

East Oregonian
AN INDEPENDENT NEWSPAPER

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

ON SALE IN OTHER CITIES
Imperial Hotel News Stand, Portland, ON FILE AT
Chicago Bureau, 209 Security Building, Washington, I. C. Bureau 561 Fourteenth Street, N. W.

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Daily, one year, by mail	\$6.00
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Daily, one year, by carrier	5.00
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Semi-Weekly, six months, by mail	1.00
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Just Folks

by Edgar A. Guest

THE SILENT MAN

We never guessed the woes he had,
Nor how he suffered when alone,
That now and then his heart was sad
To very few was ever known;
He'd hear us tell our tales of care
And utter words of kindly cheer,
Yet of the griefs he'd had to bear
No word from him we'd ever hear.

That he had grieved and he had wept
To us it never once occurred;
Unto himself his hurts he kept,
Though many a sympathetic word
He spoke to us to soothe our woe;
(Copyright, 1921, by Edgar A. Guest.)

SOMETHING MISSING

IF President Harding, as indicated to newspapermen yesterday, sees no practical way whereby the United States may ratify the treaty of Versailles the question arises as to how peace can be made. How may peace and world stability be restored if the United States—the deciding factor in the war—won't accept the treaty and won't say now it should be changed.

Meanwhile what is the delay costing us? The answer of the New York World is contained in the following from an editorial of April 1:

To say that this situation does not concern the United States is equivalent to saying that the fate of civilization does not concern the United States. We can no more escape from the consequences of what is going on in Europe than the people of that distracted continent can escape.

Anybody who has a contrary opinion is cordially invited to study some of the immediate material effects of European conditions as reflected in this country. American agriculture is prostrate; there are 2,000,000 men out of work; the railroads are racing toward bankruptcy; trade and industry are withering under a blight; and all because American commerce is inextricably interwoven with European commerce. Europe has no peace and therefore Europe is prostrate economically, and Europe being prostrate, the United States for months has been going through the processes of a silent panic.

Had the United States senate ratified the Treaty of Versailles a year and a half ago, as it should have done, it is not only possible but probable that the peace of Europe would have been established by now and that both the political and economic processes of the world would have been on the way to rehabilitation. When the richest and most powerful of all the belligerents refuses to help guarantee the peace that has been won at so enormous a cost the way is open to chaos, and the tributes levied by chaos is universal.

The opponents of the treaty and of the League of Nations insist that both of them were rejected by a plurality of 7,000,000 last November, and hence it is the solemn duty of the Harding administration to continue the Lodge policy of promoting a general disaster. Facts cannot be changed by majorities at the polls. A plebiscite might reject the law or gratification, but the law of gravitation would continue to operate, and it is no more possible for the American people to dissociate themselves from the rest of the world than to repeal the law of gravitation.

There will be no real peace in Europe until the United States puts its power and its resources back of peace. There will be no assurances of future peace until the United States accepts its responsibilities as a great nation with no ulterior ends to serve. Nor will there be any prosperity for the American people until Europe begins to see daylight again.

Whether Mr. Viviani can impress any of these elementary facts on the political consciousness of Washington is a matter of speculation and conjecture; but the American people are already paying a colossal price for the luxury of playing partisan politics with the Treaty of Versailles, and the longer the account is kept open the larger the bill that they will have to pay. They cannot have the benefits of world peace without assuming their share of the obligations of world peace.

All that may be true and probably is true. Yet the president was elected on a campaign of opposition to the treaty and the league of nations. He is not to be blamed if he chooses to stand now where he stood at Des Moines, saying it was rejection, not ratification, that he desired.

But where is that prosperity that was promised? It is hard to feel cheerful over the prospects of 70 cents for a new wheat crop that cost \$1 per bushel or more to raise.

There might be some temporary inconvenience should the street names be changed to an alphabetical and numerical basis but under the present system of names and numbers the city and its visitors are permanently inconvenienced.

The federal power commission will have the disposal of western resources of almost untold wealth and certainly should have funds for the employment of the necessary personnel to assure intelligent action.

Hefix and Salt Lake are in the same class; they both got snow when they had ordered baseball.

How Advertising Reduces The H. C. L.

They Key Experience Says A Hard Job Push or Pull Look Out for Him

AN EDITORIAL ON BUYING

Increased volume of sales is the key to lower manufacturing and selling costs.

Lower costs are the first requisite of lower prices.

Modern business must be organized on a volume basis to accomplish the efficiency in manufacture which modern labor-saving machinery makes possible.

It must be organized on a volume basis to permit the economies in selling which up-to-date methods promote.

Advertising, whether that of manufacturer or middleman, is first of all a selling agent—a producer of volume in business.

Other means, such as personal salesmanship, might be used to produce equal volume, but they are slow and costly by comparison.

In the so-called good old days, before advertising had become a really important factor in the world's commercial life, the prevailing method of selling was the one which is sometimes called the "push" method. Manufacturers, by active personal salesmanship, pushed their goods out to jobber, or wholesaler, who in turn pushed it out to retail-dealers, upon whom fell the task of pushing it out to the public. This involved a lot of selling effort all along the line, if sales were to be maintained and increased.

Moreover, the manufacturer gave the dealer little or no help in moving the goods from the store into the hands of those who were finally to buy and use them.

It was a mighty hard and expensive task to build up a large volume of business under this system. Furthermore, different sections of the country demanded different styles or models, so that a manufacturer might be turning out twenty or thirty or forty items in his line when two or three would have been sufficient had he been able to control

the market and standardize his wares.

Today progressive manufacturers have abandoned the method of "push," the backbone of which is advertising. Through advertising they create among possible buyers an interest in their products and a desire for them. Sometimes this interest and desire crystallizes in actual demand for that manufacturer's particular make or brand of goods.

Sometimes they create simply a preference, which makes it more difficult for the dealer or other representative to sell any other than that particular make or brand.

Experience over a period of many years has shown that this result can be accomplished at a cost which is more than offset by the advantages which accompany it—advantages not alone to the manufacturer and middleman, but to you, the buyer.

Besides increasing demand and thereby enlarging volume of sales and production, advertising operates in other ways to effect more efficient and less costly manufacture.

It helps to standardize output by creating national markets to supplant separate sectional or purely local markets. It stimulates the manufacturers' own organization. It assists him to attract a good class of employees. It renders more easily obtainable the capital needed for expansion and progress, and in many other ways aids him, in turning out the very best kind of product at the lowest figure.

The dealer's selling costs are reduced because he does more business with less effort. His turnover, or the number of times he sells out his stock during a given period, is accelerated, so that he is able to get along with less profit on each sale and yet make more money.

These are some of the facts which have been responsible for the tremendous growth in advertising. They are some of the facts which should make clear to you why you will find better values in advertised goods.

Once in a while, even today, you may encounter a dealer who will try to lure you into buying some unadvertised article in preference to a similar advertised article with the plausible untruth, "We can sell it to you cheaper because it isn't advertised." Whenever you encounter that kind of dealer, look out!

MOTHER LOCKS BABES IN ROOM, YOUNGEST CHILD TAKES POISON

SEATTLE, April 6.—(U. P.)—Accused of manslaughter in connection with the death of her 14 months old baby, Mrs. Gladys Primeau is held without bail. The complaint alleges the woman locked her three children in her home Saturday night and left them. The baby in some manner secured a bottle of poison and died in the city hospital Sunday morning. When she left the children she wrote a note to her husband, telling him not to worry. The baby was dying when he returned.

Latest Veils



This introduces the Florence Harding veil and the Coolidge veil, the newest and smartest modes in spring veiling. The Harding veil is black with a corse pattern. It is reversible in that it can be worn with either the coarse or fine mesh over the face. The Coolidge veil is navy blue embroidered with gray chenille and has small blocks of blue velvet around the border. It may be used as a loose drape or caught up closely around the chin as in the picture.

If You Pay Cash You Can Save Money

BY TRADING AT THIS STORE WHERE GOOD MERCHANDISE IS SOLD AT THE LOWEST PRICE POSSIBLE.

Sport Veils, 2 in envelope for 20c	Shopping Bags, made of automobile leather 59c
Damask Table Cloths, 64x64 inches, each \$1.79	Fancy Turkish Towels, extra large, each 75c
Real French kid gloves, all colors and sizes, pair. \$2.25	Silk Poplin, the yard 98c



WAYNE KNIT SILK HOSE THE Pair \$1.00

Pure Silk Pongee, yard 69c and 98c	Organdies, 45 in. wide, the yard \$1.10
Plisse Crepe, yard 33c	Navy Blue Taffeta, yd. . . \$1.95
White Flaxon, yard 29c	White Jap Silk, yd. 69c
Pearline Lawn, extra sheer and fine, yard 85c	

SPOOL COTTON

5c



SPOOL SILK

10c

DORIS SIGNS FOR THREE MORE YEARS WITH GONZAGA U.

Former Notre Dame Player Will Continue Work as Coach With Spokane School.

SPOKANE, Wash., April 6.—(A. P.)—Charles E. Doris, Notre Dame coach in 1919 and athletic director at Gonzaga University during the last season has been signed for three more years of coaching at Gonzaga.

Doris played quarterback on the Notre Dame teams in 1913 and 1914 and was given a place on the first all-American eleven. Later he coached at the Duquesne College. After the war he returned to Notre Dame, and with Knute Rockne, coached his Alma Mater through an undefeated season.

He is satisfied with the material at Gonzaga for the building up of a strong football eleven for this and future seasons. Doris has contracted to coach all sports at the University.

SEVEN THOUSAND IN ATTENDANCE IN GAME WHEN VERNON LOSES

SACRAMENTO, Cal., April 6.—(A. P.)—Sacramento took the opening game of the coast league season from Vernon here yesterday, 3 to 2. The tigers outbit the Senators, getting 13 hits off the deliveries of these local slayers. Vernon took the lead in the first with three tallies. The Senators took three in the third and five in the seventh, when Orr put the ball over the rightfield fence for a home run with the bases filled. The attendance was estimated at seven thousand.

WHISKY STILL DISCOVERED. KELLOGG, Idaho, April 6.—(A. P.)—A large whisky still in full operation, was found in the workings of the Sierra Nevada mine here recently. Smoke from the still filled the main shaft of the mine and workers made a hurried exit to the surface. A helicopter brigade found the still which was in an abandoned shaft. The owner of the outfit is not known and there were no arrests in the case. A considerable quantity of the finished product was taken with the apparatus which is now held at the sheriff's office here.

WESTON LIBRARY BOARD HOLD ANNUAL ELECTION

(East Oregonian Special.) WESTON, April 6.—One of the most delightful affairs in the history of the Saturday Afternoon Club was the meeting held April 2nd, at the hospitable country home of Mrs. M. W. Pedersen, when Mesdames W. S. Price and Richard Morrison, the two charter members remaining in the organization, entertained the other ladies of the club. The program topic for the session was the Spanish writer, Galdos. Mrs. W. S. Price gave a sketch of his life, and a splendid review of the novel, "Don Quixote," was presented by Mrs. F. C. Fitzpatrick. During the social hour the guests were seated at tables, centered with bouquets, to enjoy an appetizing two-course luncheon. A color scheme of yellow and white was carried out in the house and table decorations, favors and menu dainties. The annual election of officers of the Weston Library Board was held the afternoon of April 4th, with the following results: President, Mrs. C. P. Bultfinch; vice-president, Mrs. J. H. Williams; secretary and treasurer, Mrs. H. Goodwin. It was decided to paint the building recently purchased as a library home, and seed the lawn to white clover.

Floors—Refinish Yours Yourself

with paint or varnish. We tell how

IT'S a simple matter, if you cannot get a painter, to refinish any floor—fun, in fact, to do the work yourself.

We make the finest finishes. They dry over night, so you can walk on them in the morning.

They are made for laymen's use as well as painter's—they flow and spread easily and cover well. The result is a smooth and lustrous finish—just the one you want to get, although you—an amateur—do the work.

Women can apply these products as well as men.

Fuller makes a famous floor paint—Rubber Cement Floor Paint and two famous var-

ishes called "Fifteen-for-Floors" and "Fullerwear."

They are Fuller's Specifications for home floors—each for a particular effect.

We make also a special line of paints, varnishes, enamels, etc., for all kinds of interior decorating. And we maintain a Free Advice Department that will tell you in detail how to use them. You simply describe the article, how finished now, and the effect you want to get.

We've specified these materials and methods for you after 72 years' experience with paints and painting practice. We are one of the largest paint manufacturers in the United States.

Don't think you can't do work like this simply because you haven't ever done it. Follow Fuller Specifications and you'll get the right effect.

Where to Buy

Important that you get the right material so be sure to go to the right store for Fuller Products. Cut out the coupon below as a memo to direct you.

W. P. Fuller & Co.

Dept. 2, San Francisco

Established 1849

Pioneer Paint Manufacturers for 72 Years

Branches in 16 Cities in the West Dealers Everywhere

SAVE THIS

(Cut this out and put it in your pocket book or hand bag as a memo.) Fuller's "Home Service" Paint Products are sold by the following in your city:

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Phone 318

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That is the great difference between Folger's Golden Gate Coffee and other kinds. Careful selection, careful roasting and skillful blending make Folger's Golden Gate Coffee always good—and it always tastes the same.

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Ask your grocer for it. It comes in a vacuum-packed tin with the flavor sealed in.

"Different in taste from other coffee and better."

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

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

In 1850 they liked Folger's Coffee—so will you