



Do You Realize What It Means?

To be able to buy Ladies' Coats, Suits, Waists, Kimonas, Misses' and Children's Coats, Hoods, Sweaters, Men's Overcoats, Young Men's Suits and many other items

Ladies' \$30.00 Long Coats and Tailored Suits	\$15.00
" " 28.50 " " " "	14.25
" " 25.00 " " " "	12.50
" " 20.00 " " " "	10.00
" " 15.00 " " " "	7.50
" " 12.50 " " " "	6.25
" " 5.00 Silk and Net Dress Waists	2.50
" " 3.50 " " " "	1.75

**At
HALF
PRICE**

Misses' and Children's \$12.00 Long Coats	\$6.25
" " " " " "	5.00
" " " " " "	4.00
" " " " " "	3.25
" " " " " "	2.50
" " " " " "	1.50
Men's \$20 O'coats, \$10.00	Young Men's \$12.50 Suits, 6.25
Men's \$15 O'coats, 7.50	Young Men's 8.50 Suits, 4.25



This means Half our regular price--not a fictitious sale price--and these prices hold good during our Annual January Clearance and Stock Reducing Sale. Not many days remain. It will pay you to supply your needs here and now. There is a real saving for you in all lines--No reserves, no exceptions, everything in our entire stock of Dry Goods, Ready-to-Wear, Shoes, Bedding, etc., **Reduced in Price.**

This is our regular January Clearance and Stock Reducing Sale, for the purpose of reducing our stock as much as possible before inventory the last of the month, and in order to do this we realize that we must **Sacrifice Our Profits** and make **Real Reductions**, and this is what we are doing. Come and judge for yourself--We will leave it to you-- **We Deliver the Goods.** **All Remnants at Half Price**

LADIES' \$13.50 ONE-PIECE WOOL DRESSES	\$6.75
LADIES' \$2. LONG FLANNELETTE KIMONAS	98c
ONE LOT LADIES' HOUSE DRESSES	87c
ONE LOT LADIES' \$4.50 RAIN-COATS	\$2.98
ONE LOT OF FUR SCARFS AT HALF PRICE.	

Ladies' and Misses' Long Coats, \$3.98
One Lot of Long Coats, small Sizes in Ladies' and 12, 14 and 16 years' Sizes in Misses' Coats that sell regular from \$6.50 to \$12.50. ONLY ONE OF A KIND. CHOICE FOR **\$3.98**

See What You Can Buy for 98c
\$1.50 to \$3.00. SWEATERS and JERSEYS, BOYS' AND GIRLS'
\$1.50 to \$1.75 KNIT HATS AND CAPS, LADIES' AND MISSES'.
\$1.75 LARGE BLACK KNITTED AND FRINGED SHAWLS.
\$2.50 AND \$2. LADIES' LONG FLANNELETTE KIMONAS, GOOD SIZES. ALL GOOD VALUES AT REGULAR PRICES. SURELY WILL GO AT 98c

YOU CAN DRESS THE CHILDREN WARMLY NOW.
75c BEARSKIN HOODS AND CAPS 35c
50c KNITTED FASCINATORS AND SCARFS 25c
20c CHILDREN'S WOOL GLOVES AND MITTENS 10c
25c CHILDREN'S LAMBSWOOL HOSE, WHITE AND COLORS ... 17c

Children's Heavy Fleece Lined Underwear, Shirts, Pants and Drawers, Natural Gray, 15c and 20c.
SIZES 16 TO 20, 15c; 24 TO 34, 20c. THESE ARE WARM AND SERVICEABLE AND CERTAINLY WORTH MORE THAN WE ASK.
Children's Wool Underwear at Heavy Reductions in Prices Now
Natural Grey and Tan Wool Shirts, Pants and Drawers, regular 65c to \$1; Sale Prices..... 38c to 63c

Children's \$2 Knit Rompers and Cap Sets \$1.00
These are just the thing for these Winter Days. They are knit of warm soft Wool in white and red, grey and red and red with grey. The Set is a Sweater, Drawers, Leggings and Cap to match. **REGULAR \$2, SALE PRICE \$1.00**
85c Dr. Denton's Sleeping Garments, 68c THE IDEAL SLEEPING GARMENT FOR CHILDREN, THESE HAVE THE FEET IN, DROP SEAT, CORDED CUFFS, ARE SOFT AND WARM AND STAND A LOT OF SERVICE. THEY COME IN SMALL AND MEDIUM SIZES, ABOUT 2 TO 8 YEARS 68c

Bragg Mercantile Co.

Country Church Our Most Important Institution

It Is Failing And Needs Strengthening

By President KENYON L. BUTTERFIELD of the Massachusetts Agricultural College



THE country church I consider in most respects the MOST IMPORTANT INSTITUTION IN THESE UNITED STATES. And I say this although I realize that the same indifference toward church life and churchgoing which has swept through our cities has also affected our country churches. The point is, however, that we CANNOT AFFORD TO HAVE A PROSPEROUS AGRICULTURAL LIFE THAT IS PURELY MATERIALISTIC. The church is the one great institution concerned with the higher human instincts. THE CHURCH HAS BEEN WEAKENED BY SEVERAL CAUSES. FOR ONE THING, THERE ARE TOO MANY CHURCHES, AND AS A RESULT DENOMINATIONAL JEALOUSIES ARE STRONG, THE CHURCHES ARE POOR AND THE MINISTERS ARE POORLY PAID. THIS IS NOT TRUE IN ALL PARTS OF THE COUNTRY, HOWEVER, AND THERE ARE SPLENDID EXCEPTIONS--STRONG, FINE COUNTRY CHURCHES WITH ACTIVE PASTORS. As a matter of fact, I suppose we could have better agriculture without the country church. That is, the church is not educational, and if it comes to pure agriculture we could teach the farmers how to take care of their farms without bothering with the church part at all. But I believe that the CHURCH IS ABSOLUTELY NECESSARY for bringing the country community to its highest level of individual and community life. No other agent can take its place, because the religious instinct is fundamental. Sooner or later any civilization that survives MUST BE DOMINATED BY RELIGIOUS INFLUENCES. Since the Saturday evening dances at Heilbronner Hall have been discontinued a Saturday Night Club has been organized and dances will be given every Saturday evening at the Commercial Club Hall. Harmon's orchestra will furnish music. It is said that no rowdism will be tolerated and that the dances will be orderly in every respect. All are invited.

LOCAL AND PERSONAL

For Sale--5000 d'Anjou pear trees. Inquire of F. E. Jackson, 2-3
H. G. Ziliacus went to Portland yesterday to spend a few days.
Mrs. W. W. Rodwell spent the week end in Portland attending the reunion of the Oregon alumni of Grinnell College of Iowa. There were about 40 present at the banquet, including President Main, who is making a tour of the Pacific states.
An election of officers was held yesterday by the Hood River Irrigation District on the West Side. For the five vacancies on the board of directors there were eight candidates as follows: E. E. Stanton, C. L. Niman, Frank Fenwick, R. W. Kelly, A. O. Anderson, E. W. Sweany, J. A. English and Alfred Cox. Other candidates were as follows: assessor, Paul R. Hughes; collector, L. E. Dart; treasurer, J. J. Gibbons. The polling booth was at Mercer's store.
D. D. Brewster entertained a few of his friends Monday evening at a delightful six-course dinner given in the dining room of the Oregon Hotel. The guests were the Misses Madge Otis, Florence Carson, Sue Vaughn and Virginia Johnson, the Messrs. Harry Clapp, Will Baker and Ted Donaldson. After the dinner the party repaired to the home of Miss Otis where an enjoyable evening was spent. Five Hundred being the principal diversion. Mr. Brewster will leave shortly for California where he intends to remain the balance of the winter.
The finest sword fern that the writer has ever seen is growing in the window of a bank in the town in which he lives. It has literally hundreds of fronds, many of which are five and six feet long. Just now the plant is contained in a copper pot eighteen inches across and two and a half feet deep. The fern is watered regularly and is fertilized at intervals with prepared plant foods. The plant is a marvelously thrifty one and would grace any greenhouse or conservatory in the land.

Christian Science

Christian Science services are held in the Reading Room, Room 2, Davidson Building, Sunday at 11 a. m. Subject, "Sacrament." Sunday School at 10 a. m. Wednesday meeting at 8 p. m. The reading room is open daily from 2 to 5 p. m.

WEEK'S EVENTS IN PORTLAND LETTER

Portland, Oregon., Jan. 14 (Special).
--The cause of irrigation never received a greater boost in this state than during the convention of irrigationists at Portland the past week. Never before has the cause of irrigation gathered so much support and the outlook for the future in this direction was never so promising as now. The convention attacked the subject from the standpoint of the settler and never lost sight of his interest in the matter the whole time. This is as it should be for the actual settler on the land is the one most interested and the one who, above all others, should be consulted. This irrigation congress is right in line with the tremendous development movement now so generally under way throughout the whole state. It means more lands made available for the farmer, greater wealth for Oregon and a greater and more prosperous population.
The lay of the Oregon hen has been the subject of much thought on the part of the regents of the Oregon Agricultural College and they will seek funds from the legislature to establish a model poultry farm at Corvallis. The average hen in the state lays about 50 eggs in a year, while champion layers at the college have gone well past the 200 mark in a twelve-month. It is desired to develop a laying strain of poultry, and to sell the fowls and their eggs at a reasonable price to farmers is the object aimed at in establishing the poultry ranch.
Fruit growers of the Rogue River Valley district have organized a co-operative association, which is expected to do much to bring about better marketing conditions. It is believed better distribution can be effected and the glut of the markets avoided, thereby getting better prices for fruit.
The Government will provide for road building through lands in this state held in Forest reserves. Announcement was made this week that a total of \$16,977 has been set aside for building roads in 13 forest reserves in Oregon.
Redmond had a notable celebration the past week when the big potato warehouse lately erected by the co-operative efforts of farmers in that district was opened. This building marks the beginning of a movement among the farmers of Central Oregon whereby a better market is offered for their products. Potatoes and other crops can be stored there and sold in large quantities when the market is best.
To harness the Columbia River by means of a hydro-electric plant at Celilo, developing no less than 100,000 horse power, is the project of a state senator, who will suggest his plan to the legislature in a bill. He believes the states of Oregon and Washington should build and operate this power plant.

TEACHERS ARE TO MEET ON SATURDAY

The second meeting of the Teachers' Conference to be held at the Hood River High School building next Saturday at 2 p. m. promises something of especial interest to every teacher and patron in the county.
City Superintendent J. O. McLaughlin will have as his subject "Intensive Education." At the annual Teacher's Institute held in Hood River in October one of the strongest and most helpful addresses of the session was "Vitalizing Your Work" by Mr. McLaughlin. "Intensive Education" is a correlative address.
Miss Howard, principal of the Park Street School, will tell the story of "The Other Wise Man." A good story is a literary jewel, so be sure to hear this one. Two good musical numbers from the Hood River schools will complete the program.
Parents, are you interested in the educational welfare of your child? Your attendance at such meetings as these evinces that interest and is a source of mutual inspiration to yourselves, the teachers and the children. Do you know that Hood River's schools are ranked among the best in the state? Don't you wish to see them advance still further? You are one of the factors in that advancement.

NEW PIPE ORGAN IS TO BE HEARD

The pipe organ, which is being installed in the Asbury Methodist Episcopal church, by the Wicks Pipe Organ Company of Highland, Ill., will be heard at the services next Sunday morning and evening. The church has secured the services of Mrs. S. G. Oxborrow, the proficient and well-known musician, who will preside at the organ.

A HINDU IDOL.

Its Strange History Caused Mme. Carnot to Order it Destroyed.
When Mme. Carnot, widow of Sadi Carnot, died and her will was read a clause in it caused considerable comment. This was to the effect that a certain small Hindu idol carved from a hard stone which would be found among her property must be taken out and crushed until completely destroyed. Many marveled at this apparently singular request, for the idol seemed a harmless, ugly little thing, but her instructions were carried out to the letter.
The idol had been presented to Sadi Carnot years before he had ever thought of the presidency of France by a friend who had brought it from India. Later he learned that there was a legend attached to it which asserted that whosoever would retain it in his possession would rise to the fullest height of power in his chosen profession, but die of a stab wound when at the zenith of his career.
Mme. Carnot traced the history of the idol and found that for 500 years the rulers who had possessed it had all died either in battle or by assassination from stab wounds. Yet he laughed at the story, called the facts adduced by his search a mere chain of coincidences and retained the idol. He died by a dagger in the hands of an assassin; hence Mme. Carnot's strange request.

LURE OF THE MISTS.

Curious Experience in the Clouds in an Aeroplane.
It was at Manchester, Aeroplanes were sweeping the skies in the circuit of Britain race. Vedrines had landed, and impatient at the rules that made him wait ten minutes before taking up the race, went about jabbering in French. One of the officials asked him what kind of a trip he had had. Vedrines' answer was to hold up his hands expressively.
He was quiet for many seconds, then he said:
"I was blanketed in clouds so that I could not see ten meters before me. Below me was nothing but rolling mist that gradually took on all fanciful shapes and colors. I caught myself wanting to descend, to drop suddenly into it and see what it was like. To escape this feeling I flew higher and higher, until venturing to look down again, I saw wonderful lights and shadows that never before had been revealed to me from the sky. I saw a dreamy city, a wonderful mirage, and I believe I would have forgotten everything but those exquisite colorings, released my levers, and"--(He laughed.) "But I was fortunate, for I became sick--as sick as a dog--away up in the clouds."--Edward Lyell Fox in Harper's Weekly.

STORK WAS BUSY HERE DURING 1912

Mr. Stork has been kept pretty busy bringing the little bundles of humanity into Hood River during the past year. This welcome bird has made better than three visits each week to the valley, which, so far as known, breaks all previous records.
At the city council meeting Monday evening Dr. Edgington, who is city and county health officer, submitted a report for the past year which showed that there had been a total of 177 births. Of these the larger proportion were boys, there being 97 of the latter and 80 girl babies. Of these 61 were in the city, where 32 boys and 29 girls arrived.
There was a total of 67 deaths reported in the county during the year, 38 of them being males and 29 females. There were 135 cases of contagious diseases reported.
The number of deaths in the city was 29. With the exception of 1909, when there were only 24 deaths in the city, this is the lowest death rate since 1907, previous to which time statistics were not preserved. Last year there were 40 deaths, in 1910, 34; in 1908, 29 and in 1907 there were 35 during the 11 months that the reports were kept.

Riverside Church Notes

On account of the slides being lost in transit between here and New York, the series of illustrated lectures on the social problem could not begin last Sunday night. It is hoped that they will arrive for use next Sunday night.
The fifth study in the human development of Jesus will be presented next Sunday morning. The subject will be "The New Leadership."
At the meeting of the young men Monday night, the Baraca Class was re-organized. Lester Fisher was elected president; Allan Harris, secretary; Laurence Hershner, treasurer. The new executive committee would like to meet any of the young men who would like to join at their club room in the church building Thursday night or Saturday afternoon and evening.
Briggs--I see the English women who are health faddists are wearing their hair unconfined.
Griggs--Mine wore her's that way one night and it fell out of the window.