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London Trade Combats Craze For Chaepness.

Publication Points Out Where Dealer Loses Customer's Friendship by Present Policy-Shoody Goods Descried.

LONDON, Feb. 18,-Is the "craze for cheapness"-the expression is borrowed -beginning to wane? The Tailor and Cutter thinks that it is, and it urges all tailors not to "pander to the craze for cheapness that has been so much in evidence during the past few seasons. The public are tired of cheap suits that do not wear, cheap boots that cripple and distort the feet, and cheap hats and caps that do not keep their shape or color, and the time is ripe for a little education in the matter of the proper adornment of the human form."

"The tailor," it proceeds, "can do much to create a demand for a better and let good, honest value have fair

"There is a mistaken notion held by many retailers that the only way to bound to come a rock bottom' price in everything, and then imitations have to be brought in.

"The retailer will find it more to his advantage to make value the keynote of his business. It should be his aim to continually improve the tone of his productions. His regular customers will pay more heed to the value he gives them than to the cheapness of the ar-

"The price he paid for his hat, cap. tie or whatever he bought he may probably forget in a week or so, but he will neither forget nor forgive the shopkeeper for selling him an article that wears out in the same time."

(Continued from page 1)

King's message as follows:

the King's speech read.

reading from a printed copy, will de-King will pass out of the Chamber in the revived science of road building. the same manner as he entered it.

TO CURE ANY DISEASE.

The Cause Must be Removed, Same Way With Dandruff.

Kill the germ that causes dandruff, falling hair and baldness, you will have no more dandruff, and your hair must grow luxuriantly. Newbro's Herpicide not only contains the dandruff germ destroyer, but it is also a most delightful hair dressing for regular toilet use. No other hair preparation is on this scientific basis of destoying the dandruff germs. It stops all irritation, keeps the scalp sweet, pure and wholesome. Remember that something claimed to be "just as good," will not do the work of genuine Herpicide. Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich. Eagle Drug Store, 351-353 Bond St., Owl Drug Store, 549 Com. St., T. F. Laurin, Prop. "Special Agent."

first item of which will be the re-reading of the King's speech, thereby bringing about the first general debate of the session, that on the address in reply to the speech from the throne,

(Continued from page 1) WOULD RAISE ALL PRICES elected, and he has done his work unostentatiously and well, impressing his ability upon all who have seen him, and yet avoiding the haste with which new senators are tempted to precipitate themselves into discussions. He is a man of fine talents and very great industry. His habits of mastering the details of his subject and thinking it through was revealed in his prompt and cognent answers to the questions which were shot at him by the best lawyers

> in the Senate." For Good Roads.

Under a recent date U. S. Senator Charles W. Fulton has sent out the following important letter to citizens of this state, known to be deeply interested in the public benefits which furnish the text of his communication:

"My Dear Sir:-At dates to be fixed later in the spring or summer, one mile of road is to be built under government supervision on each side of the Cascades, in the State of Oregon. The

"This work is to be undertaken at the most propitious time, the benefit of ing man: national experience will be offered, and meet competition is by cutting prices. it is the hope of the officials of the Where does this lead to? There is Public Roads Bureau that all persons in Oregon who are interested in this vital question will attend during the demonstrations. To this wish I add my most solicitious request. No other work could be done at this time so well indicating the high plane of Oregon pro- land. gress, as that showing our interest in good roads. Nothing could be done by our people in other lines that would command greater attention of the homeseeker and the home-builder, for by these standards does the eastern farmer judge our opportunities in Oregon.

"The government promises to have present its best road engineers, with the world's capitol, Here are located the most modern grading and roadbuilding implements. Mr. Samuel Hill, connected with the Government bureau in an advisory capacity and president of the Washington Good Roads' Association, and Judge John H. Scott, president of the Oregon Good Roads' Association, will attend the work in both parts of the State, bringing to the scene formality, Black Rod proceeding to the as many as possible of their good roads Lower House and there delivering the workers. I would be pleased to know that the county judge and commission-"Mr. Speaker:-The King commands ers of every Oregon county had arrangthis honorable House to attend His ed to attend one or both of the demon-Majesty in the House of Lords to hear strations, bringing with them all of their prominent road men. This fact Those who wait patiently for the would be an encouragement to the govsummons, chiefly the older members, to ernment officials in the first instance to whom the ceremony is not new, will continue in a departure that is ceraccompany the speaker to the bar of tainly in the right direction, and would the House of Lords, when the King, result in the officials of the state who control and make our highways receivliver his message to the legislators, ing a practical demonstration of the The formality will soon be over and the very latest and best work known to

"As soon as the government engineers lands. The Presbyterian church sus-Almost immediately afterwards the have ascertained from the judges of two Houses of Parliament will com- Umatilla and Marion counties the best mence to clear away the routine, the date for this work I will communicate the same to you, and in the meantime will be ready to furnish all possible information, and co-operate in every way, that these demonstrations of work and and cost may be given the widest possible educational influence throughout the State of Oregon.

> "The first work to be done in the Northwest will be at Pullman, Wash. and I think it is probable that Pendleton, Ore., will be the scene of the next demonstration. The work at Salem will not likely be undertaken earlier than the middle or latter part of May. Surveys and consultations regarding specifications, will be finished soon, and in the course of the present month I can probable announce the exact date for the demonstrations.

"Very respectfully yours. "CHARLES W. FULTON."

Sermons of Yesterday

Yesterday morning Rev. W. S. Gilbert preached to a large audience at the First Presbyterian church. He took for his subject, "The World, State, and the World's Evangelization," with his text from Mark 16:15, "Into All the world." He said in part:

We have, perhaps, too much loked upon the great work of unifying the world as a distinctively religious work. While the great missionary work is always religious in character it may not always be so in name. We have perhaps too much made distinction between things secular and religious.

The dream of a world unity of which Tennyson sings in "In Momoriam," and for which we long, is not new. But history proves that the world can't be made one by one nation destroying all others. There will always be diversity yet unity; individuality yet oneness of spirit; sovereignty yet liberty. Many natures but oneness of law and purpose. Many churches but one in essentials.

Some things are of necessity, worldwide. Whatever is true is true everywhere and as it becomes known it becomes a unifying factor. The truth is true for everybody. There is no distinction of persons in anything that is God's. All truth, religions, scientific, philosophical makes men free.

The world has been growing smaller; places once far away and unknown are now within speaking distance. The world is so small that no nation can hide from others and live apart. We encircle the earth in half the time it would have taken Caesar to cross his empire. By the Associated Press we are in immediate touch with the whole world eighteen hours out of the twentyfour. The races of men are face to face; the East and West have clasped hands. There is manifest everywhere a spirit of "get together".

There is today a confederated world; judges of Umatilla and Marion counties there are eight world powers; their have agreed to provide the labor and voice is the law of the world; there is materials, specifications for which will in fact a United States of the world. standard all around of male attire. soon be agreed upon by an engineer for Ten important regenerations have taken Away with imitations of every form, the government and the county courts place in the development of this world confederacy. All within 100 years and indeed even within the memory of liv-

> 1-International law; a hundred years ago no such thing existed; now every minute detail is determined in the international codes.

2-Piracy no longer exists; the navies of the nations are the world's police. 3-Extraditions of criminals; an out-

law in any land is an outlaw in every 4-Treaties are like the world's constitution. Japan awoke when in 1850 she was compelled to become a part of

the federated world. 5-Consuls and ministers are at every capitol and their purpose is much the same for the world as the Congress is for the nation. Berne in Switzerland is the six bureaus which transact the world's business, and the expense of these offices is met by the allied powers religion of his heart takes offense at in proportion.

6-Commerce; the linking of interests has bound the world in bands.

7-Travel makes men kin. 8-The postal union embraces fiftynine states; it is but a short step to a world's postage stamp and only another step to a world's coinage. The sealed the hosts of aStan put together. Why? letter today is a free citizen of the world free from customs houses and

protected by the allied powers. 9-The laws of naturalization have mixed up the world.

10-Arbitration; the Hague is like the supreme court of the world.

But add to all this the unifying in-

The Presbyterian church of the United States sustains 932 schools in foreign lands. The Presbyterian church sust prepared and exceptible. They are tains fifty-three hospitals in foreign tains 2095 churches in foreign lands, and other churches are doing equally well in proportion, so that today as we look into the great movement toward the "one far off divine event to which the whold creation moves" we take courage and realize that the motto of the church is no idle dream, "The Evangelization of the World in this generation."

Below are some extracts of the sermon delivered at the First Lutheran church by the Rev. Gustaf E. Rydquist last evening. The theme for his sermon was "The Word and the Heart." The speaker said in part:

"The gospel text for today contains one of the eloquent parables of our Lord by which he illustrates the seed-nature of the kingdom of God and of his word.

"To see this seed-nature in his word let us make a few comparisons.

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TEASERS!

NO. 1 --- With every Men's Suit or Overcoat under \$15. WISE gives a screen worth \$1.50

NO 2---With every Suit or Overcoat worth over over \$15, and under \$22.50 WISE gives a pair of Vases, valued at \$3.00.

NO 3---With every Suit or Overcoat from \$22.50 up WISE gives a Pair of Those Xtra Fine Japanese Vases worth \$5.00

Herman Wise

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"A seed before it is planted is apparently dry and dead. But it contains nevertheless a nucleus, a life principle. The word of God has a material body and to many it is "a dead letter,' but it is a vehicle of divine thought and contains a spiritual life prin-

"A seed is small compared with the plant or tree growing up from that seed The Christian world today is a grand result of a small beginning, it is a great tree from a seemingly insignificant seed This tree is still growing. It has not yet expanded its innate energy. It shall incompass the world. The greatest proof to the unbiased mind that Christ was divine is the great results of his teachings."

"As you look over the Christian world today you cannot fail in seeing the bewilderment there is in religion. One who does not except Christianity as the this bewilderment. Now we must look for the cause of this. In the observations which I have been able to make I think I can deduct this as a fact: More harm and bewilderment in the Christian religion today is caused by the ignorance of the sowers than by all Because they lack the power of decern ment and sow together with the prec ious seed of truth the seeds of falsehood and error. They fail to see that there are also time and conditions in the work of a pastor when silence is golden. The result is obvious. There is not only a bewilderment in religion, fluence of scholarship, benevolence, and but a disrespect for the word of God and Holy things bordering on blas-

"There are human hearts that are sometimes called broken and contrite hearts. The hardened sinner must be broken by a power divine. The thunder of Mt. Sinai must awaken him, the lightning thereof must not only crush and crumble hell's evil power within him, but must enlighten him as to his condition. With his understanding thus enlightened, Satan's power shaken and crushed, his will bend in a new direction, and feeling contrite he is exceptible for that divine truth and promise that 'God so loved the world, that he gave his only begotten son, that whosoever beleiveth on him shall not perish, but have everlasting life." Now that is true conversion and it will be shown in a Christian living."

PERSONAL MENTION. ********

Mr. and Mrs. W. W. Curtis, of Portland, are sojourning in the city by the sea. Mr. Curtis is a well known timber man and represents heavy interests.

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