News Notes of Pendleton

CALENDAR OF EVENTS

August 23 to 29—Northwest conference of the Methodist Church at Milton.

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

September 21, 22, 23, Round-Up.

Son Is Born

Mr. and Mrs. R. A. Brown are the parents of a 10 1-2 pound son born last night at the home of Mrs. Lela Taylor.

Rain Not Harmful

Rain which fell last night will not halt harvest, say farmers. The fall was so light that operations continued today. The rain is welcomed in the forests as a means of checking forest fires.

Portland Men Visit.

Judge W. M. Cake and son, Harold Cake, of Portland, stopped in Pendleton last night following a tour of 8,700 miles which they have been making this summer in the East and South. Harold Cake was graduated from Boston Technical school in June. His father was present for commencement, and following this event, the two started on their tour. They have been in many states in the East and South and also dipped into Canada at Montreal. While here they visited with Judge J. W. Maloney and family. The two men are warm personal friends.

Get Marriage License.

A license to wed has been issued at the office of the county clerk to Harold Wesley McCrary, a railroad man, and Geneva Dibble, both of Pendleton.

Mrs. Young Fined.

Mrs. L. K. Young, recently arrested at her home on Franklin street by deputy sheriffs on a charge of having beer in her possession, was fined $50 Thursday afternoon by County Judge I. M. Schannep. The fine was paid.

Accepts Position.

L. R. McDonald, who during the war received the Croix de Guerre and the Distinguished Conduct medal is employed on the Umatilla National Forest. He is doing special location work.

Rainfall Negligible.

Rain which fell in Pendleton early this morning registered .05 of an inch, says Major Moorhouse, weather observer. The maximum today is 92. The minimum last night was 64. The barometer registers 29.80.

Woman Is Held.

Ray Wallace, a woman, was arrested by the police last night on a charge of practicing immoral acts. This morning before Judge Fitz Gerald she pleaded guilty and was given a sentence of $50 or 25 days. She is tarrying in the woman's section of the city jail.

Hold Services For Caglione

Funeral services for Fred Caglione, who met his death Tuesday near Avery, Idaho, when a tree fell on him while he was assisting in fighting a forest fire, were held this afternoon at 2 o'clock at Olney cemetery with Rev. G. L. Clark in charge. The remains arrived here from Avery this morning.

To Play Here Sunday

Charles Hoskins was here yesterday from Echo. He says Echo and Milton will play the first of a three game series of baseball games here Sunday to determine the championship of Umatilla county. Echo has offered to put up a side bet of $250 that they can take two out of the three games. If the gate receipts are sufficiently attractive, all three games probably will be played in Pendleton, according to Hoskins.

To Inspect Road.

An inspection of the Weston-Elgin road will be made within the near future, according to the plans of Col. Paul Weyrauch of Walla Walla, of the Blue Mountain Highway association. Information of the trip has been received by County Judge I. M. Schanney in a letter from E. M. Smith, secretary-treasurer of the association. Col. Wyerauch plans to have as his guest Dr. Summers, representative in congress of Washington's fourth district. The members of the county court of Umatilla county, together with others interested, have been invited to compose the party for the trip from Weston to Elgin.

To Attend National Meeting.

James H. Gwinn left last night for San Francisco where he will attend the supreme lodge meeting of the Knights of Pythias which convenes August 8 for a 10-day session. Mr. Gwinn is master at arms in the national organization. The delegates from the state are Frank Grant, city attorney of Portland, Leslie E. Crouch of Portland and Williard L. Marks of Albany. Following the meeting in San Francisco, the supreme officers will go to Vancouver Wash., where they will participate in a cornerstone laying exercise which will mark the beginning of the construction work of the Oregon-Washington Pythian home.

Forfeits $100 Bail.

In the "record of sins" books, otherwise referred to as the docket at police court, there is written an entry in which the information is given that John Doe forfeited bail to the extent of $100 this morning on a charge of performing indecent acts and practices. That is all that has come to light officially on the case, but a promise of further developments is included in the statement that a state prosecution will be pushed by the husband of the wife with whom John Doe, said to be a prominent rancher, was found by the police last night in the Parkview apartments. The husband of the woman in the case was apparently called to Spokane on a business mission. He went as far as Milton, then doubled back. The search by the police followed, and the arrest of "John Doe."

STAGE DRIVER TO BE QUIZZED BY ATTORNEY

SEATTLE, Aug. 4.—(U. P.)—Anthony Crane, driver of the bus which was crashed by a Northern Pacific train near Kent yesterday, was to be quizzed today by prosecuting attorney Balcolm Douglas. Deputy Sheriff Bundy, who had a talk with Crane, said the driver admitted violating the law by failing to stop at the crossing and did not see the train until it was fifty feet away.

HUNDREDS OF CHINESE KILLED IN TYPHOON

LONDON, Aug. 4.—(U. P.)—Hundreds of Chinese were killed in a violent typhoon which devastated the province of Swanton, causing great destruction of property and life, according to a Central News dispatch from Hong Kong. Many steamers were thrown on the beach. Relief ships are rushing to aid the sufferers.

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HOW NICE AND FRESH IT KEEPS FOR THE SUNDAY DINNER.
Baked in Portland by the NORTHWEST'S LARGEST BAKERY.
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A working man likes a big size, full cut work shirt. You can get that kind here. Not only that, but you get one which will give good service and wear. Buy your work shirts here.

MEN'S WORK SOX, 2 FOR 25c

Sox is another thing a man wants that are good. We have lots of men's good work sox at 2 for. 25c

CANVAS WORK GLOVES, 2 FOR 25c

You need lots of canvas gloves these working days. We're offering a good weight, good fitting canvas glove at 2 for 25c

MEN'S LEATHER WORK GLOVES $1.50 AND UP

Men's leather work gloves that will certainly stand the wear. Comes in short and gauntlet styles. For a good leather work glove come here and buy it, next time.

MEN'S SUMMER UNDERWEAR 75c AND UP

Big stock on hand now and we can supply your needs. Underwear that is cut full and will fit.

MEN'S WORK SHOES

We're offering the best of quality for the price. We have the style you want and your size. Let us fit you with a pair.

HANDKERCHIEFS 10c, 15c

A REGULAR HANDKERCHIEF. Big size and good quality.

HARVEST HATS 25c AND UP

Harvest hats in many styles and kinds. You can buy them at 25c and up. We have your size.

A Far-Sighted Banker's Idea of Advertising

By FESTUS J. WADE
President, Mercantile Trust Company of St. Louis

Do I believe that a banker considers reputation, as developed by advertising, in extending credit? There probably are bankers who will give a negative answer to this question and believe they are giving the right answer.

But let those bankers be approached by a creditseeking national advertiser, who has established his name, therefore a market for his goods, and see what happens. In nine cases out of ten the fact that those goods have become a household "buy-word" will be the greatest factor in granting the credit.

The banker himself will have become subconsciously sold on the firm, through its consistent advertising. He will say, "Oh, yes, that's a big house—well known, good reputation," etc., not realizing that it was advertising that did the work.

The next minute he may be approached by a new company, trying to make its name and turn down the loan because too much of it is to be spent for the purpose of advertising. In the first application he has helped the big advertiser to cash in on his reputation, and in the second was depriving the newcomer of the right to build a reputation. This is only a hypothetical case, and I am glad to say I don't believe it happens as often as it did in the past. Just as we learn something new every day, so every day another banker wakes up to the underlying power and pull of advertising.

Published by the East Oregonian, in co-operation with The American Association of Advertising Agencies.