

# BEST SERVICE AND THE BEST MERCHANDISE IS THE MOTTO AT THE PEOPLES WAREHOUSE

High Grade Products of High Grade Manufacturers Displayed To Best Advantage.

Our country's greatest and most successful merchant once said: "There is but one course to follow for the successful merchant—follow the course of best service and best merchandise." This great principle has built up and made the success of one of Pendleton's great stores, the Peoples Warehouse. The principle of improved service and a still greater improvement on that service is the watchword. They have virtually made it their duty to which all patrons are entitled to lighten their shopping burdens and give the best that can be had.

ing highest quality merchandise, the best that it is possible for money to buy. Such famous lines as these men of quality: Hart, Schafner and Marx Clothes for Men. L. System Clothes for Young Men who like class. Kensington Hats at \$2.50. John B. Stetson Hats. H. & L. Block Make Gloves. Carhart Overalls. Manhattan Shirts. Lewis Underwear for Men. Dent's Gloves for Women. Kayser Underwear. Phoenix Hosiery. Oak Sorges.

# SAYRES SECURES THE AGENCY FOR THE FAMOUS PAUL POIRET MODELS

Although Smallest City in America to Secure Distinction, Agency is Awarded Because of Pendleton's Wideawakeness.

Pendleton has the distinction of being the smallest city in America in which there is a Paul Poiret store, and it's all because Pendleton is known as "the biggest little city in the world" that she has this distinction.

select skirts, dresses, suits and coats designed by the master hand of Europe's most noted designer of milady's styles. Such a service is to be given to Pendleton ladies through the energy and progressiveness of Sayres, and well may the ladies of other small cities envy the ladies of Pendleton.

When R. D. Sayres, head of the Sayres exclusive ladies store, applied for the privilege of representing the famous Paris designer in this city, the officials of Poiret, Inc., were at first astonished at the presumption. However, the reputation which has made Pendleton better known over the country than are most cities five and 10 times her size and Mr. Sayres' greatest aid. The company finally wrote that, though it was contrary to all precedent and custom to enter a city of 7500, they had taken into consideration the fame of Pendleton as a "dressy" as well as a live city and had granted the application. It means something to the followers of fashion to have a Poiret store in their midst. It means that they may

One thousand Poiret albums, showing with beautiful effect all of the various Poiret fashions, have been secured by Sayres for distribution among their patrons. Through these albums any Pendleton lady can secure any Poiret design just as easily as though she lived in New York where the famed Parisian has opened a large branch since the war began. Pendleton has a reputation of getting what she goes after and the merchants are showing that this same spirit manifests itself in their private business. The bringing of Poiret to Pendleton is a tribute to the fame of this city such as any lady can readily appreciate.

"Printess" Coats and Suits for distinction in dress. Goward, Bon Ton and Royal Worcester Corsets. These lines of merchandise mean quality in every item where there is quality it pays to trade. With all their strife for improved services and quality the price has been given its due attention and this greatest store offers superior goods that are in many cases less than other stores ask for "take-a-chance" goods. Pendleton's greatest and best department store, the Peoples Warehouse, offers these services: Free city delivery, a most perfect mail order department, special deliveries for emergency cases, rest room and other conveniences in the big store, postoffice sub-station, where you may mail your letters and parcels post packages unseen, mail, buy stamps and money orders. And a most efficient organization of experienced and courteous sales people, all of which have given Pendleton one of her greatest and best department stores.

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## A. L. SCHAEFER FROM FAMILY OF JEWELERS

Prominent Local Dealer Has Been Watchmaker Since He was 14 Years Old; Grandfather Was Jeweler in Europe.

Coming from a family of jewelers and watchmakers and having personally followed the business since he was 14 years of age, A. L. Schaefer is no novice in the business he follows in Pendleton. His grandparents on both sides of his family were jewelers in Europe and his own father was a jeweler in St. Louis during the boyhood of the Pendleton merchant.

It was in St. Louis at the age of 14 that Mr. Schaefer began learning the watchmakers' art and he has followed the trade in one manner or another ever since. He has been in business in Pendleton for the last nine years and previous to that time was in the business in Walla Walla for many years.

Reliability as a watch dealer is one of the strong points in the Schaefer business. Mr. Schaefer is inspector for the O-W-R. & N. Co., and has been such for the past nine years. For this purpose he has a time ticket in his store, the exact time being secured by ticks service from the Lick Observatory in California. At stated periods the watches of all O-W-R. & N. employees must be examined by Mr. Schaefer.

Among other things, the embattled tenants might demand the privilege of keeping milk goats in their premises and so squelch the dairy trust.

## HATS THAT LOOK LIKE A CHINESE PAGODA ARE CHIC

All Sorts of Oriental Beads and Coins Are Absolutely Modish Says Mrs. Rose Campbell.

HIGH CROWN MODELS ALSO FASHION'S EDICT

If you see a Pendleton lady gliding down the main thoroughfare with her tresses surmounted by a something that resembles a Chinese pagoda more than it does a hat, more than should have a care not to expose his ignorance of things fashionable by some foolish remark. For, be it known, a lady thus crowned is in the height of style. At least so says Mrs. Rose Campbell of Campbell's millinery and she certainly ought to be one authority on ladies' hats whose dictum should be accepted locally as gospel truth.

The orient is dictating this season's fashions in milady's headgear just as surely as though some almond-eyed goddess had usurped the throne of fashion. Any real style book in millinery will support Mrs. Campbell's word, for they show all sorts of Chinese and Japanese designs, some of them even being decorated with oriental beads and coins. There are Mandalays, Pekings, Bagdads and Soudis, and, to be absolutely modish, milady should have a handbag and awag-ger stick to match.

However, it is not absolutely essential that a lady resemble a mandarin's wife to be in vogue this season. There are any number of other styles just as fashionable as the oriental stuff. The big hats for dress occasions have the droopy crown effect which has been popular in other seasons. Some of larger streets hats have the same droopy crowns but the most modish new spring designs have high crowns with an accent on the high. High collars are also the general rule with a toning effect of black.

Marie Antoinette, Empress Josephine, Coronations, Premier Empires and Bonapartes are all being worn this spring and, if you want something very chic in a sport hat, a Milan with Khaki-Kool cannot be surpassed. Military hats worn with high collars are also to be vogue.

Mrs. Campbell has a very attractive line of all of the latest fashions in spring hats from orientals to sport hats.

## R. M. SAWTELLE FIRST TO JOIN HALLMARK PLAN

Pendleton Jeweler Associated With 1000 Jewelers With Millions in Resources; Headquarters in New York.

Royal M. Sawtelle, owner of one of Pendleton's oldest jewelry houses, has the distinction of having been the first dealer in Oregon to be invited to unite with the United Jewelers in their famous Hallmark organization. The average person may not fully understand the meaning of this statement but the honor is one that means much to a jeweler.

The organization comprises 1000 successful jewelers throughout the United States, headquarters being maintained in New York City. The organization has millions available for purchases and consequently is able to buy on a very favorable basis. In explanation of Hallmark and its meaning, Mr. Sawtelle said:

"Only one jeweler in any community is eligible to membership and his standards must be of the highest. The members of this association do an annual aggregate business in excess of twenty million dollars, and they cooperatively own and control the product of a number of great factories, thus virtually making such member his own manufacturer. In this way the cost of manufacturing and selling our goods is reduced to a minimum, and we are able to produce a higher quality of merchandise at a lower price than is possible under other conditions. And of course, we have direct supervision over the quality, designing and workmanship of our goods, maintaining always the high standards and exclusive designs of all Hallmark productions.

"This explains why our customers are able to secure Hallmark goods at a lower price in nearly every case, than is charged elsewhere for goods of equal value.

"Our direct-from-factory buying makes it possible for us to produce better and larger assortments of new, fresh merchandise in the latest styles and designs at the lowest cost without the necessity of taking large quantities of any one article into stock.

"If you will look at our offerings from any point of view—value, style, workmanship, quality or distinctiveness, you will find them more interesting than any others that you have ever considered."

Another strategic move for driving back invaders from our shores might be to mass the popular song writers at the seaboard with their pianos.

By careful observation you will notice that wealth brings happiness—so often as poverty.

## BOND BROS. HAVE BUILT UP SOLID BUSINESS ON POLICY OF GIVING VALUE AND SERVICE

About fifteen years ago a very small store was established by two young men with a firm resolve to build a business upon a foundation of value and service, and upon this foundation has grown steadily one of the largest men's and young men's establishments in the northwest.

The styles for spring 1917 are beautiful. The trend of spring styles in men's and young men's garments are:

Bond Brothers have, for many years, served the men's trade of this section with the same revolution in that of value to the men and young men. The standard of merchandise, has at all times, been strictly adhered to and today this store is in a position to serve all the men and young men of this community better than ever before with as fine a stock of wearing apparel as is manufactured.

Coats are slightly longer, with every detail centered about emphasizing the high waist the effect with many pinch back models showing for young men while the older men will wear garments of more conservative cut but with slightly narrowed lines. The woollens in the spring suits have never been so good from a standpoint of quality and coloring. Colorings for spring are, grey, green, blue, tan and mixtures of fabrics that have beauty far exceeding the mixtures of fabrics of former seasons. The dyes are all imported that enter into the woollens and are fast colors.

The spring of 1917 offers an unusual opportunity for buyers of this store, as the entire stock is new and the styles are more varied than in many years. In buying the stock for 1917 the interests of the customers have been taken care of more closely than ever. They have purchased no merchandise but that which would come up to this store's high standard of quality, and with this stock of clothing, hats, shoes and furnishings goods, not to be excelled in the United States from a style, value or service standpoint, they are in readiness to care for the wants of the men and young men of this section.

The men's shirts and neckwear are mostly highly colored this season and embody the products of the world's most famous makers. Shows have been a most important part of their buying for this season and the styles are bordering on the English and French lasts but the stock contains every shape known to modern shoe making. All the new models of men's wearing apparel will be shown by this store at the Community Style Show on Thursday and Friday, March 1st and 2nd.

## PATRON FIRST IS STORE IDEA WITH HANSCOM

Animating Spirit at Local Establishment is to Give Customer the Service He Wants; 1917 a Diamond Year.

"The Customer First"—In these three words are contained the sum total of the business policy at the Hanscom Jewelry Store.

ple at large that we now enjoy. "So does this little business motto apply voice the keynote of our ideal in service giving.

"It is the animating spirit of our entire business the 'something' about our store service which makes it different from the ordinary.

"The Customer First" to us means that we must remember to practice courtesy, sincerity and truthfulness in every transaction with the customer.

"It is the ever-present thought which reminds us—in every instance—to apply the 'Golden Rule'—To treat the customer as if we were the customer.

"To let our desires be first to serve; them to sell, and

"To make exchanges for unsatisfactory purchases or refund money therefore, just as pleasantly as we accepted it when the sale was first made."

A Diamond Year. "The year 1917 is going to be a diamond year, because of the great prosperity of the country, and we are ready to supply your wants. We have one of the largest diamond stocks in eastern Oregon and are able to price our goods low. You will find that we can give you some valuable suggestions as to your purchases.

"The Customer First" represents more to us than a mere catchy phrase or just so many words.

"We take it to heart—we try ardently to think of the customer first—in every transaction, with every customer, at all times, under any and every condition or circumstance," says William E. Hanscom, who has owned the business for the last eight years.

"It is the idea of considering the customer first, in all things, which is necessary on our part to maintain the prestige and good will from the peo-

A Person is Known by the Company They Keep, so are They Known by the Jewelry they Wear

- A well jeweled man or a well jeweled woman is a mark of admiration—
- Jewelry reflects character—
- Individuality is expressed by jewelry—
- Seek your hobby in jewelry and play it to the utmost—
- A well jeweled woman carries with her an air of refinement and culture—
- A well jeweled man, moreover a well jeweled business man carries with him a distinction and a prestige—
- Individualize yourself by wearing jewelry of character—
- Study the fashion displays and our windows and see what is what in jewelry.

Royal M. Sawtelle

Millinery

First Display of the

New Spring Styles

See them at the Style Show

Inspect our beautiful display at the store.

Campbell Millinery

822 Main Street.