The Talk of Pendleton Our SensationalLadies and Misses Suil and Cape Sale

Only Two More Days Friday ${ }_{\mathrm{i}}^{\hat{j}}$ Saturday

Sale Positively Ends Saturday Nicht Any suit or cape in the house, values as high as $\$ 45.00$
$\$ 9.95$ your choice
F. E. Livengood \& Co.


## Watch This Space

$\mathbb{K} \bigcirc \mathbb{E} \mathbb{P} \mathbb{P} \mathbb{E} \mathbb{N}^{\prime} S$ The Drug Store That Serves You Best
News Notes

## Just Good Enough to

## Be Dangerous!

If poor advertising mediums were ENTIRELY worthless, they would not be dangerous! For they could not, then, make any appeal whatever to sensible advertisers.

But an advertising medium which has a LIT TLE MERIT is, like "a little knowledge," a "dangerous thing." Some business men there are, always, who---for considerations of "cheapness," etc.,---will either rely upon such mediums wholly, or give them an absurdly large part in their advertising Campaigns.

