TWELVE PAGES

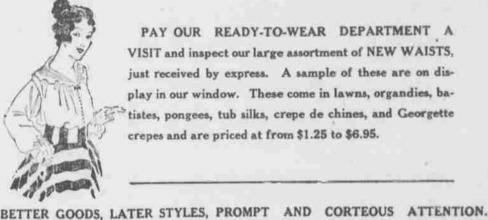
PAGE THREE



.... \$1.00 and \$1.25

FANCY RIBBONS OF ALL KINDS-WAYNE KNIT HOSIERY-The kind that always fits and are guaranteed to " give satisfaction. Both ladies' and Any width desired and priced from 15¢ children's, priced at 25¢, 35¢, 50¢, 65¢, 75¢, \$1.00, \$1.25 and \$1.50. the yard to \$1.45.

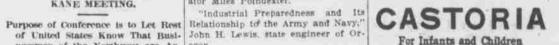
TOMORROW, SATURDAY 25TH, THE LADIES OF THE BAPTIST CHURCH WILL CONDUCT A HOME COOKED FOOD SALE IN OUR GROCERY DEPT.



LEXANDERS THE DAYLIGHT STORE.

> Primary Law Held Invalid. AUSTIN, Tex., March 24 .- The state supreme court held unconstitutional a law passed by the last legis-lature providing for the holding of a the navy league, Edward Cookingham, democratic presidential preferential Portland, and Thomas Burke, Seattle election.

> ortland, and Thomas Burke, coatton, "The Protection of the Pacific forthwest from Naval Attack," Cap-in a Hyde, U. S. A., inspector in p a Hyde, U. S. A., inspector tain A. P S. Hyde, U. S. A., inspector ing party primaries, for the reason of instruction of the coast artillery that these primaries were not public functions.



WHY every man, woman and child should get behind the Dress-Up movement in Pendleton, on March 27th.

The Dress Up idea grew out of the fact that with the coming of the war in Europe the American people lost something of their usual confidence and, because they did not know what effect the situation there might have upon American industries, a large proportion of the American public at once entered upon a course of rigid economy. When people set out to economize, one of the first things they do is to cut down on what they usually spend for clothes.

TALE RATE TO

Many Industries Affected

The apparel industries rank among the five great industries of this country and when one considers the millions of people engaged in growing the raw textile materials, in spinning and weaving the fibre into cloth, cutting and making garments and distributing them to the public, as well as the great army of men and women designers and others, who are directly dependent upon the garment industries, it will be seen that so staggering a blow as that dealt the apparel trades in the first months of the European war must make its effect felt in every part of the country.

A Herald of Prosperity

As it proved, the war in Europe brought prosperity to Americans and when this prosperity had advanced to such a point that it needed only something to crystalize in the public mind the fact that this country was prosperous, the Dress Up campaign was launched. The Dress Up propaganda of last fall urged Americans to open their eyes and look at the situation as it was. To feel confidence in American prosperity and in the soundness of our industries and then to express that optimism and confidence by wearing the better clothes that they could afford to wear, but which, through their uncertainty. many of them had refrained from buying.

The Importance of Clothes

But while it was to cause this recognition of national prosperity, the DRESS UP campaign had another idea behind it. That was to lay emphasis upon the importance of clothes. To overcome, so far as possible, the wrong impression, created by the misguided use of retail advertising space, that clothes were to be regarded by the public only in the light of so much protection and covering to be purchased invariably at the lowest possible price.

What Dress Up Really Means

The DRESS UP movement aims to make the public realize how much of one's success and happiness in life. under our present social system, really depends upon our wearing of the right sort of clothes. It emphasizes the psychological effect of clothes not only on those with whom we come in business and social contact but upon the wearer. And yet the Dress Up idea is not in any sense a bid for snobbery.

the house, said Mrs. Weich in a
dying statement made at the hospital, and demanded that she return to him. When she re fused he advanced towards her. The boy, Alfred, flung himself
 spokane, March 24.—Over 30 isting Posts and between them and begged Welch
 cities and towns already have advised in the Northwest."
 not to hurt his mother. Welch
 that they will participate in the north-

The couple were divorced two .

• months ago. Weich called at •

GIRLS! HAVE WAVY,

BEAUTY IN A FEW MOMENTS

-TRY THIS.

貿

head.

threw the boy out of the way. • west preparedness conference in Spo ♦ fired two shots into the woman's ♥ kane March 27 and 28. · body and then killed himself. · "To let the rest of the United

• States know the business men of the ance of preparedness is the purpose of

A three-wheel cab invented by a the conference," states President W. London cabman half a century ago s. Metres of the chamber of comis still in use, the claim being made merce, under whose auspices the that it never has been overturned, meeting will be held.

"This conference will arrive at a general understanding of just what preparedness means for the nation and The Pacific morthwest." he continued and we will have the benefit of of bions from men in constress who are THICK, GLOSSY HAIR ion Army officers will define sub feasition in the matter of national de-fease and discussion will develop FREE FROM DANDRUFF recommendations on a bread, patrio tic plane."

The tentative program follows, and SAVE YOUR HAIR: DOUBLE ITS will be carried out as indicated with the exception that additional speakers on the various subjects will be secured before the convention meets: "The Necessity of Adequate Protec

If you care for heavy hair, that glistens with beauty and is radiant with tion for the North Pacific States, life; has an incomparable softness Raiph R. Dunniway, Portland, and is fluffy and lustrous, try Dander-

"The Plans for Milliam Prepared ine. ness," discussion ied by Major Fred Just one application doubles the Liewellyn Sentite with an address by Colonel David J. Baker, Jr. of Vanbeauty of your hair, besides it imme-

diately dissolves every particle of dan- conver barracks on "The A H C of druff; you cannot have nice, heavy Preparedness" healthy hadr if you have dandrutt. Preparodness of Transportation. This destructive scurt rols the hair of under the subdivision. The Knilways its lustre, its strength and its very life, well known northwestern transports and if not overcome it produces a fe- tion officials will be secured as speak-verishness and Rehing of the scale, ers, under the subdivision "The Perthe hair roots famish loosen and dis: manent Highways and flood Roads a

then the hair falls out fast. If your air has been neglected and is thin, waded, dry, acraszy or too Good Roads association, will speak. The Present Status of Military olly, get a 25-cent bottle of Knowlton's Danderine at any drug store of Preparedness Before Constreas." Rep-toulet counter, apply a little as direct-resentative C. Dill. ed and ten minutes after you will say this was the best investment you ever trainer System." N. W. Durham.

made

We sincerely believe, regardless of "Muit-"Military Training in the Schools verything else advertised, that if you and Colleges." Dr. E. O. Sisson, comdesire soft, lustrous, beautiful hair missioner of education for Idaho, and lots of it-no dandruff-no itch- "The Effect of the Preparedness ing scalp and no more falling halr- Program in the Militia Organization ou must use Knowlton's Danderine, of the North Pacific States," led by General Maurice Thompson, and thei

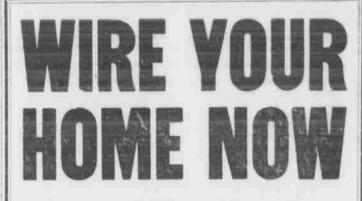
nessmen of the Northwest are Ar- egon oused to the Importance of National Defense Scheme.

KANE MEETING.

Speakers have not yet been select-ed for the subject. "What the Preparedness Program Means to the Ex-SPOKANE, March 24 .- Over 30 isting Posts and Army Organizations

ator Miles Poindexter.

In Use For Over 30 Years Always bears the Hat H. Flitcher



This Is What You Get

- 1. THE VERY LOWEST PRICES.
- THE VERY BEST WORK.
- 3. THE VERY EASIEST TERMS, AND
- A STANDARD "RITE HEAT" IRON, VALUE \$2.65 ABSOLUTELY FREE.

This offer good only to April 15 NOT A DAY LATER.

NO HOUSE IS TOO OLD, TOO LARGE OR TOO SMALL TO BE WIRED FOR ELECTRICITY.

Pacific Power & Light Co.

"ALWAYS AT YOUR SERVICE." PHONE 40

J. L. Vaughan, Electrical Contractor Phone 139

Chas. Milne, Electrical Contractor Phone 636

