

THE Fall Fashions

The distinction and originality of our styles go without saying, yet serviceable wear is always particularly considered. Autumn assortments are wonderful. Never in our history have stocks been so complete, so abundant. Every thing is ready for your selection, here, NOW. Pay us a visit.

The Coats Were Never More Pleasingly Practical

STYLE WARMTH DURABILITY

These are the three outstanding features of our entire showing of new Coats. Already thrifty women with a desire to appear well dressed are taking advantage of this fact. Full lengths, large collars, graceful styles and beautiful materials in all the newest weaves as well as plush and velvet render these garments especially attractive.

Comparison will prove to you the modesty of our prices for the quality offered. Coats range from \$10.00 to \$100.00



BABY FLANNELS

Prepare the baby now for cold winter by making up flannel petticoats. Offered in plain and embroidered. Prices reasonable. The yard, 50c to \$2.00

VEILINGS

Always the newest kinds in plain and fancy designs of very best quality. Shown in colors as well as black and white. The yard, 25c to \$1.00

SCHOOL HANDKERCHIEFS

Especially now as school will begin soon. Get the school handkerchiefs in readiness. We are showing ones that are different and really you will like them. 2 for 5c to 25c each

SCHOOL HOSIERY

Right now our stock of Hosiery for school children is complete. We have all sizes and in several weights. The pair 25c to 35c

SILK VELVET

For a dress coat or suit of individuality use our silk velvets. Soft finish, short nap, 40 and 42 inches wide. Offered in shades of black, navy, taupe, green, tete de negre, beet root, etc. An imported chiffon velvet.

OUR NEW AUTUMN BLACK SILKS

have been received and are being shown in our silk section, such as: Taffeta, Messaline, Imperial Satin, Georgette, Peau de Soie, Charmeuse, Pussy Willow, Ottoman, Gros de Londre, Gros Grain, Duchess Satin, Poplin, Satin Crepe, Crepe de Chine and Soire Taffeta.

JAP CHALLIE

They are here, an all wool Challie of Japanese design and colorings; used for KIMONAS, house dresses and shopping bags. We also have handles and accessories that go to make up bags.



Ladies New Fall Neckwear

On display now an advanced showing of New Fall Neckwear. Made of Net Georgette neatly trimmed with lace and embroidered. Collars and Jabots. Have a look at these—35c to \$3.50.

THE BARGAIN BASEMENT

What gives this busy department its popularity? Why do people prefer it to the stores called cheap stores? Why is it making our business 2 to 5 times as great as it ever was? HERE ARE REASONS. SOME OF THE BARGAINS.

Women's Ivory Shoes—\$1.50 high tops, lace. \$1.98
Heavy Coat Remnants—For warm coats, 1-2 price.
Outing Night Gowns—Heavy full cut. 59c
Men's \$6.50 Dress Shirts, Special to close out \$4.47
Boys' School Shoes—\$1.59, \$1.87, \$1.98, \$2.25
New Silk Dresses—This season's \$14.95
Boys' Wool Suits. \$7.50 values \$4.89

Heavy Sweaters... \$3.98, \$1.49, \$1.98, \$2.43
New Silk Petticoats... \$1.98, \$2.19, \$2.39
Hundreds of pairs of Women's Fancy \$7 and \$8 Shoes... \$4.69
Hundreds of pairs of Girls' Shoes, plain or fancy... \$2.23 to \$2.87
Hundreds of yards of Dress Goods greatly reduced on this sale.
Hundreds of pieces of Underwear to be closed out at bargain prices.
Special Note—In order that we can better take care of our big crowds during the weekends we have doubled our force of sales people, so therefore no long waits. Better, quicker service.

PURE FOOD SHOP

CLEAN, COOL BASEMENT 3 MAIN LINE PHONES, ALL 15
FOR SATURDAY'S TRADE—Green Corn, Tomatoes, Cucumbers, Peaches, Watermelons, Green Beans, Head Lettuce, Casabas, Celery, Green Peppers, Sweet Potatoes.

Fancy Eating Apples, pound 10c
Fancy Ripe Pears, pound 10c
Special, Salted Peanuts, fresh by express pound 30c
Fancy Shelled Brazil Nuts, lb. \$1.00
Freshly made Doughnuts and Buns.
New Pack Asparagus—Better than just from the garden, dozen cans \$4.50
Can 40c

New Pack Peas, with that right from the garden flavor, 3 cans. 50c
Dozen cans \$1.95
Hawaiian Sliced Pineapple, packed in rich sugar syrup, 6 cans. \$1.00
T. P. W. Special Blend, the Best 35c Coffee on earth.

Pendleton's Greatest Dep't. Store
The Peoples Warehouse
Where It Pays to Trade

HOME READING COURSE FOR CITIZEN-SOLDIERS

LESSON NO. 21. GETTING AHEAD IN THE ARMY.

Since regimental and company officers have full responsibility for the efficiency of their teams they are given corresponding authority in promoting men from the ranks to positions as noncommissioned officers. For all practical purposes their judgment as to the men under them is regarded as final.

One point as to which you may feel assured is the earnest desire of every officer to give promotion to the men who are best qualified—in other words, to select the men who have cultivated the soldierly qualities and in addition show capacity for further development and for leadership. The officers are fully as much interested in promoting men on the basis of merit as any of the men are interested in securing promotion. For the officers' own burdens are lightened and their success is increased almost in direct proportion to their ability to promote right men.

Chances for Promotion.

The first rank above private is corporal. The corporal should be a real leader. He is expected to be more familiar with various manuals and regulations and with the duties of the men in the squad than are the men themselves. He is expected also to use his influence strongly toward building up soldierly qualities among these men.

Among the qualities which all noncommissioned officers should possess the following have been selected by one military writer as being of the first importance:

1. Proficiency as guides in close-order drills, and particularly as column leaders in route marching.
2. Aggressive leadership, especially in drilling, marching, and fighting.
3. Ability to act as instructors.
4. Thorough knowledge of the elements of field service.

5. Thorough knowledge of interior guard duty.

6. Skill in range finding and in estimating distances so as to assist men in firing accurately.

7. Proficiency in leading patrols.

8. Ability to prepare written messages that are clear, complete, and concise.

9. Ability to sketch and read maps.

This list will suggest some of the lines along which you should work, whenever you have the chance. Many of the noncommissioned officers in the National Army will be chosen, not only because of the knowledge or skill they already possess, but also because they show capacity for further development and for leadership.

Developing Soldierly Qualities.

This question of winning promotion all comes back to the question of making yourself a thorough soldier, of demonstrating that you possess loyalty, disciplined obedience, physical fitness, intelligence, cleanliness, cheerfulness, spirit, tenacity and self-reliance—the nine qualities of a soldier.

The National Army must fit itself for effective service at the front in the shortest possible time. To accomplish this result it must produce out of its own ranks men who are fitted for promotion first to places as noncommissioned officers, either in the first contingent or more probably in later contingents.

This need is your opportunity. It is an opportunity not merely for personal advancement—which, in time of war is a small thing to work for—but more than that, an opportunity to render to your country the most effective service of which you are capable. Strive to fit yourself for the duties and responsibilities of leadership. Make yourself count to the utmost in the victorious defense of American rights and principles to which the National Army will devote itself.

FIRST ECHO MAN TO JOIN DRAFT ARMY IS GUEST AT RECEPTION

MANY FRIENDS TURN OUT TO PAY HONOR TO JESSE SAYLOR ARNOLD.

Epworth League Chapter Meets and Elects Officers for Coming Year. Other Newsy Notes.

ECHO, Sept. 6.—A public reception was given at the city hall on Tuesday evening by the Epworth League in honor of Jesse Saylor Arnold, the first of the conscripted Echo boys who has been called to war by the government. Mr. Arnold is one of the finest young men in the country. He is a member of both the Masonic and Odd Fellows lodges at his place and is held in high esteem by all. The reception was well attended by his many friends. The Fletcher Orchestra of Pendleton furnished the music. Music, dancing and a general social time was the program of the evening. While the hearts were heavy all assumed gaiety and were glad to have the opportunity of bidding Mr. Arnold good-bye. He left the next morning (Wednesday) for the U. S. service.

Epworth League Officers Named.

On Monday evening the local Epworth League chapter met at the home of the M. E. pastor, Rev. J. F. Cook and held their regular annual session. The officers elected are: President, Miss Frances Spiker; Miss Gladys Wallis, vice president; or head of the devotional department.

GOVERNOR WILL SEEK TO PREVENT PEACE CONFERENCE IN WISCONSIN.



Governor E. L. Philipp, of Wisconsin, who in telegrams to Major Condit, of Hudson, Wis., denied that he had granted permission to the People's Peace Council to hold a peace conference in any part of that state. The governor urged the local authorities of Hudson to go as far as constitutional rights will permit to prevent the conference being held. Before the telegrams were received by Major Condit, however, the advance guard of the People's Council was run out of Hudson by an angry mob.

Sherman Wells, 2nd vice president of missionary department, Miss Emma Peterson, 1st vice president or head of the mercy and help department; Miss Elma Thompson, fourth vice president or superintendent of the social department; secretary, Miss Annie Salling; treasurer, Miss Florence Mahood.

Mr. A. Aaron and son Herbert returned home Monday morning from a month's visit at Portland, Rainier and other western Oregon points with friends and relatives.

Postmaster A. Longwell has purchased the residence property of H. E. Lewis situated on the corner of Sprague and Dupont streets and will take possession the first of October. Mr. Lewis will fit up apartments in the Arlington building where he will reside with his family for a time.

Mr. and Mrs. James McLaughlin returned home Monday from a short visit in Pendleton.

To Portland on Business.

Mr. and Mrs. J. Frank Spinning left yesterday for Portland on a two weeks' visit, business and pleasure combined. J. P. Loftholm of Pendleton has charge of the drug store in Mr. Spinning's absence.

Miss Katherine Sprague of Hermiston, visited in Echo the first of this week the guest of Miss May Ellett.

Arthur Johnson, who worked in Pendleton during the summer, has returned home to attend school.

Master Gustave Gravelle of Stanfield, is here to spend the winter with his sister, Mrs. Jos. Cunha, Jr., and attend school.

John Hopkins and family of Walls Walla, are here visiting with relatives.

Mrs. S. E. Miksell, Mrs. Evelyn Skinner and Mrs. Tola Watson were business visitors in Pendleton the first of the week.

ENCOURAGE YOUNG PATRIOTS National War Aid Committee Offers Prizes for Essays on War.

WASHINGTON, Sept. 5.—The national war aid committee announced today a prize essay contest for children between the ages of 8 and 18 on the topic: "Why America Entered the War." The prizes include a \$50 Liberty bond and gold of \$25, \$17 and \$10. The only restriction is that the contestant must be a relative or former removed than third cousin of some man serving his country in the war. The writing of one "cheerful" letter a month to a service relative is one requirement.

Lemons Whiten and Beautify the Skin! Make Cheap Lotion

The juice of two fresh lemons strained into a bottle containing three ounces of orchard white makes a whole quart of the most remarkable lemon skin beautifier at about the cost one must pay for a small jar of the ordinary cold creams. Care should be taken to strain the lemon juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan and is the ideal skin softener, smoothener and beautifier. Just try it! Make up a quart of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It should naturally help to whiten, soften, freshen and bring out the hidden roses and beauty of any skin. It is wonderful for rough, red hands. Your druggist will sell three ounces of orchard white at little cost, and any grocer will supply the lemons.

USED FORDS

We have some splendid bargains in used FORD TOURING CARS, ROADSTERS and RUNABOUTS. All in good condition. You must look these over at once as they won't be here long. Remember we are the exclusive agents for

Genuine Ford Parts

and WHITE STAR LUBRICATING OIL. White Star oil is especially recommended by the Ford people as the best oil for your Ford.

GARAGE WORK OF ALL KINDS Service Station. Gas, Oil and Water at Curb.

SIMPSON AUTO COMPANY

Johnson and Water Sts. Phone 408

SAFETY DEPOSIT BOXES ROBBED

Bank in Town Near Medford Loses \$1000 Cash and Jewels. MEDFORD, Sept. 5.—The safety deposit vaults of the Bank of Jack-

sonville were robbed yesterday of \$500 in money and \$5000 in jewelry. The robbery was discovered today. The only clue to the robbers is two chisels stamped "F. E. H."

How Long Must I Suffer From the Pangs of Rheumatism?

Is there no real relief in sight?

Doubtless like other sufferers, you have often asked yourself this question, which continues to remain unanswered.

Science has proven that your Rheumatism is caused by a germ in your blood, and the only way to reach it is by a remedy which eliminates and removes these little pain demons from your blood. This explains why liniments and lotions can do no perma-

nent good, for they cannot possibly reach these germs which infest your blood by the millions.

S. S. S. has been successfully used for Rheumatism for more than fifty years. Try it to-day, and you will find yourself at last on the right track to get rid of your Rheumatism. You can get valuable advice about the treatment of your individual case by writing to the Chief Medical Adviser, Swift Specific Co., Dept. D Atlanta, Ga.

WANTED

	Live Wt.	Dressed Wt.
Prime light hogs	\$16.50 per cwt.	\$22.00 per cwt.
Prime heavy hogs	15.50 per cwt.	20.67 per cwt.
Rough heavy hogs	15.00 per cwt.	20.00 per cwt.
Pigs and feeders	13.50	

Pendleton Meat Co.

Telephone 146 Hazel St., Pendleton, Ore.

KNOWN FOR ITS STRENGTH—1882

The United States Government Cooperates

with the 7,600 member banks in maintaining the Federal Reserve Banking System for the protection of the business interests of the country. Through the Federal Reserve Board in Washington it supervises the twelve Federal reserve banks; it appoints one-third of their directors; it deposits its funds largely with them; it guarantees the currency they issue.

This cooperation greatly increases the value of the system to us and our community.

Are you linked up with this new national system as one of our depositors? If not, you should delay no longer.

THE FIRST NATIONAL BANK

PENDLETON

SECURITY

Send for Booklet, "How Does it Benefit Me?"

YOU

Who are neglecting your teeth will soon pay the penalty. That little pin-hole that appears in your tooth today will become a big cavity tomorrow. Guaranteed first-class work at moderate prices.

Newton Painless Dentists

Corner Main and Webb Streets
Entrance on Webb St.
Phone 12 Open Evening