

MIDNIGHT MATINEE AT OASIS LAST NIGHT OF FAIR.

The Oasis theatre has announced that the management has arranged for a special program with free hats and serpentine for a midnight fun-frolic Saturday, the last night of the fair.

The main feature, Zane Grey's "The Mysterious Rider," latest of the noted author's exciting Western action-romances to reach the screen, with Kent Taylor, Lona Andre, Irving Pichel, Gail Patrick and Warren Hymer in the leading roles.

Taylor is cast as a young rancher who sacrifices his own freedom and his own name to expose the machinations of a crooked lawyer, leader of an attempt to oust fellow-ranchers from their property. The attorney, played by Pichel, has discovered that the land is not legally theirs, and then after receiving the money they have gathered together to make it theirs, has double-crossed them and sold it for a higher figure to a powerful financier. He contrives to throw the guilt for the doublecross on Taylor.

The latter, tossed into jail, escapes, and, at risk of his own life, exposes the entire swindle, to bring the film to a breathless climax.

The romance between Miss Andre and Taylor runs throughout the picture.

Along with featured program, there will be exclusive official motion pictures of world's heavyweight championship boxing contest as filmed at the ringside of the Madison Square Garden Bowl; Long Island, New York. Jack Sharkey vs. Primo Carnese, and a comedy, W. C. Fields in "Barber Shop", and cartoon.

A SAILOR'S LIFE FOR SLIM PROVES DOG'S LIFE FOR ZASU.

How would you feel if you were a man who longed for a life on the open sea, and were filled with contempt for the ramshackle ferry boat which served your home town, only to learn that your wife had spent your entire joint savings to make you a present—of the ferry?

And how much worse would it be if you didn't know anything about it until after the despised ferry boat had exploded at its pier, and you sneered at the insane foolishness of the man whom you thought had bought the dilapidated old tub?

This is a situation which confronts Slim Summerville in "Her First Mate," the hilarious Universal comedy which comes to the Oasis theatre on Friday and Saturday. Zasu Pitts, his wife in the picture, has secretly bought the ferry as a means of making him quit his job on a gay Albany River night boat, and inducing him to spend his nights at home. And she doesn't know that he has already been fired.

anyhow!

"Her First Mate" is said to be filled with a swift succession of such laughable incidents, and to present this comedy pair in the funniest picture of their career as a starring "team". Supporting Summerville and Miss Pitts in this newest fun-film are Una Merkel, Berton Churchill, Warren Hymer, Henry Armetta, George Marion and other screen favorites.

All Items Appearing in this Column are Contributed by the Hermiston W. C. T. U.

Drys and wets alike are erroneously basing predictions on the old liquor trade and the old saloon. The drys picture the evils of the old saloon and the wets glory in the taxes the old liquor business paid.

Both are in error: The wets are ninety per cent wrong in their estimate of beer taxes. The drys err in depicting the evils of the old saloon—when the New Saloon is planned to be much more of a pest hole than the old one.

The liquor business, already chortling over repeal, is giving away its plans through liquor trade journals. Liquor men plan to make the new saloons so attractive and with so few restrictions that women and young girls will become the same hard drinkers American men were forty years ago.

Brewery trade journals are advising brewers to quit advertising their products with adipose old burghers. In the place of the degenerate old soaks who would test the ability of modern medical science to put them in shape to do any job, the brewers are advised to advertise with idealized pictures of tender young women.

Meantime apathetic well wishers tell the W.C.T.U. the way to solve the liquor problem is not by legal and restrictive measures, but by education. Well, the brewers are already in their way to educate the young people in more deadly misinformation about alcohol than can be removed by a decade of the quiet type of education many uninformed people are advising.

Beer propaganda pours into millions of homes via radio; and the general attitude of American editors is appalling in its complete misunderstanding of the situation. Already beer drunkenness is increasing. Sleepy headed, beer-filled automobilists are responsible for accidents which are not receiving proper attention by the newspapers. Traffic mortalities are going up.

Newspapers can aid in temperance instruction by refusing beer ads.

A new kind of glass for automobiles enables the passengers to see out but is opaque to the outsider.



THE SCOPE AND PURPOSE OF THE PRESIDENT'S EMERGENCY RE-EMPLOYMENT CAMPAIGN

The President's Emergency Re-employment Campaign may be described briefly as a plan to add from 5,000,000 to 6,000,000 persons to the nation's payrolls within the next six weeks or so, through agreements made with the President of the United States by some 5,000,000 concerns or individuals employing two or more persons each.

In order that this number of jobs may be made available, it will be necessary, of course for employers in many cases to shorten working hours. The plan also provides for certain minimum wage scales which also in many cases will mean added labor costs for the employer.

The President's Agreement, however, includes a pledge of cooperation from the consuming public, and it is thus anticipated that the employer while undertaking a larger expense as the direct result of his agreement with the President, will gain added patronage as the just reward of his public spirited attitude.

The fact also is to be borne in mind that where all employers act together to put people back on their payrolls or to raise wages, no employer, as the President himself has pointed out, "will suffer because the relative level of competitive cost will advance by the same amount for all."

It is to be understood that this plan is supplementary to the plan of code adoption by various industrial and trade groups which has for its purpose the elimination of unfair competition, the establishment of more equitable rewards for labor, the spread of employment and the control of production. This plan for speeding business recovery, launched under the provisions of the National Recovery Act passed by the last Congress, is rapidly being made effective, and there will be no let-up on the drive to make its adoption widespread.

The President's Emergency Re-employment plan will bridge time and bring the nation out of the depression more rapidly than if the code adoption plan were depended upon exclusively. The President's Agreement also covers many business groups that would not be amenable to any of the code arrangements.

And what is still more important, perhaps, the President's Emergency Re-employment campaign carries certain psychological values that are as priceless as patriotism at this juncture of our economic history. The President himself made this quite clear in his recent radio address to the nation when he said: "On the basis of this simple principle of everybody doing things together, we are starting out on this nationwide attack on unemployment. It will succeed if our people understand it—in the big industries, in the little shops, in the great cities and in the small villages. There is nothing complicated about it and there is nothing particularly new in the principle. It goes back to the basic idea of society, and of the Nation itself, that people acting in a group can accomplish things which no individual acting alone could ever hope to bring about."

Thus we have all the power and potency of mass attack directed along sound lines of organization and system. Here briefly, is an outline of this organized attack on unemployment: In every community, organizations are formed along military lines, which is fitting enough, because the President's Emergency Re-employment campaign is Uncle Sam's war on unemployment and the nation is rallying to the colors just as loyally as though we were actually engaged in a war against a foreign foe.

The local committee is made up of the active heads of the leading business and civic organizations, and includes also the mayor. These committees in the thousands of cities and towns throughout the country were formed following telegrams and letters sent by General Johnson to the presidents of Chambers of Commerce or similar trade bodies in every section of the United States. These local committees elect a general to have charge of the city campaign and a lieutenant general who is a woman. The general selects three colonels, each of whom is to take over a certain part of the campaign work. For example, Colonel No. 1 has charge of the "man-power" or organization department. Under his direction block-to-block canvasses will be made to check up on compliance with the President's Agreement, and to make a survey of the unemployed, as to adaptability by experience as to trades and industries and thus be able more readily to help in the processes of assimilation of labor by expanding industries. Colonel No. 2, briefly, has charge of newspaper publicity and kindred activities; and Colonel No. 3 has the training and direction of public speakers under his charge.

Each of these three colonels has seven or more majors on his staff, and each major has about the same number of captains. Each captain has seven or more field workers. All of the local organizations are, of course, constantly supplied with educational and inspirational material of all kinds from the National Recovery Administration in Washington. Literally tons and tons of printed matter has been shipped to every nook and corner of the country.

The N.R.A. emblem, known popularly as the Blue Eagle, is one of the most interesting and vital features of the campaign. All employers who sign the President's Agreement are entitled to display the Blue Eagle with the initials N.R.A. and the words "We Do Our Part." Merchants, manufacturers and all others who have the right to display the insignia by reason of their having complied with the President's Agreement, are permitted to hang it on their walls, or in their windows, or on trucks and cars, and, if they so desire, to stamp it on their products or merchandise. It is, in fact, the desire of the Recovery Administration that all make liberal use of this badge of patriotism.

Any person in the United States who wishes to cooperate in the President's Emergency Re-employment Campaign and be considered as a member of the N.R.A. may go to the authorized establishment in his locality and sign a statement of cooperation as follows:

"I will cooperate in re-employment by supporting and patronizing employers and workers who are members of N.R.A."

Any such signer will then be given and may thereafter use the insignia of consumer membership in N.R.A.

Every phase of the progress of this mighty campaign will be flashed in the newspapers of the country and announced constantly over the radio. In this way everyone will be in a position to know just what the campaign is doing from day to day in actually putting people back on the payrolls and adding to the mass purchasing power of the country.

While, as has been stated, it is desired that liberal use of the insignia be made by employer and consumers, it is to be remembered that the official N.R.A. emblem is the property of the United States Government and may not be used or reproduced without authority of the National Recovery Administration.

The lists of all employers who sign the President's Agreement are displayed in local post-offices and it is urged that all employers who have not yet signed the agreement do so immediately and deliver them to their local post-master.

With some minor exceptions, the terms of the President's Agreement with employers is, briefly, as follows: Any employer of a factory or mechanical worker or artisan must not pay him less than 40 cents an hour or work him more than 35 hours a week, except that if the employer were paying less than 40 cents for that kind of work on July 15 the employer can pay that rate now, but not less than 30 cents an hour. As to all other employees—those on a weekly rate—the employer will pay not less than \$15 a week in a city of over 500,000 population; or \$14.50 a week in cities of between 250,000 and 500,000; or \$14 a week in cities between 2,500 and 250,000 population; or \$12.00 a week in cities of less than 2,500 population, and the employer agrees not to work this class of workers more than 40 hours a week. As to employees who were getting a higher wage, the employer must not reduce their wages because of a reduction in their hours and he should generally keep the usual pay differences as between the lower and the higher paid employees. And after August 31, he must not work children under 16 years of age. There are, of course, some other rules which apply to special cases but the terms of the agreement as here outlined cover the large bulk of cases.

COLUMBIA NEWS

Childs Barham has been employed repairing the house recently occupied by Will Jep and family of Pendleton.

Mr. and Mrs. Baker of Helix were visitors at the Joe Udey home Saturday.

Dale Wells and Clement Stockard who have been employed in Stage Gulch, returned to their homes Saturday.

Harold Hunt, who has been employed on Butter Creek, returned home Saturday.

Mr. and Mrs. O. A. Wells and family were visitors in Nolin at the home of Mrs. Wells' mother, Mrs. Dupuis, Saturday.

Viola and Ralph Krause and Oliver Knerr were visitors at the Joe Udey home Sunday evening. They had just returned from a trip to Pasco and Kennewick.

Hank Thorlison of Pendleton visited at the home of his mother-in-law, Mrs. Hunt, Monday. Charlie Hunt returned to Pendleton with him, and will look for employment.

Mr. and Mrs. C. L. Upham were visitors at the Barham home Sunday evening.

Mrs. Struthers and son Allen and parents Mr. and Mrs. Constance of Reith, left Monday for a business trip to Calgary, Canada. They will visit with relatives on the trip through Washington. They expect to remain there about ten days.

A party was given at the Wm. Jep home Saturday evening, welcoming Mr. and Mrs. Jep and family into this community. Those present were Childs Barham, Mrs. F. W. Lenz and daughter Martha and son Fred, Mr. and Mrs. John Paxton, Mrs. Belscamper, George Knapp, George Beddow and son George, S. Epperson, and Mr. and Mrs. Stuthard and family. The evening was spent with those present. Refreshments were served later in the evening.

Mr. and Mrs. C. L. Upham were visitors at the L. Hammer home Sunday afternoon.

Mr. and Mrs. W. S. Phillips of Helix were business visitors at the Joe Udey home Sunday.

Childs Barhams and his mother, Mrs. Barhams, were visitors at the Pierson home Sunday.

Mr. and Mrs. George Leibe and sons, Albert and Walter, and Mr. and Mrs. F. W. Lenz and daughter Martha, and sons Fred and Martin, visited at the Harry Beigle home in Kennewick Sunday.

Mrs. August Linder and grandson Gordon Blessing, were visitors at the Squire Thomas home Sunday.

Mrs. Laura Morris, teacher and principal at Columbia school, visited with her sister, Mrs. Louise Blum, Sunday.

Squire Thomas took a load of furniture to Albany Thursday. They plan to move there soon.

While moving his last week, August Linder was thrown from the mower as it fell into a hole. His back was injured. He was confined to his home for a few days but is able to be up now.

PLANS SHAPING FOR BIG DANCE AT HAPPY CANYON. Pendleton, Sept. 6—The first big buckaroo costume dance, the "kick-off" for the brilliant round of activities which culminate in the Round-Up proper, September 21, 22 and 23, will break loose with the year's grand opening of Happy Canyon dance hall Saturday night, September 9.

E. C. Olsen, Happy Canyon Dance director for the past eight years, is getting everything in readiness for this annual dance which is Pen-

dition's own, the one event that always packs them in.

Beginning Saturday, anyone not in the regalia of the old frontier days on its dress up occasions will be decidedly out of step. A good natured but resourceful "penalty committee" will think up suitable punishment to mete out to unwary backsliders who fail to show real western color Saturday morning.

The twenty-third annual Cowboy Shuffle, with Robert Fletcher's 10 piece Round-Up orchestra, will be a worthy successor to the Let 'er Buck shindigs of past years. The committee has arranged for a city-wide ticket sale with substantial prizes for the cowgirls who sell the most.

In every downtown place of business, tickets will either be on sale or information as to the nearest ticket booth will be available.

UNIVERSITY OF OREGON READY FOR OPENING.

EUGENE, Ore.—Activities in preparation for the opening of the fall term are in progress in all departments of the University of Oregon, and new and returning students will find not only improvements and repairs in many campus buildings, but adjustments and refinements in curricula offerings, it was stated here today by Dr. Earl M. Pallett, executive secretary and registrar.

Pre-registrations of first year students are now coming in rapidly. Indications are that return of old students will be normal, and may even exceed that of last year, due to better economic conditions in many parts of the state. Registration of graduate and special students already exceeds that of last year.

Plans have been completed for "freshman week," six busy days during which new students will be "oriented" or neatly fitted into the scheme of things here. This week, which opens Monday, September 18, will precede the regular opening of classes, which is set for Monday, September 25.

Into freshman week will be crammed conferences, physical and psychological examinations, English placement tests, and all the hustle and bustle of "rush week," that period when fraternities and sororities invite the new students in to look them over for "pledge" material. Careful planning by those in charge, however, will make it possible for every student to get careful attention to individual as well as general problems.

Monday and Tuesday of the week will be devoted to physical, psychological and English placement tests, and Dr. Pallett emphasizes the fact that new students should be here on time for these examinations. These tests are important, not only to those who will have charge of the students, but to the student himself, it is pointed out. Registration material will be given out Thursday and registration will take place Friday.

Added opportunity will be offered students in nearly every major department of the university. This has been accomplished through re-

organization, elimination of some of the more highly specialized courses and expansion of courses which serve a larger portion of the student body to make them more thorough and adequate.

Instruction in religion, a new department here, in charge of Dr. E. W. Warrington, will be sponsored and supported by friends and parents of students throughout the state.

For the first time landscape architecture will be offered exclusively in the school of fine arts. It will be in charge of Prof. F. A. Cuthbert, who has been transferred from Oregon State college. Students will go to the Corvallis campus, however, for the third year of this five year course.

Upper division work in business administration, now completely reorganized for this campus, will be offered exclusively here henceforth.

Specialists in voice and stringed instruments have been made available to students on both campuses, through reorganization of the staffs of the music departments, while Professor Paul Petri of Oregon State will divide his time between the two campuses and have charge of choral groups for men and women and instruction in voice.

Students in nursing education may spend their first two years at either institution, with upper division work given in Portland. Lower Division and essential service courses in science and home economics carry out the plan of the State Board to make adequate matter in these fields available to students in other major fields.

The quality of instruction, due to careful reorganization, will be equivalent to any period in the history of the institution, officials declare. This is attributed to the loyalty and interest of faculty members. Few changes in faculty personnel have occurred this year.

A. J. Page of Glencoe, Ill., recently received \$50 from a resident of India to whom he lent that sum 31 years ago.

Save Your Eyes! and SAVE MONEY Dr. Curry, the old Reliable Optometrist of Seattle who has made professional visits to Hermiston for 20 years, will again be at the Hotel Hermiston Thurs., Sept. 21 for one day Eyes Examined—Classes Ground and Fitted—Prices Based on Present Conditions.

EVERYTHING IN THE NEW

FORD

"FORTY" V-8

BEAUTIFUL, LARGE POWERFUL FAST, ECONOMICAL COMFORTABLE

TRY IT!



Rohrman Motor Co. HERMISTON, OREGON

"Mister" Farmer Raise Your Prices by Eating Your Products

If thirty million farmers consume an extra dozen eggs per week, it means thirty million dozen or one million cases out of the market and within five weeks the tremendous surplus will be converted into a shortage and prices will automatically advance at least 5c per dozen.

One dozen eggs are worth about 10c to you. If you produce 30 dozen eggs per week at 5c advance, it means \$1.50 or a net to you of \$1.40 more per case than you are getting, with the satisfaction of having eaten a dozen good eggs for NOTHING.

If thirty million farmers eat one more pound of butter per week, there will be thirty million pounds less on the market and in five weeks the heavy surplus will be converted into a shortage resulting in an advance of at least 5c per pound.

One pound of butter is worth about 15c to you. If you are producing 2 cans of cream, equal to a tub of butter per week, the advance of 5c per pound means an additional \$3.00 per tub, or a net gain to you on the tub per week of \$2.85.

You can eat your products for NOTHING and make more money. DON'T eat substitutes and pay for them.

The government and the public are in sympathy with you, but remember, all the power of the nation cannot help the man who won't help himself.

Umatilla Co-operative Creamery