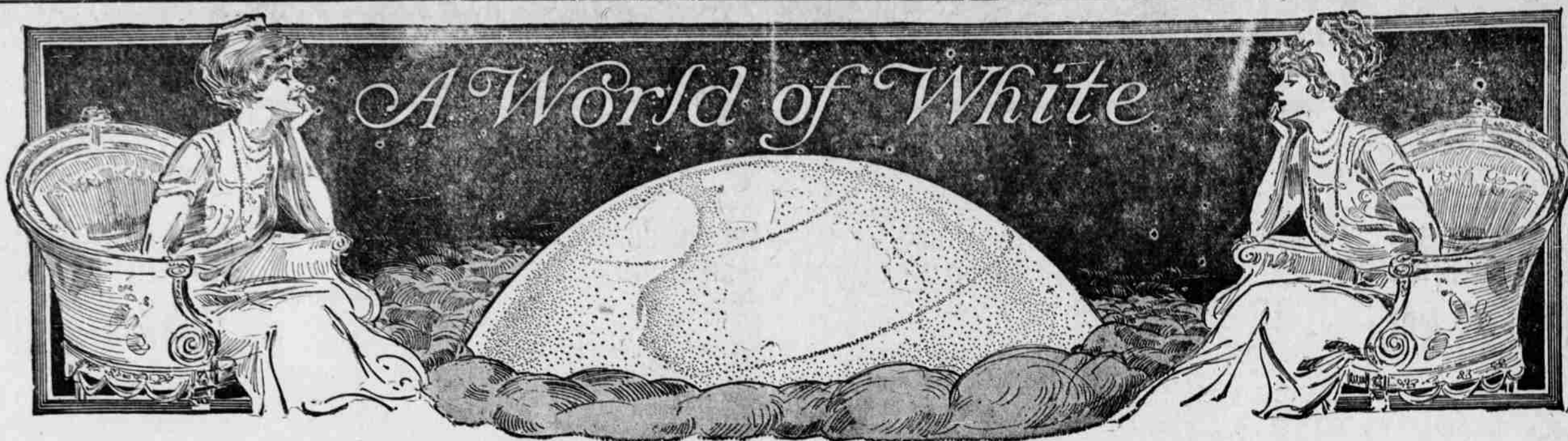




Beginning Saturday, Jan. 20th and Ending Saturday, February 3rd

THIS unique white event provides the very best white wear values in years. A bigger, better broader, white event than any event ever held--bigger in point of quantities, better in point of qualities, broader in point of money-saving opportunity. ¶ The entire store is a vision of snow white loveliness, aisles and walls banked by stacks, heaps and rows of white yard goods and white wear of every description--fresh, crisply new, perfect and without a flaw, and priced as seldom before. ¶ As far back as December 1910 we commenced to plan this bigger, better, broader white sale--We started early because we had fully decided that we would leave no stone unturned in making this the most memorable white event ever attempted hereabouts--We got in touch with the land's foremost white goods manufacturers and secured white goods of undoubted quality, at price concession out of the ordinary. We secured hundreds of tempting offers which have enabled us to assemble--**The greatest collection of fine white goods at lowest prices in the history of local retailing, as far as we know.** ¶ Here's your once-in-a-year white wear opportunity! Take full advantage of it, sale will commence promptly at 9 o'clock Saturday morning.

Magnificent Display of Beautiful Undermuslins At Lowest Prices

Correctly designed, prettily trimmed and priced as good undermuslins never were before. This collection of dainty princess slips, combinations, corset covers, chemises, skirts, gowns and drawers, presents a rare opportunity to supply your muslin underwear needs for months to come at substantial savings that may not be duplicated for years.

Corset Covers

\$1.90 Values reduced to	\$1.22
\$2.25 Values reduced to	\$1.47
\$2.50 Values reduced to	\$1.67
\$2.85 Values reduced to	\$1.88
\$3.15 Values reduced to	\$2.09
\$3.45 Values reduced to	\$2.29
\$3.75 Values reduced to	\$2.49
\$4.46 Values reduced to	\$2.93
\$4.75 Values reduced to	\$3.17
\$5.00 Values reduced to	\$3.67
\$5.65 Values reduced to	\$3.77
\$8.75 Values reduced to	\$5.83

Drawers

48¢ Val. reduced to	31¢
70¢ Val. reduced to	47¢
75¢ Val. reduced to	49¢
95¢ Val. reduced to	63¢
\$1.25 Val. reduced to	83¢
\$1.35 Val. reduced to	89¢
\$1.50 Val. reduced to	98¢
\$1.60 Values reduced to	\$1.08
\$1.90 Values reduced to	\$1.22
\$2.20 Values reduced to	\$1.47
\$2.50 Values reduced to	\$1.67

Knee Skirts

48¢ Val. reduced to	31¢
95¢ Val. reduced to	63¢
\$1.25 Val. reduced to	83¢
\$1.50 Val. reduced to	98¢
\$1.90 Values reduced to	\$1.22
\$2.20 Values reduced to	\$1.47
\$2.50 Values reduced to	\$1.67
\$2.85 Values reduced to	\$1.88

Gowns

95¢ Val. reduced to	63¢
\$1.25 Val. reduced to	83¢
\$1.60 Values reduced to	\$1.08

Ladies' White Pumps

Latest style white duck, canvas and sea island duck. Welt and McKay soles, 2-inch military heels, plain toe.

\$4.50 Values reduced to	\$3.95
\$3.50 Values reduced to	\$2.44
\$2 and \$2.50 Values reduced to	\$1.30

Also a nice line of misses' and children's white oxfords at prices greatly reduced.

\$1.50 Values reduced to	89¢
\$1.25 Values reduced to	76¢
\$1.00 Values reduced to	50¢

Come early to this sale. get first choice.

All Men's White Goods Reduced

White Shirts at white sale prices.

Men's Linen Handkerchiefs at white sale prices.

Men's White Gloves at white sale prices.

Men's White Neckwear at white sale prices.

Men's White Underwear at white sale prices.

Men's White Sox at white sale prices.

All Men's White Goods at white sale prices.



Ladies' White Waists

The latest styles in Spring Waists made of fine dainty materials trimmed with the new embroidery and heavy lace. All the new effects in side frills, high and low neck, long and short sleeves. Special line of dainty waists that button in front. Prices for this sale:

\$1.50 Values reduced to	98¢
\$1.90 Values reduced to	\$1.38
\$2.50 Values reduced to	\$1.88
\$3.75 Values reduced to	\$2.69
\$5.00 Values reduced to	\$3.37

Peoples Warehouse Pendleton, Oregon

Where It Pays to Trade Ask for Trading Stamps

Magnificent Display of Beautiful Undermuslins At Lowest Prices

COMBINATIONS
\$1.25 Val. reduced to 98¢
\$1.90 Values reduced to \$1.25
\$2.50 Values reduced to \$1.67
\$2.85 Values reduced to \$1.88
\$3.75 Values reduced to \$2.49
\$4.75 Values reduced to \$3.17
\$5.00 Values reduced to \$3.67
\$6.00 Values reduced to \$4.59
\$8.75 Values reduced to \$5.83

PRINCESS SLIPS.
\$1.90 Values reduced to \$1.22
\$3.15 Values reduced to \$2.09
\$5.00 Values reduced to \$3.67
\$6.25 Values reduced to \$4.17

CHILDREN'S SKIRTS
With or Without Waists.
30¢ Val. reduced to 20¢
40¢ Val. reduced to 27¢
48¢ Val. reduced to 31¢
95¢ Val. reduced to 69¢
\$1.25 Val. reduced to 83¢
\$1.60 Values reduced to \$1.08
\$1.90 Values reduced to \$1.22
\$2.85 Values reduced to \$1.88

CHILDREN'S GOWNS.
50¢ Val. reduced to 37¢
75¢ Val. reduced to 49¢
95¢ Val. reduced to 69¢
\$1.25 Val. reduced to 83¢
\$1.35 Val. reduced to 89¢
\$1.50 Val. reduced to 98¢

CHEMISE.
\$1.25 Val. reduced to 83¢
\$1.50 Val. reduced to 98¢
\$2.50 Values reduced to \$1.67
\$3.75 Values reduced to \$2.49
\$4.75 Values reduced to \$3.17
\$5.00 Values reduced to \$3.67

UNDERWEAR SPECIALS

\$4.00 Embroidered Silk Italian vests, white sale price	\$2.95
\$3.00 Italian Silk vests, white sale price	\$2.35
\$2.00 Knitted Silk vests, white sale price	\$1.50
\$1.75 and \$1.50 Lisle vests, white sale price	\$1.29
\$1.00 Lisle vests, white sale price	75¢
75¢ Lisle vests, white sale price	55¢
50¢ Lisle vests, white sale price	40¢
Women's \$5.00 white silk and wool union suits, white sale price	\$3.75
Women's \$3.75 white silk and wool union suits, white sale price	\$2.85
Women's \$4.00 white wool union suits, white sale price	\$2.75
Women's \$3.50 and \$3.75 white wool union suits, white sale price	\$2.69
Women's \$1.25 white fleeced union suits, white sale price	89¢
Women's \$1.00 fleeced union suits, white sale price	79¢
Women's \$2.50 white wool pants and vests, white sale price	\$1.49
Women's \$1.50 white wool pants and vests, white sale price	\$1.15
Women's \$1.25 white wool pants and vests, white sale price	89¢
Women's 50¢ fleeced pants and vests, white sale price	39¢

NOTION SPECIALS

50¢ White linen handkerchiefs	35¢
35¢ White linen handkerchiefs	24¢
25¢ White linen handkerchiefs	19¢
20¢ White linen handkerchiefs	16¢
15¢ White linen handkerchiefs	12¢
10¢ White linen handkerchiefs	8¢
5¢ White linen handkerchiefs	4¢
25¢ Pearl buttons, doz	19¢
15¢ Pearl buttons, doz	12¢
10¢ Pearl buttons, doz	8¢
5¢ Pearl buttons, doz	4¢
10¢ Bolt wash ribbon 7c	
50¢ Linen collars	39¢
35¢ Linen collars	24¢
25¢ Linen collars	19¢
60¢ Bolt lace, 12 yds.	49¢
\$1 Bolt lace, 12 yds.	79¢