

Those who buy at this store most frequently are the ones who profit to the greatest extent by sharing in the remarkable values in new spring merchandise that we offer daily.

WHATEVER YOUR NEEDS, YOU WILL FIND THE PEOPLES WAREHOUSE WITH ITS GREAT STOCKS OF NEW MERCHANDISE, ITS CORPS OF EFFICIENT OBLIGING SALESPERSONS, ITS NOT-TO-BE BEATEN VALUES—PREPARED AS NEVER BEFORE, TO SERVE YOU. COME TOMORROW AND SHARE IN ALL THE GOOD THINGS WE OFFER.

FITTING CHILDREN'S FEET IS REDUCED TO A SCIENCE HERE.

Do you know that you can not be too careful about the shoes your children wear?

Do you know the importance of the child's growing foot being fitted with shoes that measure up to every requirement?

We realize the importance of this matter. We have secured the best shoes for the child's growing feet, and have provided expert fitters to see that each child gets the shoe to fit his individual requirements. Our prices are not a bit higher than elsewhere, notwithstanding the better service here.

Choice of patent, gun metal and vici kid shoes; button and lace styles.

EASTER SHOES FOR BOYS

Like "Dad's" shoes for instance, every mother knows them. They are made to stand the rough usage boys give their footwear, but are stylish just the same. Come in all the wanted styles. \$2.25 to \$3.75



Rompers for the Little Ones

Our stock of rompers and play suits for children is complete, ages 6 months to 8 years a wide range of colors, qualities and styles. 50¢ and 75¢.

WE RECOMMEND KENSINGTON HATS \$3.50

For Men and Young Men.

These hats are really worth talking about. There are a great many good things we could say about them if space only permitted. There is a large variety of shapes from which to select, and a full color range. Only \$3.50.



"T. P. W. PURE FOOD SHOP," 3 MAIN PHONES ALL 15 CLEANLINESS—ECONOMY—SERVICE

Tomato Catsup, 16-oz. bottle 15¢
 Gum Drops—Fresh, pure and wholesome, pound..... 20¢
 50c Japan Tea—T. P. W. Special Sale price, pound.. 30¢
 T. P. W. Special Blend the Best 35c Coffee on earth.
 T. P. W. Cane and Maple Syrup—Try this brand on your hot cakes and waffles, qt. can 45¢; 1/2-gal, 90¢; gal. \$1.50.
 50c Wash Boards—This week special, each..... 40¢

EASTER IS NEAR, ONLY ELEVEN MORE SHOPPING DAYS REMAIN. IT'S TIME TO BE PREPARING YOUR EASTER OUTFIT.

We Suggest one of our Dressy
SILK SUITS
 \$27.50 to \$45.00

All the popular shades of soft finished taffeta and gros de londres are presented in the newest of picturesque adaptations of Parisian models.

You can not make a better investment than the purchase of one of these suits. Style is combined with the comfort of a wash dress for warm weather wear.

With one of these suits you will be among the best dressed on parade Easter Sunday. Don't delay, make your selection as early as possible. \$27.50 to \$45.00

The Peoples Warehouse
 Where It Pays To Trade

TUB CORDUROY

Wash until clean in warm water with Ivory Soap (do not use wash board.)

After this boil one-quarter hour in soapy water. Should rinse three times in warm, clean water.

Have cold bluing water for rinsing

And do not wring or squeeze.

But hang to drip dry in open air.

Leave out ironing.

Each of the above directions should be strictly followed in order to obtain satisfactory results and should be used only on Wide White Hub Corduroy.

31 inches wide, narrow wale, for sport coats, skirts and suits; shown in white only. The yard 85¢

CONFIRMATION AND OTHER SUITS FOR BOYS

For confirmation wear you will find one of the choicest stocks of boys blue serge, all-wool suits, absolutely fast color, full lined, taped seams; an extra good one with two pairs of pants only \$5.00

Other blue serges at \$6.00, \$7.50 to \$10.00.

SUITS FOR GENERAL AND DRESS WEAR

For general or dress wear we have many boys' Norfolk suits of fancy cassimeres and chevots, in a host of colorings; most of them have two pairs of knickerbockers. \$5.00 to \$10.00



CREPE DE CHINE

And Georgette Crepe for your dress up waists. These are the only fabrics that stand the wash and look "real dressy" at all times; 40 inches wide; all shades for street and evening. The yard \$1.25 to \$2.00

WOOL TAFFETA

A light weight, soft finish, firm texture; a cloth that gives satisfaction; for Spring dresses and skirts; shown in all the season's most wanted shades; 42 inches wide. The yard \$1.00

GOLDEN CROSS BATISTE

Have you seen this line of Golden Cross Batiste? It is one fine dress fabric; sheer weave; permanent silk finish; neat patterns; light colors; 30 inches wide; makes up into stylish Summer dresses. The yard 20¢

A STYLISH WAIST TO COMPLETE YOUR EASTER COSTUME

Never before have we shown such an endless variety of dainty blouses. Sheer Georgette crepes, lustrous crepe de chins and pussy willow silk, durable tub silk, filmy lingerie in all white or white voile combined with colors in the newest effects and at the most reasonable prices. \$1.00 to \$10.00



SOCIAL & PERSONAL

Mrs. Adah Leah Rose left yesterday for Portland where this afternoon she will read from "The Taming of the Shrew" before the Shakespeare Club.

One of the social events of the week that will prove of more than usual interest will be the "Trip Around the World," Thursday evening under the auspices of the Ladies' Aid of the Presbyterian church. The "submarine-proof steamship Neutral" will sail from "Falling dock," corner Main and Water streets, at 7:30 and will visit Ireland, Hawaii, Scotland, Italy and Japan, represented by the homes of the various members. The voyage and will be the Presbyterian church which will represent the United States.

The South Hill Bridge Club is being entertained this afternoon by Mrs. Mele R. Chessman at her home on South Main street.

As a compliment to Miss Margaret Lowell, who will leave for San Diego this week to become the bride of Holman B. Perrin in that city on April 23, Mrs. Lester Hurst entertained with a luncheon Saturday at her home on McKay creek.

Mrs. Frank Fairbanks and little daughter, Caroline, left yesterday for Ithaca, New York, which city is to be their future home.

Miss Cora Town, who is to become the bride of Peter Shaver in the near future, was given a surprise shower Friday evening by Pauline Rebekah Lodge No. 13 and received many beautiful presents.

W. S. Miller of Walla Walla is at the St. George.

Senator C. A. Barrett of Athena was spending Saturday here.

E. Westerson of Ring was transacting business here Saturday.

Matt Mosgrove, prominent Milton resident, was in the city Friday.

N. C. Maris of the O. A. C. extension department is at the Pendleton.

Mrs. John Norvell of Helix was among the Saturday shoppers in the city.

J. A. Bolin of Ukiah was down from the south end of the county.

R. O. Barnhart was in town from his ranch north of the city on Saturday.

W. J. Warner, Hermiston attorney, was transacting business here Saturday.

Mr. and Mrs. Tony Ajax are in the city. Ajax is a wrestler who will have a bout here next week.

C. M. Bishop of the Pendleton Woolen Mills, is home from a trip to Portland and Washougal.

Ralph Stanfield and son, Jack, were among the Echo fans accompanying the team here yesterday.

Charles McBee left Saturday for Plains, Montana, to visit with relatives. His wife is already there.

Frank Killian, Mrs. P. Killian and Flo Killian came in from Vancyle on the morning N. P. train Saturday.

Mr. and Mrs. W. J. Conner have left for Portland where they expect to locate. Mr. Conner having sold out his cigar store in Pendleton.

Mr. and Mrs. Charles Thompson of Heppner, and their two sons are guests at the home of Mrs. L. E. Cohen, 516 Bush street. Mr. Thompson is a prominent merchant of Heppner.

John F. Hill returned Friday from Hot Lake. He was joined at La Grande by "Uncle George" Webb, who had been staying with his daughter, Mrs. Jap Stevens, for several months. "Uncle George" who is 92-1-2 years old and still pretty spry, will spend a few months with Mrs. Frank Frasier, another daughter.

MEACHAM FOLKS AT DANCE ENJOY GOOD TIME ON SATURDAY

(East Oregonian Special.)

MEACHAM, Ore., April 10.—A very enjoyable dance was held here Saturday evening. Several outsiders attended. An Easter egg supper and dance was announced for April 23. The annual spelling contest will be held here on next Friday, April 14, and owing to a great many who will have to remain for No. 13 a dance will be given for their honor to help the weary waiting hours.

Many families have been enjoying mushroom feasts the past few days. Along the creeks and dead logs many are to be found.

Mr. and Mrs. Dick Hilyard and Miss Ruby Hilyard went to La Grande on Saturday morning to spend a day shopping.

J. D. Casey went to La Grande on Thursday to attend to business.

Mrs. W. Cheff of Huron, came on Friday to spend a time with her daughter, Mrs. Urba Dyer.

Hiram Schrekke drove his team to La Grande on Friday to exchange them for a larger pair.

J. D. Casey left on No. 3 Sunday for a few days' visit with his family in Portland.

KEEP YOUR SKIN CLEAR AND HEALTHY.

There is only one way to have a clear, healthy complexion and that is to keep the bowels active and regular. Dr. King's New Life Pills will make your complexion healthy and clear, move the bowels gently, stimulate the liver, cleanse the system and purify the blood. A splendid spring medicine. 25c at your druggist—Adv.



This happens every day.

CAN you recommend me a cigar I can depend on?

Yes, sir.

How much will it cost me?

Five cents.

What! Only a nickel? What cigar is it?

The OWL, the Million Dollar Cigar.

It has a full, mellow flavor, because every OWL leaf is cured 18 months or more before it is put into a cigar.

It burns evenly, because every OWL is made by the same careful hand-workmanship and from long leaf filler.

And there isn't a better cigar shape than the free-drawing, square-end OWL.

But the real smoke-beauty of the OWL is inside. Have one, sir?



The Million Dollar Cigar

M. A. GUNST & CO. INCORPORATED

Tells Her Experience To Benefit Others

MRS. DUNLAP SENDS A LETTER ADDRESSED TO THE READERS OF THE PAPER.

A sense of duty to others who might suffer as she had impelled Mrs. R. C. Dunlap of Dekalb, Mo., to send the following signed statement to the St. Joseph, Mo., News Press:

"The readers of the News-Press, especially those suffering from gallstones, stomach trouble and appendicitis, will find in Fruttolia and Traxo a permanent cure. After suffering for three years the most excruciating pain from gallstones I found this wonderful remedy and am now in perfect health and have been for almost four years. Never have any symptoms of my old trouble. I had been told by three doctors that nothing but an operation would save me. I know several who have undergone an operation but still have gallstones. This medicine is an oil which softens the liver. It can be bought at any drug store."

Fruttolia is an intestinal lubricant that softens the congested masses, disintegrates the hardened particles that cause so much suffering, and expels the accumulation to the patient's relief. Traxo is a tonic-alterative that acts on the liver and kidneys, stimulates the flow of gastric juices to aid digestion, and removes bile from the general circulation.

Fruttolia and Traxo are prepared in the Ulmus laboratories at Monticello, Ill., and arrangements have been made to supply them through representative druggists. In Pendleton they can be obtained at Tallman & Co., 623 Main street.



BETTER AND SOFTER LIGHT

Is assured by the use of some of these beautiful fixtures of ours. They give a light that illuminates the room perfectly, but that does not tire or strain the eyes. They are not expensive considering their extra efficiency and extra beauty. Why not at least see them?

J. L. VAUGHAN

