

'DRESS UP WEEK' IS TO ROUT PESSIMISM

Chamber Committee Adopts Its Slogan and Asks at Least Recognition of Principle.

ADVANTAGES ARE CITED

Stringency Passed in East and Prosperity Wave is Headed This Way, Is Argument Against Holding Cash in Fear of Hard Times.

REASONS FOR DRESS-UP WEEK.

Dress up! Because prosperity is returning at high tide. Never in history has a Nation been so favored as is the United States. The country is about to realize on a ten-billion-dollar crop. The American dollar has become the standard of foreign exchange. The banks hold two billions in gold—the greatest reserve any nation ever saw. Every week is adding millions to America's foreign trade balance. All these things spell prosperity—not the prosperity of a few, but benefits that will reach all classes and conditions or people. The best evidence of this prosperity will be one hundred million people who will dress up.

"Dress Up week," October 11 to 16, as planned by the Retail Merchants' Bureau of the Chamber of Commerce, will be intended to chase pessimism to the woods.

The committee in charge has adopted the slogan, "Uncle Sam Can Afford It," and that about tells the story, according to L. L. Baum, general chairman of the affair.

"The country is prosperous as a whole and why should Portland be sad?" said Mr. Baum. "It is one of the psychological facts that when people smile and think they are doing well a wave of business seems to come their way.

"Cheer Always Beats Out Sorrow." That rule applies to men in every walk of life. The laborer with a cheerful face gets a job ahead of the fellow with a scowl. The man who says business is good gets orders where the fellow who is complaining is passed up.

"The well-dressed man, whether he is wearing a suit or a frock coat, three times that figure, attracts attention and business to the detriment of that man who pays little attention to personal appearance. "Dress up week is just a reminder to everybody that these facts are true and to urge them to buy at once the clothing they need.

Recognition of Principle Sought. "It applies to women as well as men and the women realize it. They are

LAW OF SUGGESTION WORKS WONDERS.

Start something! Dress up, and every neighbor on your block will follow suit. Talk it to somebody. The law of suggestion works wonders. Let everybody dress up! Tell it to all your friends until you have everybody doing it. Dressing up is a fine habit. The wife who meets her husband neatly dressed holds him safe. Untidy people need not expect to have success in anything they undertake. It is the dressed-up store that wins the trade—the best-dressed shop window that brings in the customers. Everybody dresses up on Dress-up week.

always keeping up appearances, bless their hearts! It is the neat and tasty clothing adds materially to appearances.

If every person in Portland would purchase one new article for their personal wear during Dress Up week it would be a recognition of the principle and a new outfit all around would give the man a punch to land the job that has been denied at other times. It puts self-confidence in a man or woman to know that their appearance is right.

"And there is another thing that ought not to be overlooked at this time. It is the stranger who enters the city who sees a clean town, nice streets and well-dressed-up homes he goes away talking of that town as prosperous and a good place to locate. If he sees the people looking well dressed and wearing a cheerful appearance it goes into his mind that this town is all right."

Prosperity Wave Predicted. "There are thousands of people in Portland who know they need new garments, but who have been afraid to buy because of the fear hard times will continue indefinitely. They have the money and would ordinarily supply their needs without hesitation. We want to impress that class of persons that as the hard times came from the East to the West, so are the good times progressing. The East is about over its stringency and the wave of prosperity is headed this way. Uncle Sam can afford to dress up."

During Dress-up week all of the downtown stores will make use of their windows for the purpose of showing the latest in styles for men and women. Different places of business will display garments suitable to the pocketbooks of all classes of citizens. Stores to Be Decorated. Stores will be decorated with bunting and window cards will be used to direct purchasers. Every merchant in the city is privileged to obtain a window card and participate in the affair. The committees and their personnel follow:

Dress-up week committees: L. L. Baum, general chairman; W. E. Conklin, secretary; Foster committee: Aaron Frank, chairman; W. S. Seltie, Will Kautz, general chairman; Herbert Siegel, Roy Feldensheimer, A. McMillin, Fred J. Pink, Thomas Mullin, W. J. Hoffmann, Fred Johnson, William C. Tunks and J. W. Hanks. Publicity committee: D. A. Dinamore, chairman; Mark Woodruff, general chairman; Miss Myrtle Harrod, D. M. Houtford, H. C. Dolbin, J. W. Hoffmann, Fred Johnson, Thomas Mullin, W. J. Hoffmann, Fred Johnson, William C. Tunks and J. W. Hanks. Window-dressing committee: S. M. Mosca, chairman; L. A. McMillin and Isaac A. Crosby. Theater committee: Will Lipman, chairman; Nick Plerons, Thomas R. Conlon and Milton Seaman.

Japanese scientists are searching for an explanation of an apparent relationship between the frequency of earthquakes at Tokyo and the amount of rainfall and snow-fall in other parts of the empire.

FIRST FULL RECITAL BY JOMELLI IS THURSDAY

Appearance of Famous Singer Arranged by Society Women—Proceeds Go to Salvation Army Rescue Home.



Mme. Jomelli

SINCE her world's tour, five years ago, the Portland public will have the first opportunity to hear Mme. Jeanne Jomelli in a full recital program next Thursday night in the Multnomah Hotel ballroom.

The recital is being arranged by a number of society matrons of Portland and the proceeds will go to the Salvation Army Rescue Home. The program includes many of Madame Jomelli's most beautiful selections and ranges from brilliant, scintillating gaiety to the dramatic and sublime. By special request, Mme. Jomelli has added a number of songs to the list originally planned and she

complete programme is as follows: Von Ediger Liebe.....Brahms Wiegand.....Mozart Niemand hat's gesehen.....Lowe Mondnacht.....Schumann Mausfallen Spruchlein.....Hugo Wolff Aria from the Opera Lohse, Charpentier Clair de Lune (Des fetes Galantes).....Fantoches (Des fetes Galantes).....J'ai pleure' en reve.....Debussy Chere nuit.....Bachetel L'Esprit.....Chaminade If you would love me James McDermid Roumanian Air.....Mrs. Ralph Walker Because Love.....Mrs. Robert Power Spirit Flower.....Campbell-Tipton The Cuckoo.....Liza Lehman

LAND SHOW TO HUM

More Space Is Demanded for Variety of Displays.

COMMITTEES ALL BUSY

Many Manufacturers Who Had Part in Last Year's Affair Are to Participate Again—18 Counties of Oregon Are Represented.

While it will be three weeks before the opening of the second annual Manufacturers' and Land Products Show, plans for the great exposition have reached an advanced stage and construction work on temporary buildings to adjoin the Armory will commence next week.

Every division and committee has been engaged in working out the details of the show for the last 40 days. A. J. Kingsley, president of the exhibition, is being actively assisted by A. P. Batcham, J. T. Brumfield, A. O. Jones, R. B. Bain, Jr., A. J. Bale and Don J. Zan, composing the executive committee.

"The fact there are but a few spaces left for industrial exhibits is the best evidence of the work of the manufacturers' exhibit committee, of which R. B. Bain, Jr., is chairman," said President Kingsley yesterday.

"This committee," he continued, "has

been doing some excellent work. The space left for concessions or manufacturers' exhibits will no doubt be taken soon, and we fully expect to add more than 120 lineal feet to the temporary exhibit buildings to take care of important displays coming in.

"The fact, too, that most of the exhibitors participating in last year's exposition will be with us again this year is ample proof of the merits of the annual Manufacturers' and Land Products Show from the standpoint of profitable advertising. We made a survey of the exhibitors with us last year, and in almost every instance they were in favor of repeating the exposition this year and believed it should cover a period of three weeks.

Varied Displays Expected. "In the section given over to land products will be a great array of agricultural and horticultural exhibits. Eighteen counties in Oregon will make elaborate displays. Clarke County, Washington, is to participate. Individual farm exhibits and the competitive exhibits of apples, pears, potatoes, grains and onions will bring to Portland a wonderful showing of Oregon agricultural wealth.

"The work of the building committee of the show, of which Colonel D. M. Dunne is chairman, has brought excellent results and the Armory and special buildings will present an attractive appearance on opening day. The necessary streets will be vacated.

"A. C. Black, chairman of the committee on amusements and special days, has been at work for a month arranging daily programmes that will be full of interest every hour, afternoon and night. Every day will be a special day, and Mr. Black and his committee will each day have the active assistance of 18 Portland business men, all members of the Chamber of Commerce.

Wide Territory Included. "This plan will place more than 200 Portland men on committees arranging the daily features. Besides, there will be many cities, towns and communities over the Pacific Northwest to celebrate special days. We are expecting crowds

Do You Know the Advantages of Our "Holeproof" Guaranteed Hosiery

—Do you know why Holeproof is the favorite of the people who are really discriminating—people who demand style as well as quality?

—Time was when guaranteed hosiery was unsightly—thick and clumsy and awkward—but Holeproof has changed that.

—Today Holeproof is as sheer and dainty and pleasing to the eye as it is possible to make hose.

—Six pairs of cotton or Lisle Holeproof Hose are guaranteed to wear six months.

—Three pairs of silk Holeproof Hose are guaranteed to wear three months.

—This week we are specializing on Holeproof Hosiery—our Fall stocks are complete and varied. There are hundreds of pairs of all styles, sizes and materials. Come and choose your Holeproofs now!

Men's Holeproof

6 Pairs Holeproof Hose, \$1.50

—Fine Egyptian cotton hose. Made in three weights—light, medium and heavy. In all desirable shades. Guaranteed 6 months.

6 Pairs Holeproof Hose, \$2.00

—Extra fine mercerized cotton hose. Made in medium weight with double heel, sole and toe. In all desirable shades. Guaranteed 6 months.

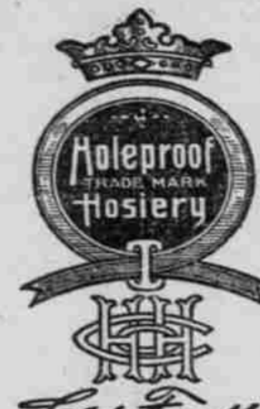
3 Pairs Silk Faced Hose, \$1.50

—The Holeproof silk-faced hose that has the appearance of an all-silk hose. With double heel, toe and sole. Three pairs guaranteed 3 months.

3 Pairs Silk Hose, \$2.00

—The famous all-silk Holeproof hose, made of extra quality silk. This removes the "luxury" of silk hose. Three pairs guaranteed for 3 months.

—Main Floor, Morrison Street



Women's Holeproof

Six Pairs Holeproof Hose, \$2.00

—Fine Sea Island cotton hose in black, white, tan or gray. Light, medium or heavy weights. With rib or hem tops and reinforced heels and toes. Guaranteed 6 months.

6 Pairs Holeproof Hose, \$3.00

—Brilliant lisle hosiery in black, white, tan or gray. In three weights, light, medium and heavy. Seamless feet, reinforced heels, toes. Guaranteed 6 months.

3 Pairs Silk Hose, \$3.00

—Why not wear silk hose when you can have every pair of Holeproof replaced if a hole comes before guarantee expires. They are in an excellent medium weight. Three pairs guaranteed 3 months.

6 Pairs Children's Hose, \$2.00

—Made of excellent Sea Island cotton. Seamless feet, with toes and heels reinforced. Medium and heavy weight. Three pairs guaranteed for 3 months or 6 pairs for 6 months.

—Main Floor, Sixth Street

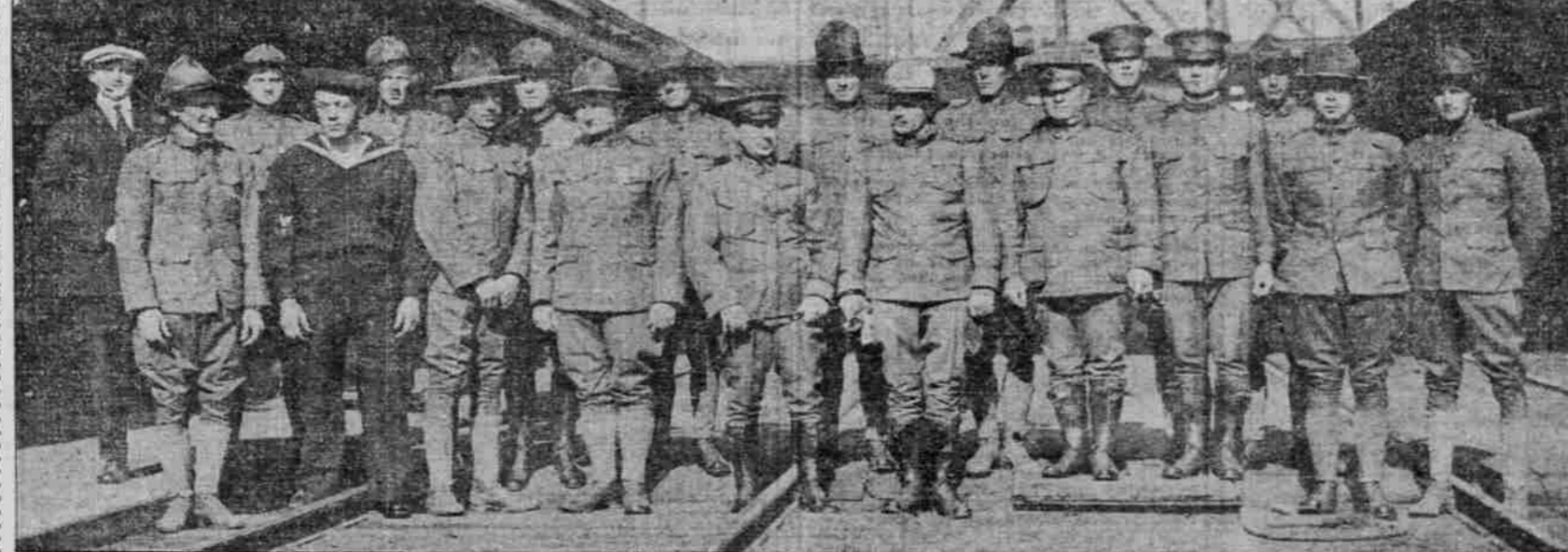
Meier & Frank Co. is the only store in Portland where Holeproof Hosiery can be exchanged at the counter if purchased here—no delays—no bother of sending back to the mill if they come to holes.

If you are really interested in getting the very best hosiery that you can for the amount you spend—investigate our Holeproof hose. No darning—no waste—no waits!



Every pair of Holeproof Hosiery Guaranteed and Exchangeable here!

OREGON NATIONAL GUARD RIFLE TEAM OFF FOR NATIONAL MEET AT JACKSONVILLE, FLA.



Reading From Left to Right: Rear Rank—Ensign Lloyd S. Spooner, Naval Militia, Portland; Corporal Langdon H. Spooner, Troop A, Portland; Corporal George L. Irwin, First Company, Coast Artillery, of Ashland; Second Lieutenant Orville A. Stevens, Third Infantry, of Portland; Sergeant Charles F. Thornton, Sixth Company, Coast Artillery, of Cottage Grove; Private Steve W. Pearson, Fourth Company, Coast Artillery, of Cottage Grove; Quartermaster-Sergeant Rodolfo S. J. Hamilton, Fourth Company, Coast Artillery, of Roseburg. Front Rank—First Sergeant James H. Wolfard, Fourth Company, Coast Artillery, of Roseburg; Charles A. Myers, M. A. A., Second Class, Naval Militia, of Portland; Color Sergeant Harvey G. Heffernan, Third Infantry, of Portland; First Sergeant Adolphus A. Schwarz, Company B, Third Infantry, of Portland; Captain Eugene Moshberger, Third Infantry, of Woodburn, Spotter; Captain Willard F. Daugherty, Company B, Third Infantry, of Portland, Range Officer; Captain John A. Buchanan, Coast Artillery, Team Captain; First Lieutenant Tasco W. Swartz, Third Infantry, of Portland, Coach; Quartermaster-Sergeant Elmer V. Wooten, Company B, Third Infantry, of Portland; First Sergeant Harry E. Conner, Sixth Company, Coast Artillery, of Cottage Grove. In command of Captain John A. Buchanan, of the Coast Artillery Corps, as team captain, the 12 members of the Oregon National Guard rifle team which is to compete in the National match at Jacksonville, Fla., at which regular Army and other National Guard teams are entered, left Portland over the O.-W. R. & N. at 10:30 o'clock Wednesday morning. In addition to the 12 members of the team, there are three alternates in the party, as well as the team officers. Besides Captain Buchanan, the officers are: Captain Eugene Moshberger, Third Infantry, of Woodburn, spotter; Captain Willard F. Daugherty, Company B, Portland, range officer, and First Lieutenant Tasco W. Swartz, Third Infantry, Portland, coach.

POINT WILL GET HOTEL

HOSTELRY WILL BE AMONG MOST REMARKABLE.

R. T. Dabney's Project Also Calls for Incline Railway Up Mountain From Rooster Rock.

A great tourist hotel to cost in the neighborhood of \$200,000 is to be built by R. T. Dabney, a Portland capitalist, on the outer rim of Crown Point, on the Upper Columbia River Highway 23 miles from Portland, where the road passes in a horseshoe curve around the edge of a cliff 725 feet above the river. Announcement of the project, for which plans have already been drawn by Edgar M. Lazarus, the architect, was made yesterday by Samuel C. Lancaster, who designed the highway. The hotel, which is to be called "Dabney Cliffs," will be ready for formal opening early next summer, if present plans can be carried out. In many respects it will be one of the most remarkable in the world. It will be built in three units, extending in L form around two sides of the horseshoe. It will not obstruct the view from the highway up and down the river gorge at this point, for the roof gardens on top of the buildings will be 20 to 30 feet below the road level. Among its unique features will be a great pipe organ, connecting with a chime of bells in a specially constructed tower, to be played at sunset; a moving picture theater, a ballroom and a cafeteria. In addition to the regular hotel dining-room service, an incline railway modeled after that up Lookout Mountain near Tennessee is to be built up the cliff from Rooster Rock station on the O.-W. R. & N. to a point just east of Crown Point. Full details and drawings of the projected hotel are published in section 5 of this paper.

How To Make The Quickest, Simplest Cough Remedy

Much Better than the Ready-Made K. and ans. You Save \$2. Fr'y Guar. steed

This home-made cough syrup is now used in more homes than any other cough remedy. Its promptness, ease and certainty in conquering croup, whooping cough, chest and throat colds, is really remarkable. You can actually feel it take hold. A day's use will usually overcome the ordinary cough—relieves even whooping cough quickly. It stops, too, for bronchitis, spasmodic croup, bronchial asthma and Winter coughs. Get from any druggist 2 1/2 ounces of Pinex (50 cents worth), pour it in a pint bottle and fill the bottle with plain granulated sugar syrup. This gives you—at a cost of only 54 cents—a full pint of better cough syrup than you could buy for \$2.50. Takes but a few minutes to prepare. Full directions with Pinex. Tastes good and never spoils. You will be pleasantly surprised how quickly it loosens dry, hoarse or tight coughs, and heals the inflamed membranes in a painful cough. It stops the formation of phlegm in the throat and bronchial tubes, thus ending the persistent loose cough. Pinex is a most valuable concentrated compound of genuine pine extract, rich in gualacol, which is so healing to the membranes. To avoid disappointment, be sure and ask your druggist for "2 1/2 ounces Pinex" and don't accept anything else. A guarantee of absolute satisfaction, or money promptly refunded, goes with this preparation. The Pinex Co., Ft. Wayne, Ind.

Coos Bay Mill is Expanding.

MARSHFIELD, Or., Oct. 2.—(Special.)—The Coos Bay Wood Products Company, a small concern which has been devoting its mill to the manufacture of brooms and handles, for ship-mast, is adding a shingle mill to its plant, which is situated midway between Marshfield and North Bend. The company has been in existence only a few months but the demand for its output has been so steady and profitable that the additional industry was determined upon and the mill is nearly

Why do the Germans beat the Russians? Because they have good guns. Why does the Main Hand Laundry beat other laundries? Because they do good work. Buttons sewed on and mending done free of charge. All work guaranteed. 667 Washington Street Main 707