

### C. C. ANDERSON COMPANY

Everything for the Entire Family at Moderate, Payable Prices.

Located 722 Main Street in Pendleton, Oregon Telephone 858

C. C. Anderson Co., bears a famous name which is both popular and familiar with the people as a place they can immediately feel at home while in the city shopping.

This popular institution was founded many years ago, and has grown with hardly a pause in its rapid development.

That much discussed word "SERVICE" finds its true expression in the friendly atmosphere that envelops every customer of this popular store because "service" is interpreted in so many ways that it may well be said to be the sign manual for their entire organization.

ted with institutions of standing and sure position. Every customer of this store knows that the management has before it the record of the institution's rapid growth, and treasures the "confidence" the people have come to place in its every statement.

Each department of the store is superintended by those well-trained in the needs of the department, and the merchandise that is handled, so that all goods handled will be of the latest style, design and materials, and of the highest quality the market affords.

The store is located conveniently for the people of the surrounding territory, and on a visit to the store you will find everything no less than made-to-order for the enterprise. This and the superior service has earned for them the title of "shopping headquarters" for this part of the state.

### BRADEN-BELL TRACTOR & EQUIPMENT CO.

New and Used Farm and Road Machinery Sales and Service

Located on East Alta Street in Pendleton, Oregon, Telephone 518

There is no company more worthy of extended mention in this review than this well known institution. Under men thoroughly conversant with every feature of the business it is not strange that it has become one of the most important industrial assets of the community.

This is a day that the public demands not only magnanimous service, but the best in quality at a reasonable price. Thoroughly conversant with the conditions and a wide experience in their particular line of endeavor the management of this enterprising concern has been able to render a service to the people in this particular line that is distinctly satisfactory.

territory. The management and assistants are men of long and practical experience in this business. They are thoroughly conversant with every detail and are considered authorities in all that pertains to the operation of a modern establishment. They rate among the foremost men of the city and have aided in the development of this section.

This establishment is not only a well equipped and expertly managed concern, but is also a commercial organization and renders a service that is necessary to the onward progress of the community.

In making this review we compliment them upon the manner in which the business of this institution is operated upon its progressive and public spirited policies.

### PENDLETON IRON WORKS

General Machine Shop Service

Located 701 East Alta Street in Pendleton, Oregon, Telephone 556

They have the very latest machine shop equipment to be found anywhere in the state. Thus, they are able to execute all classes of work with promptness and dispatch regardless of the size of the job.

At this shop they proceed with the work as only men with many years experience could, and render an unexcelled service from their ably managed shop. To every patron of this popular shop who knows they have before them the shop's excellent record and treasure the confidence people have come to place in their every statement.

of the surrounding territory, and on a visit you will find everything no less than made to order for the enterprise and to please you will instantly become the dominating purpose of their large organization, which is recognized as mechanical headquarters for this part of the state.

We are more than pleased in this review to call the attention of the people to this popular shop, and to say they are civic leaders and up to date in their methods, and are deserving of the undivided support of the people of this section of the state.

### QUITTING BUSINESS

Our Loss New Cars — Used Cars — Shop Equipment MUST VACATE

A CUT-THROAT SALE — BETTER BUW NOW

1938 De Soto Sedan, Overdrive ..... Big Allowance  
1938 Plymouth Sedan ..... Big Allowance

1937 De Soto Sedan, Trunk, Overdrive, 11,000 miles ..... Save \$400  
1937 De Soto Coupe, Overdrive ..... Save \$400

1936 Plymouth Coupe ..... \$525 \$423  
1936 Plymouth Sedan (Trunk) ..... 595 493  
1936 Chevrolet Coupe ..... 525 463  
1930 Ford Tudor ..... 185 153  
1930 Ford Roadster, Rumble Seat ..... 165 133  
1930 Ford Phaeton, Radio, Special Wheels ..... 195 143  
1929 Ford Sedan (Perfect) Reconditioned Motor ..... 165 145  
1929 Ford Coupe, Reconditioned Motor ..... 165 145  
1932 Chevrolet 2-Door Sedan ..... 245 183

1934 Ford Pickup ..... 285 195  
1937 G. M. C. 2 1/4 Ton Truck ..... Save 775  
1934 G. M. C. 1 1/2 Ton Truck ..... 365 315  
1934 Reo 1 1/2 Ton Truck ..... 365 315  
1936 Dodge 1/2 Ton Panel Delivery, Completely Rebuilt, A-1 Condition ..... 550 485

Open Evenings Until 8:30

### PENDLETON MOTORS INC.

DE SOTO - PLYMOUTH

Pendleton, Ore. - Across from Courthouse

Phone 24

### HORN-WHITSON COMPANY

Dry Goods, Ready-to-Wear, Lingerie, Accessories, Millinery and Household Linens.

Located 831 Main Street in Pendleton, Oregon, Telephone 812

They invite the people of this and adjoining counties to make their store headquarters while in town.

They carry one of the finest lines of clothing to be found in this part of the state.

They have their stock well arranged for the rapid handling of orders, thus assuring the buyers the most prompt and efficient service.

The dry goods department is stocked with the latest colorings and style in the popular fabrics of the day and affords a most economical shopping center for the ladies of this city and surrounding territory.

The ready-to-wear department is as broad in scope as the styles and colorings are varied. This section has no more outstanding feature than this up-to-date store where ladies can satisfy the demands for clothing of distinctiveness and quality.

lity. In this day and age, both young and old wish to be neatly attired in clothing of up-to-date appearance. The ladies of this community are thoroughly satisfied with their purchases at this store which is stocked with a class of goods that would do credit to a much larger city.

Horn-Whitson Co. has won an enviable reputation as a place where people of the country secure the best merchandise of the day at the most reasonable prices. In your next shopping trip to Pendleton include this store and you will find it pays you well.

The management is competent and public spirited, familiar with every detail of the business and it is quite proper that we recommend Horn-Whitson Co. on the prominent position it has attained as one of the most valued of the community's assets.

### ROESCH BOTTLING WORKS

Bottlers and Distributors of Pure Sparkling Beverages, Sold in All Stores in Umatilla County.

Located 404 East Court Street in Pendleton, Oregon Telephone 528

This is one of the worthwhile enterprises of the city, rendering a most vital service in supplying the people of this entire section with beverages of the highest quality. Here you will find a modern equipped plant that would do credit to cities much larger in size. Here the latest improved methods are used and workmen of long experience produce the output that is meeting with such great favor with the people of this section.

Only the best materials are used in their products. Large amounts of money could be saved by subterfuge or substitutions, but this bottling works adheres to a single standard of service and excellence that it is possible to reach.

Through the strict application of this principle, this concern has built up a large business in this field and number among their customers a majority of the best firms, hotels, cafes, and lunch stands throughout the surrounding territory and in their dealings with the public a spirit of fair treatment so evident that it has well nigh become a hard and fast rule that once a customer, always a customer.

It is with a feeling of pleasure that the editor of this series of reviews gives this firm his warmest commendation, feeling assured that in product and practice they will not fall short of their present high standard.

### Kathryn's Dress Shop

EXCLUSIVE LADIES' READY-TO-WEAR, IN STYLE, QUALITY AND PRICE.

Located 740 Main Street in Pendleton, Oregon, Telephone 28.

They carry one of the finest lines of ladies' dresses to be found in this part of the state.

They have their stock well arranged for the rapid handling of orders thus assuring the buyers the most prompt and efficient service. The shop is stocked with the latest colorings and style in the popular fabrics of the day and affords a most economical shopping center for the ladies of this city and surrounding territory.

The ready-to-wear department is as broad in scope as the style and colorings are varied. This section has no more outstanding feature than this up-to-date shop, where ladies can satisfy their demands for clothing of distinctiveness and quality.

At this time they are receiving many of the newest styles. They

always carry a large stock and the ladies of this community can always find something here that pleases them. They purchase their stock from the leading dealers of the country and as a consequence, are always up-to-date.

They have adopted the latest idea of selling, doing away with special exhibits which only came at certain seasons of the year and instead maintaining a complete style range throughout the year. Through this method Milady can now obtain the latest New York or Paris creations during any time of year.

In this review it affords me great pleasure to recommend this firm to my readers and suggest that they give this store a trial and be convinced this is the logical place to visit for the latest ladies' frocks of style, quality and distinction.

### OREGON CAFE

Open Day and Night. Sanitary Food.

Located 632 Main Street in Pendleton, Oregon Telephone 605

The Oregon Cafe is distinctly a restaurant and here you will find all the delicacies in foods well prepared and appetizing. While they specialize in Oregon foods, yet they always have a variety that will suit anyone from anywhere.

A quiet air of refinement pervades the place and this accounts for the large patronage from all classes of people. This makes the Oregon Cafe popular and has brought travelers and people from the surrounding countryside to

recognize this as one of their truly favorite eating places. The fact that everyone leaves with a smile is an indication of the satisfaction obtained from pure food, good and accommodating service.

The management of the Oregon Cafe invites all the local people, tourists and traveling men to make it their headquarters when in town, and are always ready to give any information on the sights and roads.

The Arabian camel can carry a load of 500 pounds, or even a heavier weight, and travel with it 25 miles a day for three days without drinking.

Unemployment compensation is based on work credits—not on need. Claimants of jobless insurance MUST report once each week at a state employment office to renew their claims. New individual Claim Books have been delivered to a majority of claimants of unemployment compensation in Oregon.

### Soldiers Wore Gorgeous Uniforms to Bluff Enemy

The British soldier got his red coat—became a "lobster back" at the beginning of the Eighteenth century. In those days uniforms worn in battle were gorgeous; soldiers wore wigs which made them look tall in order to terrify the enemy. George Washington cleverly took advantage of this principle of terror when he became commander of the American forces at Cambridge, recalls a writer in the Boston Globe.

The Colonials had no drill, but they had a reputation for being much better shots than the best soldiers in Europe. It was difficult to obtain cloth for uniforms. General Washington recommended a garb composed of homespun, with coats cut like hunting shirts and long trousers.

"It is a dress," he said, "justly supposed to carry no small terror to an enemy who think every such person a complete marksman."

The hunting shirts were usually white and fringed, but some regiments wore yellow, green or blue. Gradually officers and some of the enlisted men got into the long-tailed coats with vests and trousers of white or buff—a light yellow—and facings according to states. In New England these were white; in New York and New Jersey, buff; in Pennsylvania, Delaware, Maryland and Virginia, red; and in the Carolinas and Georgia, blue. All wore the "cocked" or three-cornered hat of the time. At this time wigs for soldiers had gone out of fashion everywhere, but even in the American army enlisted men were rationed flour with which to powder their hair.

Tight breeches went out of fashion in the French Revolution and the long trousers came in. Officers tucked them in boots. Shortly after the turn of the century, American infantry wore plumed hats, topped with a feather, but this did not last long.

### Asia First Home of Most of Domesticated Animals

Man has domesticated animals since his earliest days—before he learned to write, for among his earliest records are found drawings and other representations of some of the animals he had taken into his camps and dwelling places.

The continent of Asia seems to have been the place of origin of three-fourths of our domestic animals. Since the first home of man himself is usually also placed there this is not surprising.

It seems probable that all of these animals were first held captive by the early peoples for their food supply and that the other uses for them—for drawing loads, for riding, for giving protection, etc.—occurred to their captors afterward.

It is interesting to note that no new domestic animals have been developed in several thousand years, as far as records show, asserts a writer in the Cleveland Plain Dealer. The llama, the alpaca and the turkey have become known to European peoples within that time, but they had long been in use among the inhabitants of the new world.

Cats, camels, most domestic cattle, horses, goats, sheep and most poultry are apparently Asiatic in origin. Dogs are perhaps Asiatic in origin, too, although this is less certain. The ass may have come from northern Africa, the reindeer from northern Europe.

### Weather in a Teacup

Here is a practical way of telling whether a day is going to be fine or wet. Drop a lump of sugar into a cup of tea and watch the behavior of the bubbles as they rise to the surface. If they appear as tiny drops hurrying to the side of the cup, there to disappear, then the day will be fine. Should the bubbles grow large and float in the center of the cup for some time, then be sure rain is close at hand. The reason? A writer in Pearson's London Weekly answers: The behavior of the bubbles is due to the pressure of the air. When this is high—in fine weather—the bubbles burst quickly; when low, and rain is near, the bubbles remain intact for an appreciable time.

### Distributed "Mourning Rings"

In George Washington's day the curious custom of distributing "mourning rings" among relatives and close friends was common. When a person felt that he had only a short while to live he would order a supply of rings made up, into which could be inserted strands of his hair. A Smithsonian institution collection contains several "mourning rings" of less notable individuals of Revolutionary days. The strands of hair in the Washington ring are gray. Washington in his younger days had sandy hair.

### How High Is a Tree?

Did you ever want to know how high a tree was without going to the trouble to the top with a yardstick or tape measure? It can be done all from the ground, says Hoard's Dairyman. Set up a stick straight from the ground and measure the length of the shadow it casts. Now measure the length of the shadow of the tree. Multiply the length of the tree shadow by the height of the stick. Divide this figure by the length of the shadow of the stick and you have the height of the tree.

### CHURCH HAS BIG PLACE IN RURAL SOCIAL PROGRAM

The church, movies and the automobile are the chief factors in the social life of older rural young people in Oregon, according to the survey made by J. R. Beck, rural service specialist at Oregon State college, and Barnard Joy, agriculturist with the national extension service.

The organization to which the largest number of young people belonged were church, Sunday school and young people's organizations of the church. More than half (52.4 per cent) of the 410 young people between the ages of 16 and 25 belonged to the church, while 26.8 per cent considered themselves members of the Sunday school. Exactly 25 per cent were members of such young people's organizations as Christian Endeavor, Epworth League and B.Y.P.U.

The typical young person in Tillamook, Union, Clackamas and Lane counties, where the study was made, attended one of the church organizations, went to the movies and went auto riding with others for pleasure each on an average of three times a month. The approximate average attendance at meetings of organizations not associated with the church and at suppers, parties and picnics was once a month. In addition, the typical young person interviewed attended one or two fairs a year and took three trips to places more than 50 miles from his home. The average total participation of young women in social activities was 204 events a year, compared to 156 by the young men.

While many of the young people expressed keen interest in new rural extension organizations which would give them more social contact, the average total social participation for all those interviewed shows 178 events a year, which is almost 3 1/2 a week, or one every two days.

"A group program sponsored by the extension service could in part satisfy the needs felt by the young people when they indicated that 'getting additional education', 'developing a more attractive personality', 'to know more young people', and 'lack of opportunities for recreation and social life,' were problems in their lives," those who made the study concluded.

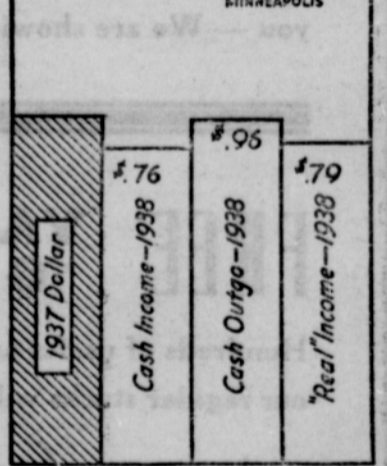


at The Hermiston Herald.

### American Income Falls 21 Cents; Living Costs Dip Four Cents In Year

PURCHASING POWER May, 1938, Compared with May, 1937

INVESTORS SYNDICATE MINNEAPOLIS



THE above chart, showing how the average American fared in national income changes in the last twelve months, is based on the monthly consumers' study of Investors Syndicate, of Minneapolis.

Mr. and Mrs. Public in May had a "real income" of 79 cents, or a decline of 21 cents on the dollar from the same 1937 month. This "real income" is not a subtraction of cash income and expenditures, but an average relative of these figures designed to show how living costs affect adjusted income dollars.

Cash income of Mr. and Mrs. Public in May was 76 cents for every \$1 a year earlier. This decline of 24 cents on the dollar resulted from the following losses per dollar: wages 34 cents; salaries seventeen cents; and investment income seventeen cents. Other income was down thirteen cents on the dollar.

Rents were up one cent on the dollar last May as compared with the same 1937 month; food was down nine cents; clothing was off three cents; and miscellaneous items were down six cents.