

SCHOOL PICNIC HELD AT COLUMBIA PARK

SCHOOL CLOSING OBSERVED FRIDAY, MAY 23

Columbia district closed their school year Friday with a big picnic in Columbia park adjoining the school grounds. The affair was in the nature of a basket picnic and a large number of parents and friends enjoyed the afternoon under the shade of the park trees. Lunch was served at noon and after that every one proceeded to have a good time. The married and single men battled for several innings through a ball game but as the score was forgotten early in the contest it was decided a draw, with both sides claiming the victory by a wide margin. The teaching staff consisting of Claude Haddox, principal and Glea Sias and Fanny Todd teachers, were in charge of the picnic. Diplomas were given to seven eighth grade pupils who will enter the union high school next term. Glea Sias and Fanny Todd will continue their work of teaching in the Columbia school next year while Claude Haddox has accepted a school position in northern Washington.

Goes to Hood River

Miss Clara Gehmert left Friday evening by motor for Hood River where she will visit for several weeks after which she will attend summer school at the University of Washington. She plans on teaching here again next year.

Heaven Forbid

When those scientists succeed in making wood edible we presume well seasoned lumber will take on added value.—Philadelphia Inquirer.

IRRIGON SCHOOL CLOSES

(Continued From Page One.)

will teach high school subjects. She is at present critic teacher at the state normal at Dillon, Montana. Both Mr. and Mrs. Dawald will attend the university of Washington this summer where Mr. Dawald will work for his master's degree and Mrs. Dawald will work toward her Ph. D. in education.

The Irrigon public schools closed May 29 after a very successful year. There have been many improvements made in teaching methods and in the school plan. Mr. Holsington, principal, has used every effort toward bringing the educational standard of the school to a fine point of perfection. A plan of supervised study has been instituted and likewise the project method. This has been used especially in the grades. Mrs. Alma Greaves, intermediate teacher, has done considerable experimental work in socialized recitation with very gratifying results. The primary room under the direction of Miss Effie Renfro has been equipped with every modern teaching device used and approved by the best experimental schools. An improvement feature of this room is a new primary library with more than 50 books which are of interest to little folks. The seventh and eighth grades taught by Mrs. C. C. Barker have likewise added much new equipment in the way of library books and model testing devices. The high school this year has added a commercial curriculum of shorthand, typing and book keeping. In addition to all this, the school for the first time has taught a course in dramatics and has successfully presented a number of high grade plays under the direction of Miss Marie Hovee. The high school library has added more than 100 volumes of the books approved by the state course of study. Also the school board has purchased a complete set of Compton's Pictured

Encyclopedias. Prior to this year there has never been hot water in the building and the board appropriated over \$300 to put in this much needed improvement. Shower baths were tiled and each room has a day each week set aside for taking baths in the proper way. Particular attention has been paid toward health work in the school and owing to the fact that Irrigon has no resident physician there has been placed in the school a total line of first aid equipment. Under the direction of the county health nurse all of the children in the school were given a dental examination through the courtesy of Dr. Prime of Hermiston.

regular instruction in band work. For pupils in the primary room who are physically unable to handle a standard band instrument, a rhythm band was organized under the direction of Miss Effie Renfro. Through her efforts this band has reached a high state of perfection and has been fully uniformed with Scotch Keltie uniforms. This school is probably the only school in the United States in which each pupil is studying music, or if others are they have not come to the notice of school authorities. The band has been much in demand at fairs and similar public gatherings in this section of Oregon and last winter played a series of concerts at the Rivoli theatre in Pendleton. It is called and fully deserves the name "The Wonder Band of Eastern Oregon."

FISK TIRE DEMONSTRATION

—OF—
Air-Flight Tires
Saturday, May 31—All Day
—AT—
PENNOCK'S BATTERY & TIRE SHOP

MACMARR STORES

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It's much easier than it sounds—this modernizing your meals and minimizing their cost! It simply means buying your foods at your nearest MacMarr Store. Our modern methods of distribution bring you the finest foods to eat the West has to offer—and at the minimum cost. Buy this up-to-the-minute way—add variety to your meals—to say nothing of dollars to your bank account.

Saturday and Monday Sale

NOTE: This store will be closed all day Friday, DECORATION DAY, in commemoration of our Nation's dead.

FLOUR

OREGON MAID
Milled by Collins Mill, Pendleton
49 lb. Bag **\$1.55**
Barrel (4 Bags) **\$5.98**

FLOUR

MacMARR BLEND
A guaranteed hard wheat Flour
49 lb. Bag **\$1.69**
Barrel (4 Bags) **\$6.69**

Kellogg's Corn Flakes and Post Toasties **TWO PACKAGES 15c**

PINEAPPLE

Fancy Broken Sliced
No. 2 1-2 Tins
3 for **69c**

PINEAPPLE

Fancy Whole Slices
Hawaiian
No. 2 1-2 Tins
2 for **55c**



SPECIAL

JELL-WELL and GLASSETTES
6 Pkgs. Jell-Well **45c**
4 Glasettes FREE

FRUITS FOR SALAD

LIBBY'S FANCY PACK
An ideal combination of choice fruits in a rich syrup suitable for 5 portions. May be chilled and served with a simple dressing or follow recipe on can.
Large Can **35c**
Small Can **25c**

BANANAS WE'RE STILL SELLING LOTS OF THEM. Dozen **23c**

SUGAR 100 Lb. Bag **\$5.49** **Kerr's Preserves**
C. & H. Pure Cane 3 Pound Glass Jar **49c**

LARD PURE OPEN KETTLED RENDERED 8 Pound Pail **\$1.29**

PEETS Granulated Soap

An economical, efficient and convenient form of soap for all cleaning purposes.
Large Package **43c**
Small Package FREE



Toilet Tissue

AMBASSADOR BRAND
A Value at
4 Rolls for **25c**

Peanut Butter Two Pounds **39c**
Hoody's in Bulk.

CHEESE BROOKFIELD FULL CREAM, Pound **29c**

WHY ADVERTISING

Some individuals hold adamant to the belief that advertising is a waste of effort, time and money, but the fallacy of this belief is clearly discernible when one contemplates the vast change in the life of the average individual since advertising came into existence. An analysis and review of the life of the average American citizen will prove beyond the shadow of a doubt that advertising has bettered his standard of living, and that which benefits is worth its cost. This refutes the opinion that advertising does not pay.

Day by day advertising is changing our mode of living, and it will continue to do so. This gradual change in our habits creeps upon us unawares, and it is only when our attention is specifically called to some change that we realize just what has happened.

Now if we look into the history of the business organizations responsible for the change, we find them to have grown prosperous. Quietly and consistently the manufacturers of the products represented by such an industry have kept their advertising before the consuming public. In good years and in bad the news stories of their products in the form of advertisements have directly and indirectly impressed new desires and wants in the minds of the consumers. The impression of their products through advertising has resulted in sales and profits to the manufacturers.

Of course in lean years, their sales volume may not have reached the previous high mark, but never for an instant was the public allowed to forget, and this naturally meant that when money was available with which to purchase these commodities, those manufacturers and merchants whose advertising had continually appeared received the business.

Those advertisers who had dropped by the wayside by the use of periodic advertising or by spending a large sum at irregular intervals, could not overcome the consumer preference built up by those who had kept their advertising consistently before the buyer. **PERSISTENT ADVERTISING WINS AND HOLDS BUSINESS.**