

LOCAL NEWS ITEMS

George (Slick) Wagner, Pres. of the Hermiston Transfer says—
Wait until the barges start running on the Columbia river and we get an 80 foot highway to the landing—light wines and beer, then we will be able to satisfy all our customers—quickly—cheaply—pleasantly.

Mr. Leathers Here.

W. A. Leathers of Bingen, Wash- ington, was a business visitor here Saturday.

Back to School.
Margaret Waterman left Saturday evening for Monmouth, where she is a senior at the Normal school this year. While on her way back she

stopped in Portland to visit friends. She will start her practice teaching in the Monmouth fourth grade this term.

Mrs. Morlan Sick.
Mrs. F. H. Morlan was confined to her home all last week on account of sickness. This week she is back again at her place in the store.

Blessing Better.
W. L. Blessing, who injured his eye a few weeks ago while putting up an aerial for a radio, is improving slowly. However, it may be several weeks before he will be able to be cut.

Works in Store.
O. E. Comsigs of Pendleton went to work in the Blessing hardware store Wednesday to take Mr. Blessing's place. Mr. Comsigs is an old time here and has been in the hardware business for a number of years.

Kingsley Sick.
B. S. Kingsley has been confined to his home this week on account of sickness.

In Pendleton.
Mrs. Tom Stewart was in Pendleton Saturday.

Stillings in Pendleton.
Mr. and Mrs. H. J. Stillings were in Pendleton on business Tuesday.

Luncheon Guest.
Mrs. Tom Stewart was a luncheon guest of Mrs. B. S. Kingsley Wednesday.

Shows Industry.
Claude Keck, barber, improved the looks of Main street by industriously washing his windows Wednesday afternoon.

Dinner Guests.
W. P. Trumbull, Union Pacific agent of Stanfield, and Mr. and Mrs. R. B. Adams of Pendleton were dinner guests at the J. E. Lay home Sunday.

Special Turkey Dinner Sunday at Hunters Cafe.

Mr. Kelley Here.
C. D. Kelley of Kamela, Oregon, was in Hermiston Tuesday on business. He is a brother of Harry Kelley.

Visit in Portland.
Mrs. George Briggs and daughter, Georgianna, visited at the home of Mrs. A. D. Rintoul, Mrs. Briggs' daughter, in Portland last week. They left Monday and returned Saturday.

Teachers Return.
Margaret McDevitt returned from her home near Ione and Laura Wallace returned from her home at Stanfield this week to resume their duties as teachers here after the Christmas vacation. Catherine Cranna also returned from Lewiston, Idaho. Dora Stevens returned Saturday from Caldwell, Idaho. She was accompanied as far as Hermiston by her brother, who is a student at the Univer-

sity of Washington.

Walter Blokland Back.
After spending a two week's vacation at his home in La Grande, Walter Blokland, local representative of the Union Oil company, returned to Hermiston the first of this week.

Traffic Officer Here.
Cecil Lieullan, state traffic officer, was in Hermiston Friday and Sunday of last week.

Returns to Medford.
Marion Briggs, who has been visiting her parents here over the Christmas vacation, returned Friday to Medford, where she is a teacher in the public schools.

Uncle Si Tinklepaugh says too much of a good thing is bound to make trouble, like holding five aces in a poker game.

From Irrigon.
George Haskell of Irrigon was in Hermiston Wednesday on business.

In Pendleton.
Mrs. Rena Waterman, Margaret Waterman and Millie Holm were in Pendleton Thursday.

Dentist Here.
Lewis Garner returned last week to his home in North Bend, Oregon, after visiting for a week at the home of his parents, Mr. and Mrs. A. P. Garner, of Hermiston. He is a dentist in North Bend.

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Doctors Here.
Dr. W. L. Halloway and Dr. L. C. Hornschi, both of Portland, were in Hermiston the first of this week. They left Wednesday morning. They were here on business connected with the hospital.

Robert Osborn Dies.
Mrs. O. C. Pierce's brother, Robert Osborn, 48, died at his home in Culver, Oregon, Friday afternoon at 3 o'clock. The funeral was Sunday afternoon in Portland. Mrs. Pierce was unable to attend the funeral.

Visits Lays.
Ted Downs and W. E. Gaulkie, farmers from Joseph, were in Hermiston Monday visiting the J. E. Lay family. Also Wright Henderson of Enterprise was a visitor.

West Takes Trip.
J. S. West and his brother, Roy A. West, of Traer, Iowa, left last Thursday for a trip to Seattle and Tacoma, Washington. They returned Monday and Mr. R. A. West left for North Powder, Oregon, the same day to visit relatives there. Mr. Roy West has been a visitor in Hermiston several days.

Being Different Brings Success



Upper right: C. M. Fuller, President of the Richfield Oil Company of California. Lower right: A typical service station. Left: New office building of company in Los Angeles.

IT'S a long step from being janitor of a small town post office to the presidency of a \$156,000,000 corporation, but C. M. Fuller did it because he is an individualist.

Inspired by a lecture in his youth to be different, he has carried out the thought even in the building of service stations for the company of which he is now president, the Richfield Oil Company of California.

When but twelve years old, he was taken by his father to hear a lecture entitled "Acres of Diamonds," given by Rev. Russell Conway at Bakersfield, California. The thought behind the talk was that if a man was individual; was unwilling to follow in the footsteps of the throng, he would see that real opportunity lay at his feet if he could but find that endeavor in life for which he were best suited. The boy was so impressed that during the school years that followed, instead of playing during summer vacations as did other children, he worked at as many trades and professions as possible.

\$100 per year, Fuller found himself in the oil game. Twenty years have intervened, and at forty-one he heads one of America's major petroleum corporations, the youngest man from a purely age standpoint to have ever risen to the presidency of an oil company of such size. And as to his standing in the industry, he has just been re-elected as a director of the American Petroleum Institute.

All through these years his avocation and hobby was to build beautiful buildings that would be different. The Richfield organization gave him this opportunity in its service stations.

In Los Angeles, the company has just completed its own office building. Instead of the usual type of steel and brick structure, it has been encased in black and gold tile, making it the outstanding structure of the Pacific Coast. On top is an aerial beacon that can be seen for miles. The idea of using such a combination came from Fuller, the individualist.

"Be different. Offer a better service to the public. Make them remember you but not with loud words or actions. Know as much as possible about the other man's business so that you can talk to him intelligently." These are some of the

J.C. PENNEY CO.

PENDLETON, OREGON

COLORFUL PLAID BLANKETS

\$2.98

A Splendid Blanket of Part Wool with China Cotton . . . large size, 70x80 inches . . . a real value at \$2.98 a pair.

A contract with the mill when business was slow made this exceptional value possible. These large size fleecy blankets of sturdy quality . . . made of selected small part wool and finest grade China cotton and bound with sateen ribbon . . . give you warmth and just enough weight. Come in large block patterns and also broken plaids . . . assorted popular colors. You can use . . . and can also afford . . . several pairs at this price.

TROY LAUNDRY PHONE 19-W

KECK BARBER SHOP

LATEST BOBBING SHAVING

GROCERY SPECIALS

NOT FOR TODAY BUT FOR EVERY DAY IN THE WEEK. THIS IS THE STORE WHERE YOUR DOLLAR HAS MORE CENTS, WHILE BUYING THE VERY BEST MERCHANDISE ON THE MARKET.

JUST STUDY OUR PROPOSITION OF PAYING CASH AND MAKING BIG INTEREST ON YOUR 365 DAYS NEEDS DURING THE COMING YEAR. WE ARE HERE TO SERVE. WHY NOT COME AND GET ACQUAINTED.

Friday and Sat. Cash Prices

5 GALS COAL OIL	\$1.05
16 POUNDS OF SUGAR	\$1.00
WINESAP APPLES, Per Box	75c
SPUDS, Per Sack	\$2.25
ALL HIGH GRADE COFFEE, Per Pound	48c

—BLUE FRONT STORE—

Where Your Dollar Has More "Sense"

BURNHAM'S GENERAL MERCHANDISE

PHONE 341 HERMISTON, OREGON

TUM-A-LUM TICKLER

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According to the plans and specifications of the uprene Architect, Noah builded an Ark that withstood the rain of forty days and forty nights. The plans called for a certain kind of material of certain dimensions. Water prevailed upon the earth one hundred and forty days and everything died except those protected by LUMBER. Lumber is one of man's best friends and in our yard you will find exactly what you want for any occasion.

I never hire a cook, I vow I like my wife to hire 'em. But I cantell you anyhow I'd rather hire than fire 'em.

Stewart Service & Supply Co. have started building on the land they recently purchased for camp ground and service station.

Don't try over split milk, hunt another cow.

WARNING!!!

Beware of Jack Frost. At large and carrying a piece of ice in each hand. Has white hair. Has habit of breaking into houses with empty coal bins. Our burglar insurance is of the best. Let us fill that coal bin today.

Don't let get you goat, to be sitting quietly by the fire reading some wild eyed political organ and listening now and then to the rain falling on the roof; when all at once a drop hits you on the head? You know right away the roof leaks, but you can't do a thing till it tops raining. Fix it before the rain starts, then sit back and laugh.

You never heard of a poor old man marrying a rich young girl.

FACTS NOT WORTH KNOWING

The rungs of a ladder are built a foot apart for convenience and ventilation.

It is impossible to build a jail that will give perfect satisfaction to all parties concerned.

The distance from Here to There is the same whether you walk from tie to tie or skip every other one.

A hornet isn't dangerous if you keep his face toward you.

Dealers sell bird seed by the pound as that is easier than counting them. There are no sleeves in vests.

WELLER WARE

We have just received a factory shipment of Weller Ware on which we are making special prices for one week--Saturday to Saturday, January 18th.

Egg Beating Bowls . . . 50c to 60c

Assorted Teapots . . . 50c to \$1.35

Blue Banded Pitcher . . . 45c to 85c

Asstd. Banded Mixing Bowls . . . 20c to \$1.35
(SIZES: 5 INCHES TO 12 INCHES)

Plain Yellow Mixing Bowls . . . 15c to 75c
(5 INCHES TO 10 INCHES)

1 1-2 Qt. Casseroles . \$1.00

2 Qt. Casseroles at . \$1.25

1 Quart Bean Jars at . 70c

2 Quart Bean Jars at . 90c

Zona Baby Sets at . \$1.75

For this one week we will allow a special cash discount of 10 per cent from the above prices.

Oregon Hdwe. & Implt. Co.

CHAIN RED & WHITE STORES

NORTON'S GROCERY

49¢ Sale

Here Again—A store full of bargains at a remarkably Popular price. Every Item a Wonderful Bargain.

Specials Saturday-Mon. Jan. 11-13

SERV-US GRAPE FRUIT
Whole segments; 2 No. 2 Cans . . . 49c

PINEAPPLE, Broken Slices
2 No. 2 1-2 Cans . . . 49c

MINCED CLAMS
No. 1 Tall—2 Cans for . . . 49c

SERV-US SOCKEYE SALMON
Halves—2 for . . . 49c

SERV-US DILLS
Extra fancy; 2 No. 2 1-2 Tins . . . 49c



CHAIN RED & WHITE STORES