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AN INDEPENDENT NEWSPAPER

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**THE GREATEST EDUCATOR**

Galileo  
103 New Uses  
In the Drug Store  
84 per cent of Failures  
Make Your Money Go

AN EDITORIAL ON ADVERTISING

Galileo, inventor of the telescope, gave to the world a discovery which revolutionized astronomy. Scientifically, the value of the telescope cannot be computed in dollars and cents. Yet COMMERCIALY the telescope is a comparative failure. Too few people can find any use for it.

In a commercial sense, the value of an article is measured by the number of people who can make practical use of it. And these people are educated to the USES of an article through ADVERTISING.

Advertising convinced the public that the automobile was not merely a conveyance but a PRIME NECESSITY OF LIFE.

Advertising featured the automobile as a medium for saving time and money, for increasing efficiency, opening up new avenues of business, preserving the health, enriching the mind and adding to the enjoyment of life.

By educating men and women to the manifold USES to which the automobile could be applied, advertising created one of the foremost industries in the United States and gave profitable year-round employment to millions of people.

Intensified production, brought about by the huge demand for automobiles made possible the dependable motor cars which are sold at a price available to those of moderate means.

Without the far-reaching educational influence of advertising, millions of people would be without many of the most potent aids to health, happiness and comfort.

Many advertisers employ advertising first to get people to use their products. Then they use advertising to persuade these customers to develop NEW WAYS of using these products. New ways mean new sales, additional profits and bigger business. Advertiser and customer alike.

During the period of inflated prices—1914 to 1920—it is interesting to note that ADVERTISED ARTICLES WERE THE LAST TO BE RAISED IN PRICE.

From a check-up of 62 per cent of the advertised proprietary articles on the shelves of drug stores throughout the country, the average increase from the low period of 1914 to the highest period of 1920 was something less than 17 per cent. The average increase in price for the complete line of non-trade-marked proprietaries was over 137 per cent.

During the era of price inflation, hundreds of instances are cited of national advertisers who took large losses for seasons rather than increase the price of their standard trade-marked merchandise.

Advertising virtually insures a manufacturer's sales for his entire output. He is thus able to plan and carry out his manufacturing schedule on a year ahead basis. His records show that regardless of the time or seasons, his advertising actually will move his product. If his goods are not sold today they will be sold tomorrow.

That is why the plants of the great national advertisers are now running on full time, whereas the factories of non-advertisers in many instances are shut down.

Advertising furthermore attracts workers to the factories of advertisers. It is significant that during the war-time scarcity of labor, factories manufacturing advertised commodities were able to secure competent help. On the other hand competitive concerns turning out non-branded merchandise were compelled to run short-handed.

In the present era of price adjustment, advertising has been a mighty influence in solving the financial problems of many organizations. Financial interests prefer to invest their money with concerns that advertise and make their loans on advertised products. Their security is the great purchasing power of millions of consumers.

Eighty-four per cent of commercial failures which have occurred during the war-time scarcity of labor, were non-advertisers. Surely a force which reduces the risk of business failures and which has so unmistakably demonstrated itself as a vital influence in building success is a mighty factor of our economic existence.

To the readers of this paper we emphasize the value of carefully reading the advertising columns and then purchasing the goods you see advertised therein. Your money will go farther, because of your share in the benefits of quantity production, collective purchasing power, manufacturing efficiency and immense sales of nationally advertised merchandise. The wide-spread prestige of the advertised brand is a binding pledge of bigger value and greater satisfaction for your money than in nameless, nondescript merchandise with no incentive of reputation and responsibility behind it.



**Friends for seventy years**

For years and years thousands of people have used Folger's Coffee as a daily beverage. It has become a life-long friend—almost one of the family.

For over seventy years, our ideal has been to produce coffee of distinctive flavor—of uniformly good quality.

Folger's Golden Gate Coffee is the result of these seventy years' experience. It is selected, roasted and blended with the most exacting care by experts—men who have spent years in this one occupation.

Naturally this long experience has produced an unusual blend with a flavor that you'll surely like. — And you'll find it —

"Different in taste from other coffee and better."

Ask your grocer for it.

**J. A. FOLGER & CO.**  
San Francisco • Seattle • Kansas City • Dallas  
Shizuoka, Japan

FOLGER'S GOLDEN GATE LINE  
COFFEE • TEA  
EXTRACTS • SPICES  
AND  
BAKING POWDER



**Just Folks**  
by Edgar A. Guest

There is always a burden to bear,  
There is always a task to face,  
There's never a day that comes our way  
And never a sunny place  
But knows the shadow of sorrow too,  
For life is made up of things to do.

We cannot forever smile  
Nor always be light of heart,  
And foolish the man who thinks he can  
Escape from the sterner part;  
The rich and poor and the great and low  
Must come to trouble and bear its blow.

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**THE LION OF WATERLOO**

(By Dr. William E. Barton)

THE battlefield of Waterloo is easily reached from Brussels. A half day is sufficient to go out and see the principal sights and return. He who makes the journey now can but be amazed to consider that a hundred years ago a battle so momentous could be fought in so small an area; and he will turn and trudge wearily over the long miles of trenches which at no great distance from Waterloo mark the scenes of a more terrible conflict. Besides the battles of our great World War, Waterloo seems a small affair. Yet it settled the fate of the world for a hundred years, and laid the foundations of the Rothschild fortunes, and did some other things.

Nothing will impress the modern visitor more than the fact that the Lion which marks the spot where the decisive events occurred, has been turned around. As erected, he faced France; and was intended as a reminder that Great Britain had stood in that spot and there had beaten Napoleon, and that she stood ready to meet all comers from his direction. But during the World War, the Lion was quietly turned around, and made to face Germany.

This is enough to make the ghost of Napoleon smile grimly. He never expected to be called up on the ouija board and informed of such a performance.

**A PERVERSE PATIENT**

DURING the war when it was necessary for the government to take over the railroads in order to move supplies and men, critics of the Wilson administration could not say too much about alleged railroad mismanagement and the deficit incurred.

But under the Esch-Cummins law, passed by the last congress to make all things rosy once more, the railroads have been able to earn not more than one fifteenth of one per cent. This despite the increased freight and passenger rates imposed upon the public. In other words the public is paying higher rates yet the railroad deficit is increased and no one is satisfied.

We know that up to March 4 it was all Woodrow Wilson's fault. Even the Kaiser and the I. W. W. admitted it—especially those I. W. W. who were in jail. But Mr. Wilson is no longer in the white house, the Esch-Cummins healers have had everything their own way for more than a year and the patient grows no better fast. How strange!

**THEY EAT WHEAT**

WHAT the price of wheat will be this summer no man knows, but the price will likely be disappointing to those who have gotten used to war prices. But there is also a bright side to the picture and it should not be overlooked. One bright side is that people eat wheat, they don't wear it. Another good point is that the crop is growing and growing under very favorable conditions. This wheat is going to be needed because people are not going to stop eating. The new wheat may not sell for \$1.50 per bushel or even for \$1 but in the past men have made good money selling wheat for less than \$1 a bushel and they will be able to do it again if they can cut production costs. Meanwhile let us be thankful we are not raising silk or even cotton. The silk man wishes he had a wheat field which all proves that good luck is largely comparative.

For the eight months ending March 1 cotton exports from this country fell off 49 per cent. During February such exports were off 67 per cent. Europe wants cotton just like Europe wants wheat, but cannot pay for it.

That Montana contractor who was robbed near The Dalles has a story that sounds like one of Hugh Wiley's yarns about the Wildcat. But then truth is always stranger than fiction.

Those five citations for Sheldon Ulrich are splendid and consoling but they cannot bring back the boy; such is war.

Most women have to marry for love—at any rate that's all they are going to get.—El Paso Herald.

Great Britain's "Irish policy" doesn't cover casualty or life insurance, we infer.—Richmond (Ind.) Item.

There are a lot of unemployed but there are more vests with egg on them than there were a few months ago.—Joplin (Mo.) Globe.

**SHERMAN COUNTY HAS SPECTACULAR FIRE AT LARGE GRAIN ELEVATOR**

MUKKALO, Sherman County, Ore., March 26.—(U. P.)—The farmers cooperative grain elevator is in ruins after a spectacular night fire which destroyed 25,000 bushels of wheat and resulted in a loss of \$50,000.

**MOTHER GRAY'S SWEET POWDERS FOR CHILDREN.**  
A Certain Relief for Croup, Whooping Cough, Sore Throat, Hoarseness, Sore Mouth, Teething, Stomach Trouble, and all other ailments of children. It is a safe and reliable remedy. Sold everywhere. Price 25c per tin. Address: MOTHER GRAY CO., 1211 1/2 St. N. W., Wash., D. C.

**CROWN PRINCE HAS MUMPS**  
ATRENS, March 24.—(A. P.)—Crown Prince George is ill with the mumps, which he caught from his bride, former Princess Elizabeth of Romania, who has been ill for the last few days.

**Fire Destroys Slaughter House**  
MAREHFIELD, March 26.—(U. P.)—Fire early today destroyed the slaughter house and cold storage plant of the Oregon Meat Company. The loss was \$12,000.

**PRESIDENT RECEIVES FRENCH EX-PREMIER**

WASHINGTON, March 29.—(A. P.)—The president today received Rene Viviani, the French envoy extraordinary, who has come on what was officially announced as a visit of courtesy to the president. The speculation is still unanswered as to whether the envoy was intended to feeling out the new administration as to the probable course regarding the league of nations.

**'LONESTAR' DIETZ TO COACH FOR PERDUE**

LAFAYETTE, Ind., March 26.—(U. P.)—William (Lonestar) Dietz, former football mentor, of Washington State College has been named as gridiron coach for Purdue University.

**MARRIED AT HOSPITAL DIES FEW DAYS LATER**

BOSTON, March 26.—(A. P.)—H. F. McCarthy, kept alive for several days by a transfusion of blood from his mother and brother that made it possible for him to be married while on a hospital cot, died yesterday. His bride remained at his side almost constantly during his illness.

**ANOTHER MAN DISAPPEARS**

THE DALLES, Ore., March 26.—On the heels of the mysterious disappearance of W. J. One, local merchant and the more recent shooting and robbing of Carl Nelson, yesterday came the announcement of the sudden disappearance of Martin Haguen, foreman of a large ranch south of The Dalles.

**ENTIRE EAST SHIVERS**

WASHINGTON, March 26.—(A. P.)—The entire east is shivering with a temperature below normal, but warmer weather is predicted for tomorrow.

**Coming to America**



Miss Kaschuba and M. Michalovsky are shown in a dance from the Russian ballet now playing in Paris and soon to tour America.

**THE FUNNYBONE**

**The Philanthropist**  
Customer: Why, you've put your prices up again.  
Philanthropist: Well, mum, I ask you, 'ow else are we to fight the profiteer at 'is own game?—Punch.

**No Unnecessary Detail**  
Marcella: Don't you think my dress is artistic?  
Waverly: Especially so in one principle of art.  
"What's that?"  
"The elimination of nonessentials."—Youngtown Telegram.

**Not Yet Proved**  
"Where did you get that cigar?"  
"Somebody gave it to me."  
"A friend?"  
"I don't know yet."—American Legion Weekly.

**Economy**  
"I wish I knew whether my next-door neighbor is going to plant a vegetable garden."

**THREE EPOCHS IN WOMAN'S LIFE**

There are three critical stages in a woman's life which leave their mark on her career—the first when she changes from a care-free girl to a woman, the second motherhood, and the third is change of life. Most of the misery which comes to women through ill health later stems off on another of these periods, but woman should remember that Lydia E. Pinkham's Vegetable Compound is a reliable remedy and has been very successful in overcoming the ailments which may come to them at these times, as it is a natural restorative for such conditions. Nearly a half a century of success attests Lydia E. Pinkham's Vegetable Compound to the respect and confidence of every fair-minded woman.

**HARDING TAKES STROLL**  
WASHINGTON, March 26.—(A. P.)—President Harding took a twenty minute walk around the Washington monument grounds yesterday before going to his office. He was accompanied by Dr. C. E. Sawyer, his physician and secret service men.

**Don't Fool With a Cold**

We must repeat our warning against pneumonia, the most dangerous disease that prevails in this city, and which is extraordinarily prevalent at this time. Be on guard at all times against taking cold. Look out for it, if you take it. Gladstone used to go to bed and send for a doctor whenever he had a cold and consequently he got well in a very short time. "The Sun" is right and their warning should be heeded. For colds, Chamberlain's Cough Remedy is excellent. It always cures and is pleasant to take. Persons just middle age should go to bed and take this remedy until recovered.

**For a Bad Cold**  
Chamberlain's Cough Remedy is a certain cure for bad colds. It acts on nature's plan, relieves the lungs, aids expectoration, opens the secretions and aids nature in freeing the system of all symptoms of the cold. It is not a palliative that simply gives relief, it cures.

**They Make You Feel Good**  
The pleasant purgative effect experienced by those who use Chamberlain's Tablets and the healthy condition of body and mind which they create makes one feel joyful.

**What You Need for Constipation**  
When troubled with constipation, what you need is a remedy that will produce a free movement of the bowels. A remedy that is mild and gentle in its action. A remedy that leaves the bowels in a natural and healthy condition. A remedy that is easy and pleasant to take. Chamberlain's Tablets meet all of these conditions. Try them and see for yourself. They only cost a quarter.

**DR. C. H. DAY**  
Physician and Surgeon  
Osteopath  
Rooms 21 and 25 Smith-Crawford Building,  
Pendleton, Ore.  
Telephone 764 Res. 749-B

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Or any part of the electric system on your car overhauled and repaired. Satisfaction guaranteed.  
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Willard Service Station,  
Pendleton, Ore.  
Phone 634. LET'S GO!

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Alternate applications hot and cold cloths—then apply—  
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Over 17 Million Jars Used Yearly

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