

MUST USE FOUR LANGUAGES

Advertisers in Turkey Necessarily Under a Handicap That Amounts to a Good Deal.

In order to advertise in Constantinople it is necessary to use four languages. The market is hard to cultivate, but newspapers give good results there. The population of Constantinople is very cosmopolitan, and all the foreigners speak their own language and read their own newspapers, writes Trade Commissioner Elliot G. Mears. To reach the public in general, advertisements should be published in newspapers of at least four languages.

However, the best results are obtained by publication in Turkish newspapers, for, on the one hand, the Turkish population is most numerous, and on the other the Turkish reader is more

susceptible to the claims of advertisements than are Europeans and Armenians. It has been found by experience that advertising in newspapers gives very good results in Constantinople, especially if it is pushed vigorously.

No advertising is carried on trams. Street advertising is not protected by law and cannot be recommended to foreign concerns. The circulation of newspapers is not great. French newspapers have an approximate issue of 6,000 to 8,000, Greek 4,000 to 12,000, Armenian 4,000 to 8,000, and Turkish 10,000 to 15,000.

Identifying Her.

Donald had a new pair of tan shoes of which he was very proud. He came in the house one day after playing with two little girls, one of whom had red hair, and said, "Mother, the girl with the tan hair is very cross."

SUMMONS

In the Circuit Court of the State of Oregon; for Umatilla County. F. B. Swayne and W. H. Simpson as receivers of the Western Land & Irrigation Company, Plaintiffs, vs. Elmer E. Cleaver and Hattie B. Cleaver, his wife; Carl G. Trumble; J. C. Kugler; F. A. Koch; W. J. Slauson; Nellie Egan; Robert H. Benedict; Belle S. Benedict, his wife; Harry S. Fish and Lillian D. Fish, his wife, Defendants.

To Elmer E. Cleaver; Hattie B. Cleaver; Carl G. Trumble; J. C. Kugler; F. A. Koch; W. J. Slauson; Nellie Egan; Robert H. Benedict; Belle S. Benedict, his wife; Harry S. Fish and Lillian D. Fish, defendants above named:

In the name of the State of Oregon: You are hereby required to appear and answer the complaint filed against you in the above entitled cause on or before six weeks from the date of the first publication of this summons, and if you fail so to appear and answer the plaintiff will apply to the Court for the relief demanded in complaint, herein to-wit: For judgment against the defendants Elmer E. Cleaver and Hattie B. Cleaver for \$2,800.00 with interest at 8 per cent per annum from October 15th, 1918, with attorney's fees and costs, and for decree foreclosing the mortgage against the Northeast quarter of the Northwest quarter of Section 18, Township 4 North of Range 25, E. W. M., and a tract of land described as follows: Commencing at a point 330 feet east of the Northwest quarter of said Section 18 and running thence east 330 feet; thence south 1320 feet more or less to the south line of said Northwest quarter of said Section; thence west 330 feet; thence north 1320 feet more or less, to the point of beginning. Also a tract described as follows: Commencing at a point 990 feet east of the Northwest corner of said Section 18, running thence east 330 feet more or less, to the west line of the Northeast quarter of the North west quarter of said Section; thence south 1320 feet more or less, to the south line of the Northwest quarter of said Section; thence west to a point 990 feet east of the west line of said Section; thence north 1320 feet more or less to the point of beginning, with all water rights appurtenant thereto, and directing the sale thereof to satisfy said judgment, with attorney's fees and costs and barring the defendants and each and all of them of all right or interest therein or thereto.

This summons is published pursuant to an order of Hon. Gilbert W. Phelps, Judge of said Court, made on February 21, 1921, directing the publication of summons herein once each week for six successive weeks in the Hermiston Herald, a weekly newspaper published at Hermiston, Oregon.

Date of first publication, February 25, 1921.

W. S. Levens, Baker, Oregon. W. G. Drowley, Vancouver, Wash. Attorneys for Plaintiffs.

Don't

let a cold

get a fair start.

Handicap it by taking

NYAL

LAXACOLD

You will notice that the cold will not get very far.

Mitchell Drug Company

Hermiston, Oregon

"Once a Trial—Always Nyal"

**Real Estate,
Loans,
Insurance,
Investments**

Land and City Property: Bought, Sold, Rented, Exchanged and Improved.

Insurance--

Strong American companies insuring against fire. The best Western companies. Correct rates. Experienced business attention assured.

Loans--

Agency for Union Savings & Loan Association of Portland. Investment. Excellent rate of interest on money, protected by State deposit of securities. Loans on improved city property. Can let you have money to build.

Investments:

If you want to buy, advise with us as to safe investment. We know values, soils, water rights and possibilities of success. Can direct you right.

We hold state license to do business and are under bond for honest dealing. Whatever we represent we will stand by.

E. P. DODD

Hermiston, Oregon

The Herald, your home paper.

PRESIDENT HARDING'S INAUGURAL ADDRESS

Outlines Foreign and Domestic Policies of the New Administration.

Washington, March 4.—President Harding in his inaugural address today said:

My countrymen. When one surveys the world about him after the great storm, noting the marks of destruction and yet rejoicing in the ruggedness of the thousands which withstood it, if he is an American he breathes the clarified atmosphere with a strange mingling of regret and new hope. We have seen world passion spend its fury, but we contemplate our republic unshaken and hold our civilization secure. Liberty—liberty within the law—and civilization, are inseparable and though both were threatened we find them now secure, and there comes to Americans the profound assurance that our representative government is the highest expression and surest guaranty of both.

Standing in this presence, mindful of the solemnity of this occasion, feeling the emotions which no one may know until he senses the great weight of responsibility for himself, I must utter my belief in the divine inspiration of the founding fathers. Surely there must have been God's intent in the making of this new world republic. Ours is an organic law which had but one ambiguity, and we saw that effaced in a baptism of sacrifice and blood, with union maintained, the nation supreme and its concord inspiring. We have seen the world rivet its hopeful gaze on the great truths on which the founders wrought. We have seen civil, human and religious liberty verified and glorified. In the beginning the old world scoffed at our experiment, today our foundations of political and social belief stand unshaken, a precious inheritance of freedom and civilization to all mankind. Let us express renewed and strengthened devotion in grateful reverence for the immortal being, and utter our confidence in the supreme fulfillment.

Progress Proves Our Wisdom.

The recorded progress of our republic, materially and spiritually, in itself proves the wisdom of the inherited policy of noninvolvement in Old World affairs. Confident of our ability to work out our own destiny and jealously guarding our right to do so, we ask no part in directing the destinies of the Old World. We do not mean to be entangled. We will accept no responsibility except as our own conscience and judgment in each instance may determine.

Our eyes never will be blinded to a developing menace, our ears never deaf to the call of civilization. We recognize the new order in the world, with the closer contacts which progress has wrought. We sense the feeling of the human heart for fellowship, fraternity and co-operation. We crave friendship and harbor no hate. But America, our America, the America built on the foundation laid by the inspired fathers, can be a party to no permanent military alliance. It can enter into no political commitments, nor assume any economic obligations or subject our decisions to any other than our own authority.

I am sure our own people will not misunderstand nor will the world misconstrue. We have no thought to impede the paths to closer relationship. We wish to promote understanding. We want to do our part in making offensive warfare so hateful that governments and peoples who resort to it must prove the righteousness of their cause or stand as outlaws before the bar of civilization.

Will Associate For Counsel.

We are ready to associate ourselves with the nations of the world, great and small, for conference, for counsel, to seek the expressed views of world opinion, to recommend a way to approximate disarmament and relieve the crushing burdens of military and naval establishments. We elect to participate in suggesting plans for mediation, conciliation and arbitration, and would gladly join in that expressed conscience of progress which seeks to clarify and write the laws of international relationship and establish a world court for the disposition of such justiciable questions as nations are agreed to submit thereto.

In expressing aspirations, in seeking practical plans and in translating humanity's new concept of righteousness, justice and its hatred of war into recommended action, we are ready most heartily to unite, but every commitment must be made in the exercise of our national sovereignty.

Since freedom impelled and independence inspired and nationality exalted, a world super-government is contrary to everything we cherish and can have no sanction by our republic. This is not selfishness. It is sanctity. It is not aloofness, it is security. It is not suspicion of others, it is patriotic adherence to the things which made us what we are.

Human Aspirations Shared.

Today, better than ever before, we know the aspirations of human kind and share them. We have come to a new realization of our place in the world and a new appraisal of our nation by the world. The selfishness of these United States is a thing proved, our devotion to peace for our selves and for the world is well established, our concern for preserved civilization has had its impassioned

and heroic expression. There was no American failure to resist the attempted reversion of civilization, there will be no failure today or tomorrow.

America is ready to encourage, eager to initiate, anxious to participate in any seemly program likely to lessen the probability of war and promote that brotherhood of mankind which must be God's highest conception of human relationship.

Trade Ties Bind Nations.

We must understand that ties of trade bind nations in closest intimacy and none may receive except as he gives. We have not strengthened ours in accordance with our resources, our genius notably on our own continent, where a galaxy of republics reflect the glory of new world democracy, but in the new order of finance and trade we mean to promote enlarged activities and seek expanded confidence.

Perhaps we can make no more helpful contribution by example than prove a republic's capacity to emerge from the wreckage of war. While the world's embittered travail did not leave us devastated lands nor desolated cities, left no gaping wounds, no breast with hate, it did involve us in the delirium of expenditure, in expanded currency and credits, in unbalanced industry, unspeakable waste and disturbed relationships. While it uncovered our portion of hateful selfishness at home, it also revealed the heart of America as sound and fearless and beating in confidence unflinching.

Amid it all, we have riveted the gaze of all civilization to the unselfish and the righteousness of representative democracy, where our freedom never has made offensive warfare, never has sought territorial aggrandizement through force, never has turned to the arbitrament of arms until reason had been exhausted.

Resumption of Normal Way Desired.

Our supreme task is the resumption of our onward normal way. Reconstruction, readjustment, restoration—all these must follow. I would like to have them. If it will lighten the spirit and add to the resolution with which we take up the task, let me repeat for our nation, we shall give no people just cause to make war upon us. We hold no national prejudice, we entertain no spirit of revenge, we do not hate, we do not covet, we dream of no conquest nor boast of armed prowess.

If, despite this attitude, war is again forced upon us, I earnestly hope a way may be found which will unify our individual and collective strength and consecrate all America, materially and spiritually, body and soul, to national defense. I can vision the ideal republic, where every man and woman is called under the flag for assignment to duty, for whatever service, military or civic, the individual is best fitted, where we may call to universal service every plant, agency and facility, all in the sublime sacrifice for our country and not one penny of war profit shall inure to the benefit of private individual, corporation or combination, but all above the normal shall flow into the defense chest of the nation. There is something inherently wrong, something out of accord with the ideals of representative democracy when one portion of our citizenship turns its activity to private gain amid defensive war while another is fighting, sacrificing or dying for national preservation.

Out of such universal service will come a new unity of spirit and purpose, a new confidence and consecration which would make our defense impregnable, our triumph assured.

Obligations Must Be Provided For.

A regret for the mistakes of yesterday must not, however, blind us to the tasks of today. War never left such an aftermath. There has been staggering loss of life and measureless wastage of materials. Nations are still groping for return to stable ways. Discouraging indebtedness confronts us like all the war-torn nations, and these obligations must be provided for. No civilization can survive repudiation.

We can reduce the abnormal expenditures and we will. We can strike at war taxation and we must. We must face the grim necessity with full understanding that the task is to be solved and we must proceed with a full realization that no statute enacted by man can repeal the inexorable laws of nature. Our most dangerous tendency is to expect too much of government and at the same time do for it too little.

We contemplate the immediate task of putting our public household in order. We need a rigid and yet sane economy, combined with fiscal justice and it must be attained by individual prudence and thrift which are so essential to this trying hour and reassuring for the future.

The business world reflects the disturbance of war's reaction. Herein flows the life blood of material existence. The economic mechanism is intricate and its parts interdependent and has suffered the shocks and jars incident to abnormal demands, credit inflations and price upheavals. The normal balance have been impaired, the channels of distribution have been clogged, the relations of labor and management have been strained. We must seek the readjustment with care and courage. Our people must give and take. Prices must reflect the receding fever of war activities.

There is no way of making them so. There is no instant step from disorder to order. We must face a condition of grim reality, charge off our losses and start afresh. It is the oldest lesson of civilization. I would like government to do all it can to mitigate them.

No altered system will work a mis-

ade. Any wild experiment, will only add to the confusion. Our best assurance lies in efficient administration of our proven system.

The forward course of the business cycle is unmistakable. Peoples are turning from destruction to production. Industry has sensed the changed order and our own people are turning to resume their normal onward way. The call is for productive America to go on. I know that congress and the administration will favor every wise government policy to aid the resumption and encourage continued progress.

I speak for administrative efficiency, for lightened tax burdens, for sound commercial practices, for adequate credit facilities, for sympathetic concern for all agricultural problems, for the omission of unnecessary interference of government with business, for an end to the government's experiment in business and for more efficient business in government administration. With all of this must attend a mindfulness of the human side of all activities so that social, industrial and economic justice will be squared with the purposes of a righteous people.

With the nation-wide induction of womanhood into our political life, we may count upon her intuitions, her refinement, her intelligence and her influence to exalt the social order. We count upon her exercise of the full privileges and the performance of the duties of citizenship to speed the attainment of the highest state.

Desires Industrial Peace.

I wish for an America no less alert in guarding against dangers from within that it is wrathful against enemies from without. Our fundamental law recognizes no class, no group, no section. There must be none in legislation or administration. The supreme inspiration is the common weal.

No one justly may deny the equality of opportunity which made us what we are. We have mistaken unpreparedness to embrace it to be a challenge of the reality; and due concern for making all citizens fit for participation will give added strength of citizenship and magnify our achievements.

If revolution insists upon our overturning established order, let other peoples make the tragic experiment. There is no place for it in America. I had rather submit our industrial controversies to the conference table in advance than to a settlement table after conflict and suffering.

It has been proved again and again that we cannot, while throwing our markets open to the world, maintain American standards of living and opportunity and hold our industrial eminence in such unequal competition. There is a luring fallacy in the theory of banished barriers of trade, but preserved American standards require our higher production costs to be reflected in our tariffs on imports. Today as never before, when peoples are seeking trade restoration and expansion, we must adjust our tariffs to the new order. We seek participation in the world's exchanges, because therein lies our way to widened influence and the triumphs of peace. We know full well we cannot sell where we do not buy and we cannot sell successfully where we do not carry.

Opportunity is calling, not alone for the restoration, but for a new era in production, transportation and trade. We shall answer it best by meeting the demand of a surpassing home market, by promoting self-reliance in production and by bidding enterprise, genius and efficiency to carry our cargoes in American bottoms to the marts of the world.

Common Welfare Aim.

There never can be equality of rewards or possessions so long as the human plan contains varied talents and differing degrees of industry and thrift, but ours ought to be a country free from great blotches of distressed poverty. We ought to find a way to guard against the perils and penalties of unemployment. e Want an America of homes, illumined with hope and happiness, where mothers, freed from the necessity for long hours of toil beyond their own doors, may preside as befits the hearthstone of American citizenship.

There is no short cut to the making of these ideals into glad realities. The world has witnessed, again and again, the utility and the mischief of ill-considered remedies for social and economic disorders. But we are mindful today, as never before, of the friction of modern industrialism and we must learn its causes and reduce its evil consequences by sober and tested methods.

One cannot stand in this presence and be unmindful of the tremendous responsibility. The world upheaval has added heavily to our task. But with the realization comes the surge of high resolve, and there is reassurance in the belief of the God-given destiny of our republic. If I felt that there is to be sole responsibility in the executive for the America of tomorrow, I should shrink from the burden. But here are a hundred millions, with common concern and shared responsibility, answerable to God and country. The republic summons them to their duty and I invite co-operation.

I accept my part with single-mindedness of purpose and humility of spirit and implore the favor and guidance of God in His Heaven. With these I am unafraid and confidently face the future.

I have taken the solemn oath of office on that passage of holy writ wherein it is asked: "What doth the Lord require of thee but to do justice and to love mercy and walk humbly with thy God?" This I plight to God and country.

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Hermiston, Oregon

TO CAR OWNERS

The Safe Way

is to have your car examined or overhauled before beginning its regular spring and summer use. Cars get more or less out of order during the severe winter weather, and do not work as perfectly as they should. This means additional wear and strain on the parts affected, and increased expense to you if allowed to continue in that condition. Failure to correct these defects has caused the wrecking of many cars. Don't let it occur with yours. We can overhaul your car at slight expense.

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