

### Wm. Roesch Bottling Works

With modern plant in Pendleton, are bottlers of all types of beverages, featuring high grade soda waters in all popular flavors. Each day these drinks are gaining wide popularity in this section by reason of their excellent taste. Managed by Wm. Roesch who features their near beer drink known as Western Club. A slogan goes "To drink more Western Club is to enjoy better health."

This well known bottling works is deserving of more than passing notice in this review of the onward progress of the community, as they are one of the largest producers of beverages in this section of the state, their brand being a standard of quality and so recognized by the trade for a radius of many miles.

Their products are popular because their plant is most modern and they have realized the popular demand for pure and wholesome refreshments. Therefore, they have gone farther than the pure food law requires and turn out a product that is entirely free from impurities as well as being delicious and wholesome.

There is no other class of food which is subject to such intelligent

and scientific manipulation as the carbonated beverage industry, which is a distinctive advantage to both the industry and the public.

In this modern plant the bottle is hardly touched by the human hands until it is ready to put in the cases for delivery. The plant is a credit to the community and is open at all times to the inspection of the public and the public is cordially invited.

We are pleased to point with pride to the establishment of the William Roesch Bottling Works and to recommend them in the class of goods that they are furnishing to the trade, and assure everyone that when they order their drinks they will get the very best.

### Fox Rivoli Theatre

Operated in Pendleton, offers the best in motion picture field and secures the finest attractions of the day. Under the management of Larry Goux, who has made every effort to secure only clean and wholesome pictures that are shown at very reasonable prices. His theatre is modern in every way and has installed at tremendous expense the Western Electric system for the presentation of all talking and sound pictures. People in this section are always pleased at the plays they see at the Rivoli.

In making this review of the onward progress of this section of the state there is no institution more worthy than this well known and justly popular theatre. This is one of the truly progressive play houses in this part of the state and because of the high class productions shown here, enjoys a large patronage, not only from that city, but from the surrounding territory. Offering feature pictures which include in their cast the world's greatest stars, it is not strange that this theatre has become so popular and when to this you add the fact that the manager has made efforts to secure only clean and wholesome pictures, it can be seen that they have merited their success.

Therefore, in this review of our onward progress we wish to compliment them and direct the attention of all our readers to their show. It is run by a latter day and progressive business man, thoroughly conversant with every feature of the business in which he is engaged and there can be no question but that under his directions this theatre will continue to see its patronage increasing.

### Dr. N. A. Mann

The leading chiropractor in this section and is located in Pendleton. The good he has done for the people of this community is inestimable. He maintains a complete department or giving every chiropractic service. Specializes in stomach and intestinal disorders. Many people have been greatly benefitted by his treatments.

Chiropractic has made a wonderful record in removing the cause of chronic diseases which have meant the failure of many methods of treatment. The most brilliant success of chiropractic is in adjusting the cause of acute diseases for in these the recuperative powers have not been weakened by long illnesses and the results are generally prompt and certain.

Bodily ailments comes as a result either of violation of nature's laws or on account of interference with nature's way to keep the body in perfect health. The human body is so constructed that it is unnatural and impossible for disease to creep in without cause. The nerve system which leads to and conveys life to every remote part of the body is designed to give perfect health to all the organs and keep them in repair. If there is the slightest interference

with the nerve communication there is bound to be disease in the particular organ that may be supplied by the nerve so obstructed.

Once the cause of the disagreeable symptoms are done away with the disagreeable sickness will disappear. Chiropractors do not treat symptoms because, regardless of how long the symptoms were treated, if the cause remained, the tendency would be for the patient's sickness to stay with him.

One phase of the service of this doctor that you will appreciate is his efforts with chiropractic adjustments that are not severe. He has spent much time and effort in developing methods of adjustments that are result getters. A trial will convince you. Every case is carefully diagnosed and given close personal attention.

### W. Morrison

REAL ESTATE

Whose office is in Pendleton, enjoy the confidence and patronage of the entire community. Under the management of men who are well thought of. Headed by W. H. Morrison, this firm extends a sincere service and courtesy to people in our trade territory.

The Pendleton trade territory is indeed fortunate in having in its midst such an organization as represents this enterprising firm. In this day and age when conservative men are constantly seeking investment where they are not only assured of a permanent source of income, but reasonable certainty of increase in value, this firm is doing more than its share to meet the demand of such men.

These men have been closely identified with the growth and expansion of this section and have made a close study of real estate conditions so they could offer the buying and selling the best of service.

They have always made it a point not to list property for sale for more than its true value, and this is where their close study of local conditions renders them an authority on values. In all of their transactions their word is as good as their bond, and people have come to look to them when seeking a desirable medium through which they may buy or dispose of their property.

We take pleasure in this edition to refer our readers to this well known firm, and only genuine satisfaction may be expected from transactions with it. Such a firm aids materially in the growth and expansion of Pendleton and its vast trade territory.

### Cox & Howland Grocery

Located in Pendleton, is one of the ideally equipped stores of this section, offers standard lines of good food products, including canned goods, vegetables, groceries and meats. Features only strictly fresh merchandise, another service which has made this store so popular. Headed by men who are behind every measure for Hermiston.

Since the rapid transportation of the day has widened the scope of the activity of the first class store, the Cox & Howland Grocery has enjoyed a large trade from people all over the surrounding territory.

They have made an extensive study of modern conditions in the provision trade and kept abreast of the times. They make a study of fruits, vegetables and grocery trade of the country and being large buyers they are given unusual concessions, both as to price and quality of products.

Their store has the very finest of modern equipment and fixtures, and store furnishings are such as to aid in the expeditious handling of all stock, making this a convenient place at which to buy. They have the latest in refrigeration devices, and in fact all that is new and modern for stock is kept in the best condition and ready to use.

Having gained a reputation for their good business methods, satisfactory service and the best of wholesome products, the proprietors find their foodstuffs in great demand and as a consequence their business is rapidly increasing.

In this review we are pleased to offer this grocery to our readers, and to compliment the management upon the conduct of an institution which is the most modern and which aids in the case of the housekeeping, as well as in lowering the high cost of living and the producing of dinners that are appetizing.

### Sawtelle's Jewelry

With store located in Pendleton, is a prominent firm of the community and a jeweler and diamond merchant who has merited the enviable reputation he has acquired. This firm also features one of the most complete gift departments in Northern Oregon. Headed by men who extend every courtesy to people of the Hermiston district. This firm maintains one of the most complete repair departments. Our paper heartily recommends them and the class of work they do.

This is a local firm that is replete with everything that is the latest and best in the jewelry line and as a proof of our statement we suggest that you visit the establishment of this popular firm. Here you will find everything there is in the jewelry line and upon examination you will find the goods are of the highest quality; diamonds, silver-ware, gold-ware, fine colored glass and suitable presents for every occasion.

The management is both public spirited and competent, familiar with every detail of the business, and it is quite proper that we compliment upon the distinctive position it has attained as one of the most valued of the community commercial assets.

This store is one of the progressive establishments of Pendleton and is meriting the large patronage it is receiving. Whatever you may wish in diamonds, watches and jewelry you will find has been provided for in this store by a choice assortment from which to make your selections.

The men at the head of their store have had much experience in the jewelry business. They number among their customers, people from every walk of life. Each is a satisfied customer. Our paper recommends them to all those needing anything in the jewelry line.

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### Tallman & Co.--Drugs

With store located in Pendleton, is known as a good drug store. This drug store offers the most accommodating service in Drugs, Prescriptions, Stationery, Sundries and Specialties. Under the management of men who are well thought of in this district. Headed by J. V. Tallman.

This drug store is known far and wide where all pure drugs and chemicals are kept and is giving the best service, and has maintained a wide reputation among physicians for the efficiency and care exercised in compounding prescriptions.

No matter what medicine you may read about in any paper, you can get it here, for this pharmacy conducts a complete department in proprietary medicines—carrying everything in the line.

The line of toilet preparations and perfumes is a very extensive one and not only includes those of American manufacturers, but also makes of choice importations. Here they can aid you in the selection of a perfume that will fill your own personality and be distinctive.

The manager has received favorable state-wide comments on their appearance. It is one of the truly fine drug stores of this section.

The great success of this store is due to the business ability of the manager, who has displayed more than ordinary ability in the conduct of the store. He is a business man who has assisted in making the state sit up and take notice of this community. Attention is directed to this store upon the satisfactory service to all those who visit it, for it has come to be recognized as one of the strictest up-to-date stores in this section of the state and a feature of the business life of this district.

### Montgomery Ward & Co.

Located in Pendleton is one of the leading merchandise establishments of Northern Oregon and features at all times a complete line of wearing apparel for the entire family. Headed by men who are considered an authority upon merchandising. Out of town shoppers are treated with the utmost consideration. This store's reputation is built upon the basis of service and values. This firm has inaugurated an easy monthly payment plan known as the "Budget Plan." You can pay while using.

It would be impossible to give an adequate idea of the immense stock carried here, but let us say that no department has been slighted and the people of our trade territory are taken care of in such a way as is seldom found in cities much larger than Pendleton.

Taking care of every detail has been one of the prides of the management of this store and they insist that the service be as near perfect as possible and that all prices be most reasonable and consistent with market conditions.

How necessary it is to have in certain sections of a state an up-to-date store which affords the public a medium where they may purchase practically all their wants under one roof. For this reason, our newspaper deems it proper that this store should occupy a prominent place in this edition. They are the trading headquarters for North Eastern Oregon. This fact the public has realized and as a result, the store numbers among its patrons, people from every walk of life.

"Courtesy," spelled in capital letters, is one of the outstanding features of their program to extend the finest service possible. Everyone connected with their store believes a smile to be as cheap as a frown. A business founded upon such a basis could not do otherwise than succeed.

### Oregon Bakery

Located in Pendleton, is one of the cleanest and most sanitary institutions of its kind in the state. Under the management of W. T. Spychalski, who is well thought of. This firm handles only quality products and features their famous "Butter Nut Bread."

Through many years of man's development, bread has occupied a place of distinction in food value. It is therefore fitting that the ingredients that compose it and its methods of preparation be given the careful attention it deserves.

Never before in the history of this city have its people manifested such wholehearted enthusiasm as they have over "Butter Nut Bread." This bread is a quality bread made from the best ingredients in this modern bakery which is equipped with the most modern machinery available.

The business of this institution represents the very last word in modern bakery production and the bread

is scarcely handled from the time the mixing starts until it is wrapped and sealed in wax paper, thus assuring the public of a product not only having the purest ingredients but made under the most sanitary conditions possible.

Going upon the theory that a hand shake is as cheap as a frown, the manager meets everyone in the same cordial manner. He is never too busy to pass the time of day with you or chat with an old friend who may be a visitor.

These elements in his disposition could not do otherwise than make him and his bakery popular throughout this trade territory.

### Kimball Chevrolet Co.

This firm has the sales and service of the famous Chevrolet automobile and are conveniently located in Pendleton. They are now showing the 1930 models, Sixes in the price range of a four. Offer real service and is headed by Nat Kimball.

The Kimball Chevrolet Company offers a line of cars affording ever greater quality at lower cost—the utmost in economical transportation. Through sheer merit Chevrolet has become the largest producers of automobiles, with modern three-speed transmission. On the basis of service the public has accepted the Chevrolet and demanded more of these fine cars than any others made.

For the last three years Chevrolet, with a four-cylinder car, has led the automobile industry in volume of business, in units sold, and dollars and cents sales. But not satisfied with such leadership, Chevrolet now offers a six-cylinder car at practically the same prices as their famous

The 1930 Chevrolet is a bigger and better automobile. Greater performance, power and speed are now available. Beautiful bodies by Fisher now excel everything in this price class.

Ease of control, comfort, roadability, performance and economy of operation are at their peak in the 1930 Chevrolet. Can you think of five accepted improvements on the highest price car built that are not on the new Chevrolet? We can't.

In their used car department, our readers will find many bargains, backed by this reliable firm.

The Kimball Chevrolet Company will demonstrate the 1930 models without obligating you to buy.

### Pacific Power & Light Co.

Located at Pendleton, is a popular utility concern that is doing much to add to the rapid expansion of the community by furnishing ample electricity, power and satisfactory service to all patrons. Under the management of men well thought of and headed by W. H. Till, who is behind all measures which mean added prosperity for the Hermiston trade territory.

The operation of modern successful electric plants is an undertaking that requires the services of men of experience and a comprehensive knowledge of light and power. This cannot be acquired in a day but comes from long study and practical experience.

There is probably no other company of this size in the country that is better equipped to furnish electricity than this company, which maintains one of the most modern and up-to-date plants and furnishes very satisfactory service to its patrons.

The growth and prosperity of this company is largely due to its officers.

Their familiarity with the resources of the vicinity which they supply, their confidence in the future utility development, their keen foresight, have brought the company to its present perfection.

When the people of this community stop and consider the importance to them of the public utility service they indeed have cause to congratulate themselves. We wish to direct your attention to this concern as one of the most important assets of this community and as one of the companies that is assisting in making this a more progressive and prosperous community.

### Troy Laundry

With modern plant in Pendleton, is the leading laundry of this section. They wash clothes without injury. Service is efficient and prompt. Under the management of J. T. Snels n who is well thought of in this section. This firm extends a prompt mail order service to our trade territory.

The laundry does two important things — it cleans without injury to the clothes in any way. That seems perfectly commonplace. All laundries are supposed to do that, and if the increasing number of patrons may be taken as a basis of judgment, this laundry does it thoroughly and efficiently.

Here you will find the most modern laundry equipment available. In their various departments they reign supreme and can handle every type of work. Service, courtesy and quality work is a slogan everyone lives up to.

modern machinery insures that your clothes will not be torn. The finest fabrics may be sent there for washing with perfect assurance that they will be thoroughly cleaned and not injured in any way. They take the same care of your garments that they would of their own.

Thoroughly reliable in every way, the manager has built a reputation for holding the interest of the public above every other interest. This spirit permeates the entire organization of the plant. They are not only a reputable business firm—they are valued in the community.

### THE INDIVIDUAL YET NEEDED BY BUSINESS

By JOHN G. LONSDALE  
President American Bankers Association

SOME seem to think that the day of the individual in business has passed. But they are wrong. While the individual may not attract such outstanding attention as he did in the days of old when institutions were conducted on a smaller scale, he nevertheless is to be found in any large corporation, dominating the situation, giving orders here, co-operating there and shouldering the responsibility of keeping a large group of lieutenants, captains and privates working in unison and moving forward under the banner of progress. And all of these are held accountable to the public because the public has entered into a partnership agreement with the corporation through purchase of stock.



John G. Lonsdale

Even in the gigantic mergers that have taken place within the last two years there remains more than ever the necessity for a leader, an aggressive personality, whose duty it is to see that basic principles are not forgotten, that the rights and privileges of the individual workers and the customers they serve are as well provided for as in the smaller business units.

It is gratifying to note that our corporations are giving more and more concern to the welfare of their workers. Numerous benefit organizations have been formed, opportunities offered for advancement of education and position, hospital service established and insurance and retirement pensions provided.

This general humanitarian movement in reality is the outgrowth of analysis, which has disclosed the need of improving the well-being of our individual workers, realizing at the same time that our institutions will benefit.

### PREPAREDNESS IN BUSINESS

By R. S. HECHT,

American Bankers Association. My observations for many years, both as an employee and as an executive, have convinced me that the reason some men and women go ahead and others do not is that some keep themselves constantly prepared to accept and fulfill larger duties and responsibilities as they offer, and some do not.

Grant, as we must, that there is a certain element of luck in the conditions under which opportunity for promotion comes to different men and women, we nevertheless must also see that it is each individual's own state of preparedness which determines his ability to seize opportunity if, when it comes, and having seized it, to succeed in meeting the greater demands which it inevitably places upon him.

Real advancement never means going ahead to easier tasks, but always to harder ones. Opportunity for advancement is worthless unless in accepting it you are able to carry with you the abilities and qualifications that prepare you to meet the heavier exactions that are an inherent part of opportunity.

It is far better to go into action in the field of enlarged responsibility prepared and qualified, rather than that you and the institution you work for shall be exposed to the hazard of your having to build up to new responsibilities after having assumed them.

The new spirit of all business seeks to prepare its people in advance through education for the higher duties it holds in store for them.

### Bank Bandits Active

The greatest number of bandit raids on American banking ever recorded in the figures of the protective department of the American Bankers Association were reported during the six months ending last February. Bank members of the association reported for investigation 311 forgery cases, 107 holdup robberies, 16 burglaries, 3 sneak thefts and 3 mortgage swindles while non-member banks, numbering less than half the total enrolled in the association, suffered 86 holdup robberies and 9 burglaries, non-members being burglarized or held up once for every 89 banks, as compared with once for every 164 member banks. The association detective agents caused the arrest of 143 of the 236 bank criminals apprehended during the period covered.

The association's report on these conditions urges support of the movement to provide city police departments with radio-equipped cruising automobiles which have proved particularly effective in Cleveland and Detroit in the broadcasting of alarms and the closing in on criminals immediately after or even in the midst of the perpetration of crimes. Last year the average time elapsed between the receipt of radio calls by these cars and the 1225 arrests which followed was one minute and forty-two seconds, the report says.

: School Supplies at The Herald Office :