

**The Hermiston Herald**

Published every Thursday at Hermiston, Umatilla County, Oregon by J. M. Biggs, editor and manager.

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**MORE ADVERTISING JUDGMENT**

Foster & Kleiser's refusal to post girl-smoking billboards is of significance. This firm, which posts in all Pacific coast states, has been a leader in the United States in clean, decent, artistic, well-painted and architecturally well mounted billboards. It has avoided placing its boards near crossings where they obstruct sight down sharp curves or where they mar scenery. Now it sets up the standard of not permitting its facilities to be used to exploit any article of commerce the advertising of which excites moral resentment on the part of any important group of the public. Parents who worry over the growth of the cigarette habit among their daughters, and all who worry over possible bad effects upon womanhood of indiscriminate smoking by potential mothers constitute a group whose resentment must be respected, and Foster & Kleiser show they have respect for it. That billboard firm is a Pacific Coast institution which is a credit to the West, instead of being a disgrace, as are several less responsible outfits in the west and as are numerous leading billposters of the East, firms whose disregard of aesthetic and moral opinion has scandalized large sections of the public and has brought the billboards into disrepute.

The effects of national advertising were seen here lately. Among the article recovered that were stolen by the escaped prisoner who was captured in Hermiston the other day, were a pair of trousers and a carton of a well known brand of cigarettes. In as much as the man Brown was in his B. V. D.'s when captured, the inference is plain that he "reached for a Lucky instead of—his pants."

Pretty hard being a kid now. If you play in the streets the automobiles drive you off, and if you play on someone's land, the housewives tell you to go home.

Removing the litter from your yard will do just as much to beautify your home as putting up new curtains in the front window.

Paint is called a preservative, and many painted faces look as if they had been preserved a long time.

Statistics say that 40 per cent of the women of America are working women—the other 60 per cent are kept busy working the men.

**ADDITIONAL LOCALS**

To Portland.  
 W. W. Felthous, local hay dealer, made a business trip to Portland last week.

**Returns To Home.**  
 Miss Mary Petri, local grade school teacher, left Wednesday afternoon for her home in Missouri. Miss Petri who has taught in this

**Returns To Home.**  
 Miss Virginia Frost who has been teaching in the local high school for the past year left Hermiston Sunday night for her home in Spokane.

**To Pendleton.**  
 Among Hermiston people in Pendleton Sunday were Mr. and Mrs. C. J. Bielman and Dr. and Mrs. J. L. Sears.

**In Pendleton.**  
 A party of Hermiston people who spent Sunday in Pendleton were Mr. and Mrs. George Jenkins and son Bobby, Dr. Albert Roenicke, Miss Virginia Frost, Miss Rose Donovan, and Mr. N. R. Mueller.

**Here From Walla Walla.**

E. P. Dodd, former Hermistonian, was down from Walla Walla over the week end attending to business matters.

**Will Return Here.**  
 According to word received by Hermiston friends, Rev. A. J. Ware plans to be back in town by May 26. Mr. Ware underwent a major operation at St. Vincent's hospital in Portland April 23 but is now sufficiently recovered to be out of the hospital. He will be back in the pulpit of the local Baptist-Christian church Sunday.

**Creamery Painted.**  
 Both the interior and exterior of the Hermiston Creamery building across the tracks has been recently renovated by a coat of paint.

**Here From Klamath Falls.**  
 Mrs. Hobbs of Klamath Falls, Oregon is visiting at the home of her daughter, Mrs. Frank Bilderback.

**WORLD RECORD TOUGHNESS ADDS MORE MILES TO**

**Firestone**



On every famous race track—and in world-record banking endurance runs—this tire has shown its outstanding toughness, strength, safety, and durability. No matter whether you drive on city streets and boulevards—or on the roughest, roughest country roads—you'll get most miles per dollar out of Firestone Tires—they are the greatest mileage tires built. Equip your car today at the lowest price.



**Black & White Garage**

J. G. PEARSON, MANAGER

CIGARS, TOBACCOS, CONFECTIONERY

**BASE BALL GOODS**

Fishing Tackle  
 Golf Outfits

Hitt's Confectionery  
 HERMISTON

**Where You Always Receive Full Market Value for your Butterfat**

—HONEST WEIGHT ACCURATE TEST—

Light Hens ..... 19c  
 Heavy Hens, over 4 1-2 pounds ..... 23c  
 EGGS, cases returned ..... 24c

**SWIFT & CO. F. B. Barker, Agt.**

**Facts Concerning Local Butterfat Market**

Our community is located 200 miles from Portland, yet we are quoting same price as Portland. **WHAT IS THE REASON? The answer is--POOLED CREAM. Is it worth while?**

During the eight and a half months the Pool has been in operation, there has been produced in this district 145,000 pounds of butter fat. Your pool has made you 4 cents per lb., or a saving of \$5,800.

What would it be if the FARMERS WERE 100 PER CENT BEHIND IT? Think it over.

**The Hermiston Creamery Company**

The Home of OREGON ROSE Butter.

**Here From Pendleton.**  
 C. C. Lovell of Pendleton, former manager of the Portland-Pendleton freight truck line, and now a salesman with a vacuum cleaner company, was in Hermiston on business Friday.

Dan Biggs and his gang were busy yesterday afternoon skinning a snake

**USED CAR PARTS**

FOR ALL MAKES OF CARS

**Hermiston Auto Wrecking House**

E. F. PIERSON, Mgr. WE BUY USED CARS

**ORONITE**

"Kills 'em dead"  
 flies, mosquitoes, roaches, moths  
 and many other insects  
 STANDARD OIL COMPANY OF CALIFORNIA

**FLY SPRAY**

**Announcing**

I HAVE PURCHASED THE MULLINS' SHOP AND YOUR PATRONAGE IS SOLICITED. LADIES WELCOME.

**Keck Barber Shop**

Phone 19-W Agent Troy Laundry



**HOW BIG IS YOUR MONEY BAG?**

That depends on how much you have saved. Most of us are negligent when it comes to being thrifty for we do not think of the future. Today is a good time to save with a budget, each week. In a short time, you'll be surprised how your account grows and it will be an incentive to save more.

**First National Bank**

of Hermiston  
 Capital, Surplus and Undivided Profits Over \$50,000  
 F. B. Swayze, Pres. R. Alexander, Vice-President  
 A. H. Norton, Cashier



**Bread For Boys**

Sold at All Grocers. Hermiston Bread—the bread that is made right, baked right and reaches your table in perfect condition—today, tomorrow and every day.

**HERMISTON BAKERY**

**SPECIALS.**

**SATURDAY and MONDAY**

MARSHMALLOWS POUND PKGS.	29c
Per Pkg	
PINT MAYONNAISE, NALLEY'S	32c
Per Jar	
PINT SANDWICH SPREAD	39c
Per Jar	
BREAD AND BUTTER PICKLES	25c
Per Jar	
HAPPY HOME PEANUT BUTTER	27c
Per Pail	
POTATO CHIPS, NALLEY'S	25c
3 Pkgs. for	
RIPE OLIVES	10c
Per Tin	
KERR'S PEANUT BUTTER	69c
Large Jars	
KERR'S JAM	59c
3 Pound Jars	
JOLO SWEET PICKLES	43c
Quart Jars	
OLD MONK STUFFED OLIVES	29c
Per Jar	

ALPINE MILK	10c
Per can	
SUGAR	\$1.00
14 Pounds for	
RICE	29c
4 Pounds for	
GOLDEN CORN	\$1.00
7 Cans for	
TUNA FISH	29c
13 Ounce Cans	
BOCANO PEAS	49c
4 Cans for	
MISSION TOMATOES	49c
4 Cans for	
EAGLE CITY CORN	49c
4 Cans for	
NOODLES	25c
4 Pkgs. for	
MILK MACARONI	25c
2 Pkgs. for	
OLD POTATOES	\$1.00
Per sack	

PICNIC SEASON IS NOW ON. BUY SOME OF EACH AND HAVE THEM HANDY FOR YOUR PICNIC

THESE ARE ALL GOOD STAPLE GOODS AT PRICES YOU CANNOT AFFORD TO PASS UP.

**HURLY CASH GROCERY**

We Deliver

Phone 521

LOOK FOR THE STORE WITH THE GREEN FRONT