



M2. OTTENHEIMER who by the way is manager of th
Jonee Cash store in Portland - he pays the freight if yo
pay him-is going to be a regular potentate when pay him-is going to be a regular potentate when comes to road building. It seems to be his imperial wish that
the mid-Columbia highway, now hopelessly closed to traffic, be considered by state and federal authorities as a highway ever
Tree from snow and slides, a region where the violets always bloom and the heart of the motorist is never sad. He likewise has asket a credulous nublic to helieve that the paved road from
Pendleton to Walla Walla is not an all year road. On the strength of this latter contention, which is so absurd as to be a
zoke he urges a road from Wallula to Umatilla (the cost of gradthg and paving such a road will be a mere million or nope) so
the winter travelers wont have to journey through the Alpine village of Weston.
To the ordinary bunchgrasser, unsophisticated in the art of road building on paper with other peoples money, it appears strange that any Portlander should attempt to twit us just now
on the sabject of all winter highways. But mere physical cond tions do not count with Mr. Ottenheimer. He rises above sucl
ther things. By'a a simple resolution passed by his committee when one important member Dr. C. J. Smith, was in the East and did not know of it, he has decreed that our paved road is not fit for winter trevel. Though the motors may hum as usual betweet
here and Walla Walla that is a mere detail- to Ott. Selfishaess is alay to be ubolished by Mr. Otte
 Oregon's quota of federal money shall and shall not be ex ended. But it does seem modest and reasonable to suggest that the people of Eastern Oregon and especially the county judges
and commissioners of our various counties and Mr. Barratt, whi represents us on the slate highway commission should have some small voice in affairs. The doctrine of self-determination
calls for as much unless this region, like Korea, is to be regarded
as conquered territory. Meawhile it is imperative we find out where "we are at."
If our state highway commission and the highway commission
of Washington have pall) been donser of Washington have really been deposed and ottenhemer I has ascended the throne the people should know. We thought
kaisers had become extinct, but perhaps not. KMMMOEPATHER SHEFERTSSOWHERI

.ONCE MORE WE CALL ATTENTION TO OUR

## Speied Sde of Wool Dreseses

Tricotines and Serges in navy blues, all sizes in popular Fall and Winter styles. Every one of them marked down from our already low prices to a degree that will make you wonder how we can do it. We must have the room. See them
$\$ 9.75^{\text {T0 }} \$ 24.75$
CHOOSE A SKIRT NOW, they are all on sale at prices you can well afford. All good styles and qualities from
$\$ 7.95^{\mathrm{To}} \$ 12.75$
The enjoyment of Christmas de pends largely upon the care and deliberation with which one's well tho ught plans are carried out. And to day is none too soon to start those pl ans which should terminate in the most joyfully successful Christmas g ift-things. So, whether you seek a gift for a woman, man or child or one for the home this store suggests thousands of appropriate things. Ch oose them now-before the hurry and worry period of last minute sho pping begins-and choosing the righ t gift for the right person at the price you wish to pay will be a simple task.



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Shop Early, you will
find better assort-
ments.

One Born Every Fourth Minute

ALADY who had a family of three children didn't want any mote becallse she had heard that every fourth child born in the world was a Chinaman.

As ludicrous, perhaps, as an old misconception some skeptical folks used to have about advertising.

There was a time, when some adwertisements had to be taken with a grain of salt. A few misguided advertisers thought they could sell their goods better by misrepresenting them. Those advertisers have long since gone out of business or mended their ways. Hard experience taught that imtruthful advertising didn't pay.
Other advertisers proved that the only way to advertise successfully, makr regular customers, and build up goot will was to tell the absolute truth about their gonds in their advertisements.
You can depend on the merchant or manufacturer who advertises. The concern that tells you frankly what it is doing is a good concern with which to do business. The store that advertises is a progressive store that has something really worth while to say to you. And companies that advertise their products or their service have confidence in them. You can safely share their confidence.
Inferior merchandise cannot masquerade in the quality clothes of advertising

