

WATER FIRST AID SAVES LIVES ON WEST COAST



Red Cross first aid activities in the Northwest division this year have been chiefly devoted to "water first aid" instruction and organization. Several units of swimmers have been organized and trained in communities on the sound and western rivers, and rescues have already resulted from the Red Cross work.

DISASTER RELIEF PROVES BEST NATIONAL INSURANCE

When the man on the street is asked for his annual Red Cross dues of \$1 during Roll Call week, November 21 to 25, he will know that half of that dollar stays in his own community. If he has done an average amount of Red Cross reading he will know that a small slice out of the other 50 cents is appropriated to "disaster relief."

But unless he is one of the exceptionally few he will not know what "disaster relief" has meant to the world during the life of the American Red Cross, nor will he realize what small slices of dollars will do if there are enough of them.

In the Northwestern Division, time after time the relief organization has met its crisis and has stood the test. Twice in Oregon in December of 1919—at Mosier when fire left families destitute and again when the Marshfield chapter cared for survivors and recovered bodies of the dead from the wrecked schooner "Chancellor"—the test was met. In 1920 came the landslide at Juneau, Alaska, and the hotel fire at Klamath Falls, Oregon. More people learned that "disaster relief" means things in the lives of men.

In the 38 years since its incorporation up to June of 1919, the American Red Cross had participated in 180 disaster relief expeditions. It directed the expenditure of approximately \$12,500,000. Before the organization had attained its present large membership funds often were raised through popular subscription for such large disasters as the Mississippi floods and cyclones of 1882 and 1883, the Texas famine, the Armenian massacres of 1893 and 1894, the Martinique volcano eruption and many others.

A list of all the Red Cross relief work in times of fire, flood and famine would take pages. Long before the organization under the stress of war and war's results had grown into the lives of millions, disaster relief was one of its foremost activities. The Congressional Charter under which the Red Cross has operated since 1905 sets forth as one of the chief purposes of the organization: "to continue and carry on a system of relief and to apply the same in mitigating the sufferings caused by pestilence, famine, fires, floods and other great national calamities."

And now, with its wonderful organization of chapters, branches and auxiliaries reaching to the farthest parts of the nation, its members instructed and ready for action when the occasion arises, Red Cross "disaster relief" has become accident insurance for the world.

SPECIAL RED CROSS SUNDAY SCHEDULED HERE IN NOVEMBER

Arrangements are being made here, according to information from division headquarters of the Red Cross, for the observance locally of "Red Cross Roll Call Sunday," in November. Generally throughout the nation a day has been set aside in honor of the organization, with special services in Sunday Schools and young people's meetings as well as special sermons. According to plans considerable time at these special services is to be devoted to discussion of peace-time activities of the Red Cross, including somewhat detailed information regarding future work which has been planned. No subscriptions will be asked, unless special arrangements should be made by officers of the local chapter.

Novels From Serial Stories.

The ingenuity of members of the Junior Red Cross at Boise, Idaho, has developed a custom which their elders are beginning to copy. For patients in the public health service hospitals who do not like to read serial magazine stories week by week, they are clipping current serials and binding them, thus providing after publication has been completed, novels for the former service men taking medical treatment.

OBJECTIVE!

Advertising for the sake of advertising produces advertising—just that, nothing more.

Advertising for the sake of merchandising produces business—if it is handled the right way.

But advertisers sometimes forget that. They make appropriations, O. K. copy, and plunge in... They call it advertising. It is—but it is not merchandising.

For they have made advertising an end. And in merchandising it is not an end. It is the means to an end. The real objective of an advertising campaign is always—

TO SELL GOODS.

The HERALD is the greatest medium to merchandise your goods you can possibly select. HERALD readers are responsive, and grasp your message with intelligence. You have a responsive, well-defined market from the Umatilla project people, and the HERALD carries your story in a dignified manner. The people read, and digest it thoroughly, and the advertisements appearing in its columns are little money-makers for the owners of establishments who insert them. HERALD advertising is not only advertising; it is merchandising.

Herald Publishing Company

Scarcity of Telephone Equipment

As new subscribers a number of individuals have recently placed orders with us for telephones. Old subscribers have asked for service at new locations. They have been told by our representatives that immediate compliance with their desires was impossible owing to lack of "telephone facilities" in a particular locality. "Why," one will say, "The poles and wires are on the street and the house is already wired."

We wish that the problem were as simple as it sounds. There may be poles and wire, but every wire may be in use in giving service to others. There may be a cable, but every circuit in it may be assigned to telephones already installed. There may be spare wires and circuits and no switchboard apparatus at the central office to which they can be connected. There may even be sections of switchboards but not available for operation on account of the lack of necessary accessories such as ringing keys, relays, etc.

The reason for the shortage of telephone equipment is simple. During the war period we were unable to maintain our reserve or stock plant as the same materials we use were required and taken for Government purposes and for industries properly favored by the Government. Since the war with the unexpectedly prolonged problems of reconstruction, production and delivery of materials needed to meet even current demands have been delayed. Every business concern is having similar experiences. The manufacturers of telephone equipment have been bending every effort to fill our orders, but they in turn are meeting the same difficulties in securing rubber, paper, silk, glass, porcelain, tin, thread, shellac, metal parts and other articles not generally associated in the public mind with telephone service.

At the same time with this abnormal situation with reference to materials there exists an unprecedented demand for telephone service, and even under these circumstances our record is one of fulfillment of demand. In the first eight months of this year we have added 6863 telephones in the State of Oregon. In the eight months prior to our declaration of war we gained 2655 telephones.

We desire to give service as much as the patron wishes to receive it. We desire to promptly comply with the suggestions of public authorities who have taken a proper interest in the situation. We are facing abnormal conditions but we will—of necessity, gradually—overcome our difficulties.

The Pacific Telephone and Telegraph Company

Little Known of Frogs.

Along the rivers and streams in some parts of Texas, and around the margins of ponds and lakes, we meet with great beds of the water hyacinths, says the American Forestry Magazine. Their delicate white flowers and dark green leaves present a picture of floral luxuriance not very easily forgotten. Where they grow, one should be on the lookout for various species of reptiles or batrachians, and their habits and appearances in nature carefully observed. We know very little about some of the forms, and science will welcome any new facts in regard to them. Some of the frogs and toads, for example, are not only very rare in collections, but we are practically lacking in any field notes upon their exact distribution and habits.

Only a Snack!

After a frugal little lunch in a country hotel the millionaire who was touring the country in his sixty horse power car, called for his bill.

"Yes, sir," replied the waiter promptly. "Four sandwiches and a glass of cider, you had, sir. That will be—"

"Wait a minute!" interrupted the motorist. "There's my chauffeur somewhere. What has he had?"

"Oh, I know about him, sir," replied the waiter. "He says he's just had a snack—an omelette, grilled trout, lamb cutlets and peas, iced coffee, a half-crown cigar and a bottle of claret, sir."—London Answers.

Armenian an Ancient Tongue.

The Armenian tongue, however, much it has changed in the course of centuries, is descended from the language that Priam and Hector spoke. The Armenians, like the Homeric Trojans, from Thrace, which subsequently became incorporated in the Byzantine or eastern Roman empire. Erzerum, capital of Armenia, has retained the deathless name of Rome. It was founded in the year 415, by Theodosius, a sebastos, that is, emperor, of eastern Rome. He called it Theodosiopolis; but its native name is Erzerum, or Armenian Rome.—Ernest Hartwitz in Asa Magazine.

A Fix Indeed.

She—I'm in an awful fix! Just fancy! My husband has received an anonymous letter informing him of something I did before marriage!

He—The best thing you can do is to confess.

She—That's just it! He won't let me read the letter—and I don't know what to confess!

Read the classified ads. You may find something you want.



Two of the most homelike hotels in Portland, located in the heart of the shopping and theatre district. All Oregon Electric trains stop at the Seward Hotel, the House of Cheer. Excellent dining room in connection. The Hotel Cornelius, the House of Welcome, is only two short blocks from the Seward. Our brown busses meet all trains. Rates \$1.50 and up. W. C. CULBERTSON, Prop.

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