

THE PEOPLES WAREHOUSE POST OFFICE

Sub Station No. 1 of the U. S. Post Office is here in our store for your special accommodation. We hope you'll use it. Mail your letters here, buy your stamps and postal orders here, send your parcels post packages from here.

JANUARY WHITE SALE

Watch Our Tomorrow's Ad

We didn't have room enough in this one to tell of one half the good things we have to offer.

T. P. W. PURE FOOD SHOP

3 Main Line Phones, all 15 Cleanliness—Economy—Service

WHITE SALE IN OUR GROCERY SECTION

Large White Beans, White Sale, 2 pounds... 25c Rice, White Sale, 3 lbs. 25c Fancy Head Rice at special price.

T. P. W. White Pancake Syrup, White Sale— 1/2 gal cans... 35c 1 gal cans... 65c

CROCKERY DEPT.

Dinner Plates, White Sale, set of 6... 60c and up Cups and Saucers, White Sale, set of 6... 80c up

STRICTLY FRESH EGGS, dozen... 45c

Every egg recandled and graded, fancy white stock, and when we say FRESH we mean it. Phone your orders.

Creamers, Sugar Bowls, Soup Plates and Oat Meal Dishes, White Sale special 10 per cent discount.

White Asparagus Tips, White Sale 15c: dozen cans... \$1.65

T. P. W. White Laundry Soap, White Sale, 6 bars for... 25c

T. P. W. White Toilet Soap, White Sale, 12 bars to box for... 90c

IT'S HERE AGAIN! LADIES

AND IT'S THE BIGGEST THING IN WHITE GOODS SALES WE HAVE EVER OFFERED.

This statement will, no doubt, be read with surprise by many, in view of the distressing market conditions. But despite the many adverse conditions, we have been enabled to assemble the most comprehensive stock of white goods we have ever had for a January Sale.

The qualities are of an unusually high standard and bear our fullest endorsement. Because of the special pricing your future needs should be filled now.

THIS SALE BEGINS THURSDAY MORNING, JANUARY 25th, 1917

It will run only a little more than a week, so come early, please.

White Shoes

Included in Our January White Sale

- Ladies' White Buck Sport Shoes, the new shoe for early Spring... \$3.95 Ladies' White Kid Beaded Slipper... \$5.00 Ladies' White Kid Plain Pumps... \$4.50 Ladies White Satin Beaded Pumps... \$4.00 Ladies' White Canvas Two Strap Pumps... \$2.50 Ladies' White Canvas Plain Pumps... \$2.50 Ladies' White Canvas Low Heel Pumps... \$2.25 Ladies' White Canvas Mary Jane Pumps... \$1.75 Children's White Buck Shoes... \$2.00 Misses' White Canvas Baby Doll Slippers... \$1.50

IN OUR WOMENS DEPARTMENT (2nd floor) you will find great heaps of snowy Undermuslins, Crisp, Fresh and Daintily Attractive FILMY LACES AND ARTISTIC TOUCHES OF EMBROIDERY ADD TO THE EFFECTIVENESS OF THESE BITS OF LINGERIE. NOT ONLY ARE THE GARMENTS FASCINATING IN THEMSELVES—THE PRICES ARE SO VERY LOW AS TO MAKE THEM QUITE IRRESISTABLE. SOME OF THESE GARMENTS ARE JUST OUT OF THEIR WRAPPINGS, BOUGHT MONTHS BEFORE THE PRICE OF COTTON MATERIALS HAD REACHED THEIR PRESENT LEVEL. THIS MEANS ECONOMY TO YOU. OTHERS ARE FROM OUR REGULAR STOCKS AND REDUCED; A LITTLE SOILED AND MUSED FROM DISPLAY BUT EASILY FRESHENED BY A TRIP TO THE LAUNDRY.

LITTLE GIRLS' WHITE COATS

Values to \$8.75 for 98c. This is a small lot of coats in cute styles for the little ones, just the thing for Spring wear; they are for three, four and five year olds and the price at which we offer them wouldn't pay for the material. Choice... 98c

A BARGAIN IN MIDDIES Specially Priced for This Sale 98c

In this lot are middies of all sizes for women, misses' and children, made of heavy twill jean, some in plain regulation style, all white and others made in more fancy styles trimmed with blazer stripes in black, blue and pink. Only... 98c

ANTICIPATE YOUR NEXT WINTER'S NEEDS. OUTING FLANNEL NIGHT GOWNS, SPECIAL VALUES 98c

These garments are really wonderful values when the increased cost of flannels are considered. They are cut extra full and long and may be had in both high and low neck, long and short sleeve styles. White Sale price... 98c

DAINTY LINGERIE WAISTS \$1.79 Real \$2.25 Waists

These are of cream voile made with large collar and prettily trimmed with val, ecru linen laces. The styles are specially attractive. Choice... \$1.79

WHITE WAISTS, EXTRA SPECIAL AT 79c

Good tailored styles for every day wear, made of crisp organdie, lawn, voile and the heavier men's shirting madras. Some have the new large collars while others have the convertible that may be worn both highneck or low. Yours for... 79c

MUSLIN PETTICOATS

A woman can hardly have too many of these washable underskirts in her wardrobe, these are cut generously full and have deep flounces of serviceable embroidery or filmy lace and with headings of ribbon run beading. White Petticoats that were \$1.00, White Sale... 69c White Petticoats that were \$1.25, White Sale... 79c White Petticoats that were \$1.50, White Sale... 98c White Petticoats that were up to \$4, White Sale \$2.75

GOWNS—GOWNS

Of muslin, lawn, batiste and nainsook. Those in the slip-ovr style have set in as well as kimona sleeves. The variety of trimmings are as varied as the different tastes of the people who will purchase them. Beautiful laces, organdie medallions, cluny, val and fisheye insertions, ribbon run beadings and serviceable embroideries are the trimmings used in these gowns so economically priced.

Gowns that sold regularly at \$1.00, White Sale... 79c

Gowns that sold regularly at \$1.50, White Sale... 98c

Gowns that sold regularly at \$2.25, White Sale... \$1.30

Gowns that sold regularly at \$2.50, White Sale... \$1.79

Gowns that sold regularly at \$2.75, White Sale... \$1.89

Gowns that sold regularly at \$3.50, White Sale... \$2.39

Gowns that sold regularly at \$4.50, White Sale... \$2.79

ENVELOPE COMBINATIONS

Never was a more satisfactory undergarment invented for women, filling at once, as it does the need for a corset cover and drawers in a manner insuring the maximum of comfort with the necessary amount of adornment. A garment that in the short time since its invention, has sprung into immense popularity.

Envelope Combinations that were \$1.00, W. S. P... 79c

Envelope Combinations that were \$1.25, W. S. P... 89c

Envelope Combinations that were \$1.75 and \$1.50, W. S. P... 98c

Envelope Combinations that were \$1.95, W. S. P... \$1.19

Envelope Combinations that were \$2.25, W. S. P... \$1.39

Envelope Combinations that were \$2.50, W. S. P... \$1.79

Envelope Combinations that were \$3.75, W. S. P... \$2.49

Envelope Combinations that were \$4.25, W. S. P... \$2.98

Envelope Combinations that were \$4.50, W. S. P... \$3.19

MUSLIN PRINCESS SLIPS

Your summer dresses require these practical undergarments. They are offered to you at a decided saving in price and are trimmed with laces, embroidery and organdy ruffles to make your summer dresses flare in an attractive manner.

Princess Slips formerly \$1.50 White Sale Price... 98c

Princess Slips formerly \$2.50 White Sale Price... \$1.79

Princess Slips formerly \$2.75 White Sale Price... \$1.98

Princess Slips formerly \$3.50 White Sale Price... \$2.19

Princess Slips formerly \$4.00 White Sale Price... \$2.39

NIGHT GOWNS THAT OPEN IN FRONT

Having long sleeves and high neck, are also included in this great white event of economy. There are many women who would wear no other kind and for these we offer these practical embroidery trimmed gowns made both with and without yokes. Open Front Gowns regularly \$1.35 and \$1.75, White Sale Price... 98c

Open Front Gowns regularly \$2.50 White Sale... \$1.59

CORSET COVERS

These come in a great variety of styles. Some designed especially for hard service, while others are more ornately trimmed for wear under sheer waists.

We have too many large size corset covers. Therefore these ridiculous prices on sizes 42, 44, 46 only.

Regular 35c Corset Covers, White Sale Price... 19c

Regular 75c Corset Covers, White Sale Price... 29c

Corset Covers in all sizes reduced as follows:

Regular 35c Corset Covers, White Sale Price... 27c

Regular 89c Corset Covers, White Sale Price... 59c

Regular 98c Corset Covers, White Sale Price... 69c

Reg. \$1.39, \$1.50 Corset Covers, White Sale Pr. \$1.19

Regular \$1.75 Corset Covers, White Sale Price... \$1.29

SEPARATE DRAWERS Economically Priced.

These are made in open style, the less expensive ones made plain for service, or trimmed with neat embroideries, while the better ones are trimmed with truly luxurious laces.

Cotton Crepe Drawers that were 75c, W. S. P... 59c

Muslin Drawers that were 35c, White Sale Price 14c

Muslin Drawers that were 75c, White Sale Price 38c

Muslin Drawers that were \$1.00, White Sale Price 49c

Nainsook Drawers that were \$1.25, White Sale Pr. 69c

Nainsook Drawers that were \$1.50, White Sale Pr. 79c

Nainsook Drawers that were \$4 and \$2, W. S. P... 98c Limited number.

Extra Large Size Drawers Those that were 79c, During White Sale... 57c

OUR GUARANTEE

We carry the largest stock of Dry Goods in Pendleton or Eastern Oregon and hereby guarantee our prices to be the lowest. Should competition at any time cause lower prices to be made, we will always meet them, with a strong probability of yet a lower price.—THE PEOPLES WAREHOUSE, Where it Pays to Trade.

NAPKINS.

- \$1.75 Quality, January White Sale... \$1.46 \$3.75 Quality, January White Sale... \$3.17 \$4.50 Quality, January White Sale... \$3.89 \$5.00 Quality, January White Sale... \$3.98 \$6.00 Quality, January White Sale... \$4.95 \$6.50 Quality, January White Sale... \$5.25 \$7.00 Quality, January White Sale... \$5.89 \$7.50 Quality, January White Sale... \$6.10 \$8.00 Quality, January White Sale... \$6.49 \$9.00 Quality, January White Sale... \$8.10

WHITE WAISTINGS

None held back, and our stock is composed of the newest weaves, especially the sheer voiles, both plain and embroidered organies, madras, tissue, mercerized batiste, etc.

- 25c Quality January White Sale... 19c 35c Quality, January White Sale... 26c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 48c 75c Quality, January White Sale... 59c \$1.00 Qual., January White Sale... 76c \$1.50 Qual., January White Sale... \$1.17

WHITE PLISSE CREPE

As you know this is ideal for underwear, has a soft finish and medium weight.

25c Quality, January White Sale... 19c

LINENS

This includes linens of all kinds, handkerchief, both heavy and sheer, Irish, round thread, Linen sheeting, etc.

65c Quality, January White Sale... 49c 75c Quality, January White Sale... 59c 85c Quality, January White Sale... 67c

\$1.00 Qual., January White Sale... 73c \$1.25 Qual., January White Sale... 95c \$1.50 Qual., January White Sale... \$1.17

\$2.00 Qual., January White Sale... \$1.67

LYKLINEN

Especially for baby dresses, ladies' waists and sheer summer wear, washes, wears and looks better than linen.

25c Quality, January White Sale... 19c 30c Quality, January White Sale... 24c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c

UNDERWEAR CREPE

This is something new, a fine quality soft finish 33-in. crepe, expressly for underwear. 50c Quality, January White Sale... 39c

WHITE SILKS

Everything in white silks such as Jap silk, Jap duck taffeta, messaline, chiffon and Georgette crepe.

65c Quality, January White Sale... 49c \$1.00 Qual., January White Sale... 79c \$1.50 Qual., January White Sale... \$1.18 \$2.00 Qual., January White Sale... \$1.69

WHITE DRESS GOODS

Now is a good time to get your summer skirt of white serge. These are all wool and best in quality.

65c Quality, January White Sale... 57c \$1.00 Qual., January White Sale... 79c \$1.25 Qual., January White Sale... 98c \$1.50 Qual., January White Sale... \$1.18

\$2.00 Qual., January White Sale... \$1.71

BEACH CLOTH

And Middy Cloth. You will like these as they will answer the purpose for wash dresses, skirts and blouses;

36-in. wide; best quality finish. 25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c

26c Quality, White Sale 22c 28c Quality, White Sale 24c 30c Quality, White Sale 25c 32c Quality, White Sale 27c 34c Quality, White Sale 29c

You will find Pique taking its place with the materials for wash skirts this season as never before. Our stock is filled with the best that can be had, all are reduced. 25c Quality, January White Sale... 19c 35c Quality, January White Sale... 26c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

PILLOW CASES

26c Quality, White Sale 22c 28c Quality, White Sale 24c 30c Quality, White Sale 25c 32c Quality, White Sale 27c 34c Quality, White Sale 29c

36-in. wide; best quality finish. 25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c

26c Quality, White Sale 22c 28c Quality, White Sale 24c 30c Quality, White Sale 25c 32c Quality, White Sale 27c 34c Quality, White Sale 29c

25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

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25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 40c Quality, January White Sale... 31c 50c Quality, January White Sale... 39c 65c Quality, January White Sale... 49c

TOWELS

Towels of all kinds, hand towels, Turkish towels, reduced. 10c Towels, January White Sale... 8c 12 1/2c Towels, Jan. White Sale... 10c 20c Towels, January White Sale... 16c 25c Towels, January White Sale... 19c 35c Towels, January White Sale... 27c 40c Towels, January White Sale... 33c 50c Towels, January White Sale... 43c 65c Towels, January White Sale... 57c

12 1/2c Qual., January White Sale... 10c 15c Quality, January White Sale... 12c 20c Quality, January White Sale... 16c 25c Quality, January White Sale... 19c 35c Quality, January White Sale... 27c 50c Quality, January White Sale... 41c 65c Quality, January White Sale... 58c 75c Quality, January White Sale... 67c \$1.00 Qual., January White Sale... 79c

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SHEETS

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c Quality, January White Sale... 81c \$1.05 Qual., January White Sale... 92c \$1.30 Qual., January White Sale... \$1.13

90c Quality, January White Sale... 79c 95c