

HERE ARE OUTSTANDING VALUES IN New Winter COATS!

Smart style is essential to being well dressed—but having style does not mean expense always. In these newest coats you'll find an unusual combination—they are stunning to look at and they are moderate in price. And the variance in price is obvious in the materials and in the choice of fine fur trimming.

For the young woman who knows the value of well-groomed charm, the plaids and colorful sport fabrics are especially designed—mannishly tailored to give all the season's smartness. Collars and cuffs are of fine martil in the less expensive models, while grey wolf is most lovely for many other coats.

The more conservative and mature woman will find a happy choice in the soft and luxurious pile fabrics—warm dark colors of fall—fine silk linings—becomingly trimmed with the finest furs. All sizes are here—and every garment is fully guaranteed. The selection is now especially large—come in and have your coat laid aside or delivered, as you wish. Unusual values at—

\$19.75 \$29.75 \$39.75 \$57.50

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Values

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Quality



Noted Baritone To Have Part in 'Bohemian Girl'

Frederick Wheeler, well known American baritone, will be heard here in the Valentine production of "The Bohemian Girl", coming to the Arcade theater next Tuesday night Nov. 16.

Mr. Wheeler is in no sense of the word a newcomer in the field of music, having appeared throughout the country in concert

graph. He has made many popular records for two leading companies. His rendition of "On the Road to Mandalay", as recorded, has always been a favorite.

For years Mr. Wheeler was principal soloist at St. Bartholomew's and also at the famous Grace church in New York City. He later became a member of the New York Grand Opera company. Among his most successful operatic roles are Mephistopheles in Gounod's "Faust" and Rodolfo in "La Gioconda," the latter being one of his greatest achievements. This role features one of the most dramatic of arias and gives ample scope for testing Mr. Wheeler's baritone.

He will be heard here in the May Valentine Comic Opera company, singing the role of Count Arnheim in Balfe's musical masterpiece, "Bohemian Girl."

Today's definition: murder—outdoor sport (see Herrin, Ill.)



and oratorio engagements. He has long been recognized as one of the leading American baritones.

Mr. Wheeler's voice has become familiar over all the country through the medium of the phonograph.

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INTEREST SHOWN IN CANNED FOODS

Housewives of La Grande Look for Buying Opportunities

Undeterred by the age-old joke about "women and bargains", La Grande housewives are frankly interested in the buying opportunities with which the local merchants are featuring their observance of canned goods week.

It is human nature, they have learned for men to look on money making and bill paying as the most important departments of running a household. But the women—while they may not talk about it—realize that spending money judiciously, getting the most

of the best that can be had for the amount spent, is a job that requires real ability and application.

Men Admit It
"This being so—and most men will admit it to themselves if not to their women folk—the women buyer for the home has a genuine reason to be proud of the fact that while most husbands may pay the bills it is the woman of the household who does the buying. It's a certainty that if women were not good buyers, fewer of them would have that part of household management on their hands. And even where women do not do the actual buying, it is their influence that finally decides. One department store executive has estimated that nine-tenths of all buying is influenced by the woman of the home.

Now husbands are going to have another chance to "wonder what women see in advertisements." And the women are going to have their chance, too. For several years six national associations in the field of food production and trade have cooperated in arranging for a canned foods week, and this year the event will begin today. Perhaps it will not appeal to men as it will to women, for everyone knows that a man is not half so much interested in what goes on in a kitchen as in what comes on to the table. In business he is always talking of results, and the result is, after all, a result. A result of what?

Ask the women folk, for they do the planning, the buying, and in most cases the actual cooking. Getting one meal to satisfy the ravenous appetite of a tired man and the voracious demands of the growing small boy is a job all by itself, but to keep that up for 365 days a year—a thousand meals and more—is just a little bigger job than ninety-nine out of a hundred men realize.

Planning Meals Ahead
More and more women are coming to plan meals—not just a day at a time, but for weeks ahead, so that their families will be sure to get not only what they like but also what they ought to have. The present-day wife and mother knows that intelligent cooking means more than simply getting the family something to "fill them up". Buying, too, is planned, because hit-and-miss purchases do not fit in with a prearranged program.

And the cooking? That is likewise different. Just how different can be realized from a statement published recently by the United States department of agriculture, which found that one woman who lacked a kitchen properly planned and properly equipped, found it necessary to walk a quarter of a mile to prepare and bake a single lemon pie. The modern kitchen is planned and equipped to save both time and steps. Women are asking and getting as good facili-

ties for their kitchens, as the workman demands for his shop or the business man requires for his office.

Big Time-Saver
Among the biggest time-savers and work-savers that have come to women folk in recent years are the products of the canning industry and other industries engaged in the preparation of foods in such forms as to require a minimum of time and work to make them ready for the table. These industries have also made possible what meals in homes would otherwise lack—the variety that is required in a well balanced diet and that at the same time appeals to the appetite.

All this is recognized, and appreciated, by the country's food buyers—the women. So it is only natural that they should be looking forward to canned foods week, and what it offers in the way of better acquaintance with food varieties, prices, and suggestions for planning her stock of supplies for the coming winter.

Anaheim Has Usual Daily Earthquake

ANAHEIM, Cal., Nov. 10. (AP)—A brief earth tremor was experienced here at 9:51 o'clock this morning. No damage was done. Almost daily for a week Anaheim has had slight shocks.

EUGENE CALLS PASTOR
EUGENE, Ore., Nov. 10. (AP)—The Rev. Ernest M. Whitesmith, of Lanesville, Pa., has been called by the Eugene Unitarian church, and will be here to take over his new work on Jan. 2. He will succeed the Rev. Frank Fay Eddy, who recently resigned.

MARQUIS SEEKING JOB
NEW YORK—The Marquis De La Falaise, husband of Gloria Swanson, is looking for a job. He wants to try a high type of comedy in the movies, but not in his wife's company.

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Rev. Knight's lectures on The Revelation, at the Church of God Chapel, corner of X and Spruce, continue with increasing interest.

The lecture this evening will be on the 6th chapter. This is where the thrilling interest of this wonderful book of symbols begins.

What does the red horse, whose rider, with a great sword, has power to take peace from the earth, represent?

What does the pale horse, whose rider was death, signify?

Come this evening and hear these mysteries revealed.

Let Your Fellow Merchants Tell You How

Lighting Makes Money for Them

Jewelry stores, haberdashers, dry goods stores, managers of department stores and owners of the stores and shops of every kind know there's profit in better lighting. One owner says:

"We know from experience that good lighting increases sales. Good window lighting attracts more passers-by and brings more people into the store. Good store lighting not only makes it easier for a customer to choose exactly what she wants—thereby reducing the cost per sale, but gives her confidence in the store—a confidence that means future business."

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