Westgate was a week-end visitor at the Fred Wilson ranch.

Mrs. James Truman was shopping in Pendleton Thursday.

A ten pound son was born Wednes-
day, March 16, to Mr. and Mrs. Lester Wallace of this city.

Harry Seiby has leased the work shop of the Pilot Rock company and will take charge Monday, March 21.

Mrs. Anna Berenguer expects to leave soon for a visit to her old home in Iowa.

Saturday, March 26 is the date of the local teachers' institute which will be held in Pilot Rock.

Mrs. John School has accepted a position at the Perry Homer ranch.

Mr. and Mrs. Lester Wallin of Alber-

tine are now in charge of the kitchen at the Valley restaurant.

Mr. Jewel Rook and daughter, Velda, were in Pilot Rock Friday.

Mr. Jewel Rook and children left last week for Seattle to join Mr. Rook who is working on the state highway just out of the city.

The high school boys finished work on the baseball grounds Tuesday af-

ernoon. A game was scheduled for Thursday afternoon between the high school and town teams but owing to rain storm the game was not finished. The score was 3 to 2 in favor of the town boys at the end of the third inning when the game was called off.

An 8 1/2 pound son was born Tues-
day, March 15, to Mr. and Mrs. Will Harris at the home of Mrs. Marvin Roy.

HOMING PIGEONS PURCHASED

EDMONTON, Alberta, March 21.—

(A. P.) Twenty-four homing pigeons

have been purchased from Edmonton people by the Imperial Oil Co., to be used in communication work between the company's far northern Fort Norman oil properties and the outside town of Peace River. Two relays,

each of 55 miles, will be established between the oil fields and the town.

ASPIRIN

Name "Bayer" on Genuine



Warning! Unless you see the name "Bayer" on package or on tablets you are not getting genuine Aspirin prescribed by physicians for twenty-one years and proved safe by millions. Take Aspirin only as told in the Bayer package for Colic, Headache, Neuralgia, Rheumatism, Earache, Toothache, Lumbago and for Pain. Handy tin boxes of twelve Bayer Tablets of Aspirin cost two cents. Druggists also sell larger packages. Aspirin is the trademark of Bayer Manufacture of Monacetaminophen or Salicylic acid.

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I'll serve you in this capacity with a reliable satisfaction in price and terms to suit your conditions. No one need be without modern dentistry.

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