News Notes of Pendleton

CALENDAR OF EVENTS

June 19 to July 24—Summer Normal School.

July 3-4—Cowboy Convention, Ukiah.

July 20 to 26—Annual Ellison White Chautauqua.

September 18 to 23—Second Annual Northwest Grain and Hay Show.

September 21, 22, 23. Round-Up.

Is In Hospital.

Mrs. J. H. Bowers is a patient in St. Anthony's hospital where she underwent an operation yesterday.

Store to Be Open.

The Salvation Army relief store will be open Friday from 1 p. m. to 4 p. m. Clothing may be procured by calling between these hours.

Trainman is Back

Gus Bertholet, conductor on the Northern Pacific, is back at work following a vacation of two weeks. During his vacation both Mr. Bertholet and his wife submitted to operations for the removal of their tonsils.

John Roach Injured.

John Roach, who resides at 803 West Railroad, but who farms near Mission, sustained severe bruises and cut one leg to the bone yesterday when his team ran away while Mr. Roach was operating a mowing machine. Mr. Roach is now at St. Anthony's hospital.

Think Wheat Injured

That the hot winds of the past few days have caused considerable damage to wheat in this county is the belief of Oscar J. Piper of Helix and C. C. Conner of Walla Walla. The two men, accompanied by Mrs. Piper, were Pendleton visitors today. Mr. Conner was formerly a resident of Umatilla county.

Stores Not to Close Monday

Despite some effort to have Pendleton stores closed Monday, July 3, as well as Tuesday, July 4, local stores will be closed only on Tuesday, according to announcement made today. Plumbing establishments, however, will be closed on Monday also, the plumbers having so desided today.

Idaho Crops Look Good

Growing crops in Idaho promise high yields, according to F. W. Falconer, owner of the Cunningham Sheep Co. who recently returned from the neighboring state where he transacted business. He was especially impressed with the condition of the early potato crop and predicts that big yields will be secured.

Sue On Note

T. A. Williams and J. E. Olinger who do business under the firm name of Williams and Olinger Co. have brought suit against William B. Martin in which they ask judgment to the amount of $197.73 and interest and costs on a note claimed to be past due and unpaid. James H. E. Scott represents the plaintiffs.

Card Is Received.

Walter Owen, formerly of Pendleton, now of New York, in a letter to Pendleton friends, encloses a card received from a friend who is traveling in Europe. The card bears a picture showing one-half of the largest cemetery in France, and the words, written May 30: "Verdun, France. We heard the beautiful services held here this morning. Gerard, the former United States ambassador, spoke, as did two American generals. Many Americans were here to decorate the graves."

Returns from Trip.

J. P. Walker returned last evening from an 18 day trip to Portland, Astoria and The Dalles. He reports "scorching" weather at Portland last Friday.

Weather Cooler.

The weather is cooler today, according to Major Lee Moorhouse's report. The maximum is 89, the minimum 52, and the barometer registers 28.80.

Couple Get License.

A license to wed has been issued at the office of the county clerk to George Franz, farmer of Lincoln county, Wyoming, and Ruth Hazel Scott of Hermiston.

No Hike Friday.

The hike, which had been scheduled for the two troops of boy scouts Friday evening has been postponed, according to a statement made today by one of the officers of the scouts.

Range is Good.

The sheep range in the Wallowa country is good, says Dan P. Smythe, sheep man who returned last evening after a trip to Wallowa. The roads are good with the exception of the stretch from Dead Man's Pass to La Grande, he states.

Mercantile Company Sues.

The Pilot Rock Mercantile Co. has brought suit against Edward Ledgewood to collect for goods and wares claimed delivered to the defendant and unpaid for by him. W. O. Staver is the plaintiff's attorney and the amount sought is $352.77.

Walla Walla Invited.

Walla Walla has been invited to join in the Labor Day celebration to be held here in September. Labor unions of Pendleton, Baker and La Grande are already making plans for the affair. A queen is to be chosen and there will be a parade.

Tailor Is Sued

Roth and Co. have brought suit against John Dorfman to collect on account. The sum of $98.25 is sought for clothing claimed to have been delivered to the defendant, and a second item of $2.10 for postage is asked. Fee and Fee and James W. Redden represent the plaintiff corporation.

Hall Released On Bond

Floyd Hall, who faces prosecution for the alleged shooting of his wife, Elsie Hall, early in May, has been released from jail on bonds of $5,000. Mrs. Hall only recently returned from Portland where she has been under the care of specialists who are endeavoring to reduce the fracture of her jaw which was caused by the revolver shots fired by her husband.

Land Bank Man Here.

Making inspections of land on which farmers apply for loans from the federal land banks is the business of James McKittrick of Spokane, who is with the federal land bank there. He is in Pendleton where he is inspecting about 20 farms on which applications for loans have been made. The loans of the land bank are made at the lowest rates, according to J. DeWilde, an official of a local association for securing loans.

To Be An Oregonian.

Donald C. Maxon is at present in East Walpole, Mass., where he writes from and says he is securing an education. He has written to the Pendleton Commercial Association asking that literature about the Round-Up be sent to him. He also wants information as to the chance for renting the 1921 moving pictures. He declares that he formerly was a cowboy in Oregon and expects to return to this state to make his home after he completes his schooling.

Wife Seeks Divorce

Claims are made by Julia A. McClain that her husband has failed to provide for her the necessities of life since their marriage and also that he has served three jail sentences for petty offenses during that time. They were married October 26, 1918 at Vancouver, Washington, according to the complaint, and he deserted her in 1919, she states. She seeks a divorce and asks the court to restore her maiden name, Julia A. Bradburn. W. O. Staver is her attorney.

Push Happy Canyon Work.

The task of reconstructing Happy Canyon is being pushed as rapidly as possible by Cole and Brownlow, contractors in charge of the work. A force of men that ranges in number from eight to 12 is working on the frame of the structure now, and more men will be added after the more tedious preliminary work is done, according to Mr. Brownlow. Lumber has been stolen from the site, the contractor states. It is probable that a watchman will be secured to guard the lumber and material. The contract calls for the completion of the building by August 1.

Maloney Wins Cases.

Decrees have been handed down by Judge D. R. Parker in circuit court in which judgments asked by J. W. Maloney and Edgar L. Forest against L. Gagnon, James Duncan and Louis Ringle are granted. The judgments amount to $526, $972 and $456 respectively. After the suits were instituted Omer Stephens started proceedings to garnishee the judgment for an account which he held against Forest which is said to have been contracted before the partnership between Forest and Maloney was formed. According to the decree of the court, Stephens' case is dismissed with prejudice and the defendants are awarded costs at the plaintiff's expense. The original suits against Gagnon, Duncan and Ringle brought by Maloney and Forest were to recover money claimed due for harvesting work done by the plaintiffs. Fee and Fee represented Maloney and Forest in the case.

OTHER NEWS OF THIS DEPARTMENT ON PAGE 5

101—101—101—101—101—101—101—101—101—

GOOD SOUND

Lemons

25c DOZEN.

FULL OF JUICE.

"You Can Depend on 101"

Pendleton Cash Market

INCORPORATED.
GROCERIES AND MEATS
301 E. Court St.
3 Phones—101. Private exchange connects you with both depts.

BIG

DANCE

—TONIGHT—

UNION HALL

COSGROVE'S ALL-STAR ORCHESTRA

Gents $1.00 No charge for ladies

Some Day You Are Going to Own a Ford

Some day you are going to own a Ford. You may or may not have a large car at the same time, but the fact remains that some day you are going to be a Ford owner. The universal demand and the universal necessity for a car such as the Ford make it essential that the product itself measure up to the highest standard. As the popularity of the Ford car has increased, our effort to keep pace by the rendition of real service has been doubled. Isn't it about time that you became better acquainted with the Ford car and with us?

ORDER YOUR NEW FORD NOW!

Simpson Auto Co.

FORD AND FORDSON

AUTHORIZED SALES AND SERVICE

Phone 486 Pendleton, Ore.

Use the Phones Grocery, 2 Phones 526 Other Depts. 78-79

Alexanders QUALITY SERVICE

PENDLETON'S LEADING STORE

Use the Phones Grocery, 2 Phones 526 Other Depts. 78-79

Children Need Many Outfits in Summer

Attractive material sure to stand wear and wash are made into garments for little sons and daughters. Buying here is economizing time and money.

Play suits of gingham, percale, linene, chambray, crepe and pongee. Bloomer or romper style, 2 to 6. 98c to $4.95

Little dresses boast of hand work, plaits, cross stitching, smocking or applique. Dainty ginghams, crepes, cretons and mercerized materials. $2.50, $4.95

Sateen Bloomers in flesh, white and pink, 75c.

Children's and misses' princess slips, embroidery trimmed, $1.50.

Child's Rompers of ginghams, kindergarten cloth and repp. Special offer, $1.25 to $1.50.

Rubber Diapers, bloomer style, small, medium and large, 50c.

Muslin Knickerbockers with tiny frill of embroidery, 2 to 14, 75c.

Two Sides of Turnover

The allert business man dealing with present day conditions knows that the big word today is "Turnover." Whether he be a merchant, manufacturer, jobber, or banker, he sees that one thing with a clear vision unbiased by the limits of his own business. It is in the air, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit. They realize that they must put greatly increased efforts back of all their plans for selling and distribution.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way. He must be in a mood to buy before the salesman meets him across the counter.

That is the function of Advertising—to create consumer demand and consumer preference. With this demand as a fact all selling plans have a chance to succeed. Without it they fail. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this country would be rapidly changed into an era of great prosperity—in spite of Old World conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the manufacturers who are putting proper emphasis on creating a demand for their product, as well as selling it, are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.

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