

Announcement

WE HAVE JUST RECEIVED OUR NEW SPRING STOCKS OF

Coatings And Wool Dress Goods

You'll enjoy choosing your new EASTER COAT or DRESS from our fine collection of materials.

Our prices, as usual, are moderate, quality considered. Come in—we enjoy showing you our merchandise.

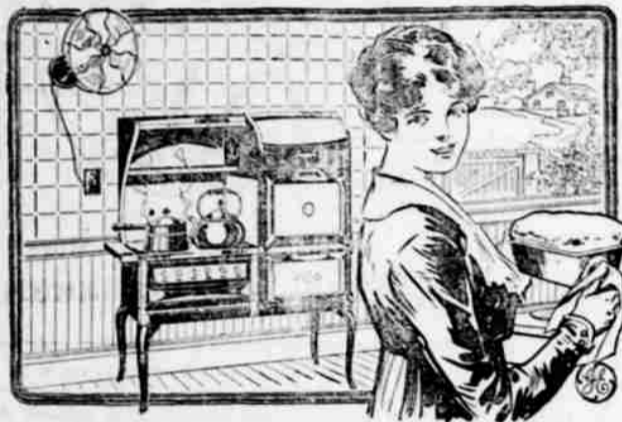
Flood's Store

334 WEST FIRST STREET

Wanted at Once.

Man between 18 and 45 years of age to qualify for both Conductors and Motormen. Wages: 38 cents per hour, first year; 40 cents second year, and 45 cents thereafter. Eight hour day, time and half for all work over eight

hours and thirty minutes in any 24-hour period. Apply Room 310 Electric Building, Portland, Oregon. Portland Railway, Light & Power Company. M. 18123.



You Can Cook in Comfort in a Wired Home

How glad you will be this summer if your house has been wired for electricity!

An electric range heats the food and not the cook and an electric fan gives cooling breezes to offset the heat of nature.

But that is not all—it is only in a wired home that your housework can be lightened by the numerous motor-driven labor-savers now in such common use.

Our estimates will show you how really inexpensive the many advantages of electric service are.

OREGON POWER CO.

Both Phones 15

306 W. Second



Held Over by Popular Demand TODAY ONLY

HAROLD

Only Joy

Clever

Kills Gloom

W'on't Be on Tuesday

Of Course "U" Heard 'Bout It

Only Tonight

"THE SQUARE DECEIVER"

Also Mr. and Mrs. Sydney Drew in "THEIR ANNIVERSARY"

LKO Comedy—Good Music Usual Prices

COMING TUESDAY ONLY

TAYLOR HOLMES in "Two Bit Seats" WED.—JUNE CAPRICE in "Unknown 274"

BEGIN NOW---To plan your Spring housecleaning 5000 ROLLS

of Spring wall paper just received by express. Exclusive patterns and designs. Brighten up those shabby rooms.

FRED DAWSON'S DRUG STORE

THE STORE OF QUALITY

YOUNG MAN KILLED BY FALLING TREE

John Miller, a young man working for the Hammond Lumber Company, near Mill City, was killed early this afternoon by a tree falling on him.

His father lives at Gates. The case was reported to Coroner Wm. Fortmiller, and Fred Fortmiller, deputy coroner, will leave for the place this afternoon to make an investigation.

Details of the accident are lacking at the hour of going to press.

OHIO GAME COMMISSION BUYS PHEASANT EGGS

Charles D. Alexander, proprietor of the Ringneck Pheasant Ranch, of this city, today received an order from the state of Ohio for 3000 pheasant eggs valued at \$600 for delivery in April, May and June. Last year Mr. Alexander sold the Ohio Game Commission \$400 worth of eggs.

"SOME" AS AN ADJECTIVE

Popular American Slang Has Attached a Wealth of Meaning to the Word.

The American habit of coinage new meanings for words already known is closely allied to that of coining words, writes C. Jefferson Weber in the North American Review. Take, for example, the current slang use of that much used word "some." What a wealth of meaning and intonation the American has invented for the word!

"Some" as an adverb may be heard in many places. For instance, in the Teign valley district of Devon, the natives may say, "It did rain *zum* yesterday." But the American would use the word as an adjective and say, "That was *some* rain yesterday." This use is hard to define. In the middle of the last century "some," meaning considerable, or notable, was called "a modern slang word." Today "some" is almost limitless in its capacity for application. It implies approval, enthusiasm, sarcasm, wonder, admiration, disgust—or amusement.

The seeds may have been sown in Cornwall, in Devon or in Lancashire, but I seriously doubt if a native of any of these counties would ever say enthusiastically, "We had some fun last night," or sarcastically, "This is some book!" Another word to which Americans have given a new meaning is the verb "raise." In England, men raise crops; in America, they also raise children.

TWO BARN BURN WEST OF ALBANY

Fires started simultaneously in two barns on the farm of Mrs. Chas. H. Wallett, located seven miles west of Albany, at 12:30 this morning completely destroying the buildings and contents.

The origin of the fires is unknown, but it is regarded as suspicious that both fires started at the same time. One barn was full of hay and the other contained several tons. There was insurance on both buildings, but it will not cover the entire loss.

NOTICE!

Regular meeting Pythian Sisters, Tuesday, March 19, 1918. Initiation and Picnic lunch. All members urged to be present.

Bessie Cameron Simpson, M. of R. and C.—Mar 18-19.

In Prehistoric Times.

Bonechisel—Say, you! Whaddye mean by stakin' into my cave an' beatin' up my daughter? Stonehammer—Yes, I did call on your daughter and beat her up some. But I assure you, sir, my intentions were honorable.

OREGON BOYS REACH EAST COAST SUNDAY

A telegram from an Atlantic Port to members of the Fifth Company at Fort Canby last evening announced the safe arrival of members of the 65th Division, heavy field artillery, Sunday morning. After remaining at this port they will proceed to New York, where they will probably embark for France. A number of Albany boys, about 30 of them, are with Battery E, and Capt. Roy Knox is in command of the supply train of the division.

GUN CLUB MEMBERS MAKE GOOD SCORES

Some good shooting was done yesterday at the Gun Club grounds by the members of the local shooters organization.

The following scores were made: Rickard, 24-23; Looney, 23-20; Leininger, 23-22; Templeton, 23-25; Neeley 23-18; Doble, P. B., 21-18; Weatherford, 21-22; Doble, C. G., 21-24; Nickerson, 18-22; Bilyeu, 16-16; Metzgar, 18-16; Drinkard, 22-22.

The first score indicated above was made on the Oregonian contest and the second on the cup.

GLOBE

Last Time Today

DON'T FORGET

"Big Timber"

Featuring—

Kathlyn Williams

and

Wallace Reid

Also—

"FATTY" Arbuckle

in

'Fatty in Coney Island'

USUAL PRICES



VIVIAN MARTIN in "Giving Becky a Chance"

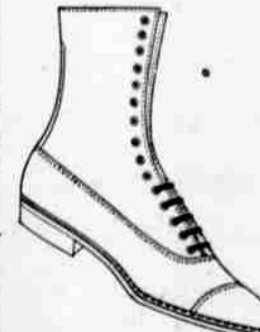
TUESDAY

Easter Footwear White Is Right



Peters egyptain Reignskin with Ivory soles white heels with rubber top lift in both Louis and Military style

\$5.50



White canvas lace with rubber sole and low rubber heel \$3.50 to \$4.00

McDowell Shoe Co.

Children's and Misses New Easter Hats

They are all here—a dandy lot of them, in all colors and styles, for tiny tots to girls 16 years old. We save in buying for our 175 Busy Stores for cash. You get a good share of this saving

49c, 69c, 98c, \$1.49, \$1.69, \$1.98 \$2.49, \$2.98

BUSTER BROWN SHOES FOR BOYS AND GIRLS.

Everything Always for Less **J.C. Penney Co.** THE GOLDEN RULE 175 BUSY STORES Everything Always for Less

The Sample Store's Tri-Weekly Reminder

Now is the time to buy shoes

For Easter will soon be here. We have a large variety of styles in all leather and various two tone lace combinations. Note the following low prices we offer you these high grade shoes for.

Women's Black Kid Vamp Lace, Louis or Military Heel \$3.50, \$3.98, \$4.45, \$4.75, \$5.00, \$5.85.

Women's Black or Tan Vamp, Grey or Tan Cloth Top Lace, Military or Louis Heel at \$4.65.

Women's White Canvas Lace Shoes, Military and High Heels \$1.85, \$1.98, \$2.20 and \$2.25

Women's Patent Pumps, \$5.00 values for \$1.65

Children's White Canvas Shoes \$1.65 and \$1.69

Women's Black Velvet Lace Shoes \$1.85

Women's Sample Pumps and Oxfords \$1.48 and \$1.95

C. J. BREIER CO.

YOU DO BETTER HERE FOR LESS

Big Closing Out Sale

C. E. PEARCE & CO.

We will close out our entire stock of Groceries at cost including fixtures

Beginning

Thursday, March 21st

We will take eggs in trade, paying the cash price

DON'T FORGET THE DATE

We will be closed all day Wed.

Advertising Momentum

Many institutions expect advertising to perform miracles, to rehabilitate a depleted list of customers in a few weeks or harvest a golden crop of dollars. Advertising is not based on wizardry any more than on quackery. Its results are cumulative.

There are no miracles in advertising, but money so invested, if invested properly and the opportunities thus created properly followed, will yield handsome returns.

An inquiry from a prospect who has never transacted business with your organization is the most vital and the most potent factor in the success of your business. That inquiry represents growth, development new business,—and new inquiries are worth attention, study and care—the full measure of your service. The aggressive and consistent advertiser whose educational publicity attracts, will find that the business has acquired a new momentum, the effect of which will be apparent in succeeding years.

—THE FINANCIAL WORLD