



ALTA

**DONT FORGET
DATE**

**TOMORROW and
WEDNESDAY**

**LADIES' AND
CHILDREN'S
MATINEE.**

**ADULTS 15c.
CHILDREN 5c**

**10
REELS**

**BEAUTIFUL SOU-
VENIR OF
MRS. VERNON
CASTLE
GIVEN AWAY
MATINEES.**

**What Pendleton People
ARE TALKING ABOUT**

PATRIA

**Patria, the Greatest Motion Picture
ever produced, at the Alta Theatre.
Patria Hat and Gorget on display at
Campbell's Millinery Store.
Patria Sundae at the Delta.
Patria Candy at the Palm.**

*The
Photoplay
Supreme*

Patria
By LOUIS JOSEPH VANCE
with Mrs. Vernon Castle
The Best Dressed, Best Known Woman in America

PATRIA is a romance of society and preparedness, introducing as its star the most talked of woman in the country. What a story! What a woman!! What a picture!!!

Everything has worked to one end—a masterpiece. And masterpiece it is—such a one as has never been viewed by an audience before.

Mrs. Vernon Castle in the title role of "Patria" exercises her versatility to the extreme; and well she might, for such adventure, such romance, such deep laid plots are new to motion picture history. Well might "Patria" be termed "The Photoplay Supreme." It has no equal.

**MRS. VERNON CASTLE
CREATES SOCIETY'S FASHIONS**

Mrs. Vernon Castle, star of the International photoplay serial released by Pathe under the attractive title of "Patria," is the originator and creator of more separate and distinct feminine fashions than any other living woman. She has some interesting things to say about the well dressed woman to which the devotees of fashion may well give heed. In a recent interview, Mrs. Castle, who will be seen at the Alta theatre, said: "The woman who wants to be well

dressed, and this is the natural desire of every woman, must first of all learn to be honest with herself. She must see herself as she is and not as she would like to be. If she is short and broad, she must not imagine herself tall and thin and vice versa. If she is angular and broad she must not think herself plump and round. And then, having seen herself honestly as in a looking glass, she should dress in a manner suitable to her own peculiar style. She must not fall in love with a vogue and adopt it regardless of whether or not it is suitable.

"Take the French women, for instance. They are perfectly honest with themselves and do not hesitate to admit their faults in face or figure, and this honest study of themselves leads them to the adoption of those patterns, fabrics, and adornments which lend distinction, individuality and style to their appearance. "Go into a Parisian restaurant and you will never see, as in American women of every height, weight, age and individually all wearing the same pattern of clothes, all cut after the

same design. American women are what one might call vogue-crazy. They see a model there, run across some particular style in a magazine worn by somebody or other, and promptly go mad over it. They must have that very model or style regardless of whether or not it is becoming or suitable, and they are not happy until they get it. How much more sensible it would be to choose a style suitable to one's own self. Surely it is more comfortable and self-satisfying to be distinctive, individual, representative of yourself than to be

merely one in a crowd, like a paper doll in a long row cut from one folded sheet. Regardless of pattern or fabric, the well dressed woman is the woman whose gowns suited to the occasion best expresses herself. "It would be presumptuous in me to say what the well dressed woman should wear since I never follow the fashions myself. Though I draw but poorly, I nevertheless design all my own gowns and many are the fights I have with my dressmakers. "Why," they'll say scornfully, "that was the style a dozen years ago," as though that settled it. But what do I care about a dozen years ago or a hundred years ago? It is beautiful. I love it, and it becomes me. That is the principal thing. It is suitable to my style, therefore I keep it and wear it if it is a thousand years old. I am even now planning a gown after Shakespeare's own costume. "The well dressed woman must avoid all flash and display. She must not be over-dressed. Her costumes should be quiet and inconspicuous, but individual. That is the one thing to be desired. I swear many things which I would not advise the well dressed, not in the profession to wear, and many things which a woman not as tall or as slender as I, could not wear."