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DAILY EAST OREGONIAN, PENDLETON, OREGON, WEDNESDAY, MARCH 28, 1917.

EIGHT PAGES

Easter Stocks Are Now at the Pinnacle of Perfection

What "Quality" Stands

for Here

Quality always determines the price here—the looks of a thing has very little to do with the value that we or you place upon it. The service it gives is the true measure of its worth.

is the price paid for knowing in advance that your money has secured the utmost value that it is possible to give. It is a rule that has always

held good here and it means that no matter what the price may be the

The Inclination to Give---

is far stronger here than the desire to get-and that refers to the

If you do not get the best quality for the price asked we will cheerfully refund your money. (

goods will be the best of the kind that the price can possibly buy.

The Price You Pay---

AND ONLY 9 MORE SHOPPING DAYS RE-MAIN. EASTER MARKS THE REAL BEGINNING OF SPRING-THE AWAKENING SEASON.

THE SEASON OF BIRDS AND FLOWERS AND GREEN GRASS, WHEN THE WHOLE WORLD "DRESSES UP." The spirit is caught by everyone and with it

quality of everything we sell.

comes the ineviatable desire for new apparel. Everybody wants to be "in tune" with the bright new environment.

A veritable flood of Easter modes has been

"pouring" into every section of this store for a whole month past; and now we invite you to view this vast assemblage. of "quality" merchandise.

WATER A BANK AND A BAR DATE DATE DATE DATE DATE AND A DATE AND A



SPRING WASH FABRICS A dye mine must have been struck somewhere, the colors

are beautiful AND THEY'RE GUARANTEED TOO.

Our stock is the largest we've ever shown and the most varied. When you look it over you'll think you are in the midst of spring time.

COLORED VOILES Organdie, Batiste, Lawns, Etc., showing the largest collection

| wash goods that are unterent. A | prea | isure | to | snu |
|---------------------------------|-------|-------|----|-----|
| Lawns | 10c | to 2 | Oc | |
| Batiste | 15c | to 3 | 5c | |
| Organdie | 20c | to 7! | 5c | 2 |
| Voiles | Oc to | \$1.1 | 25 | |

Easter Gloves

The finest touch of refined elegance to a smart costume. Many a season has come and gone since we've seen glove styles so thoroughly charming. All the newest effects are offered here at prices that you'll agree are very reasonable. Women's White Lambakin Gloves, all white and white with black stitching.

Women's "Kayser" and "Niagara Maid" Silk Gloves in sport and novelty styles, ten different styles to choose from in shades of grey, tan, mode, pongee and black and white combinations, white with colored embroideries. The pair \$1.00 to \$1.50.

RIBBONS

Velvet Ribbons in black and colors for dress and millinery purposes, in for dress and millinery purposes, in shades of emerald, brown, red, laven-der, purple, navy, Copenhagen, yellow, gray, orange, cerise and rose. The yard ______10¢ to \$1.00 Staple Ribbons, both satins and taffe-tas, always a big variety of shades to

choose from. Novelty Ribbons, Paisley, Aztec, Chi-nese and sport designs. A wonderful

Handbags and Purses Hand Bags of leather, moire and silk Purses in envelope style, in black and colored leathers such as pin seal, Morro-co, patent and crepe seal. Each \$1.75 to \$6.50.

. HOSIERY

Women's Black or White Cotton Hose, good dependable makes. The pair Women's Silk Lisle Hose, both black and white, also fiber silk. The pair 35¢ 3 pairs for \$1.00.

Women's Fiber and Boot Silk Hose in black, white, tan, grey and brown. The 65¢ pair

oenix Guaranteed Silk Hose in 85¢ Ph

sizes in other shades. The pair \$1.15 Kayser Silk Hose in black or white, air \$1.50 to \$2.00 Kayser Silk Hose in colors and fancies pair \$2.00 and \$2.50 CHILDREN'S HOSE. pair

Children's Cotton Hose in black, fine ribbed, the pair ______25¢ Infants' Lisle Hose, black or white.

weights; black, white and tan; the pair the pair . 65e Infants' Silk Plated Hose in black,

white, tan, light blue and pink. The 35¢ pair





SILKS

now have in sock being just the right kind and of the right patterns and colorings. We carry by far the largest stock of any Eastern Oregon store. We can fill your every want in the way of

> Newest Weaves **Newest Styles** Newest Colorings **Best in Quality** Greatest in Variety Lowest in Price

Herewith below is a small list of the



Handsome Footwear

These are the styles that will lead in the promenade on Easter Sunday-with no "after effects."

The continued vogue of the short skirt make the shoes a conspicuously important part of the Easter costume.

Shoe manufacturers have answered the garment authorities by producing the handsomest styles in footwear that have "ever" been shown. This in spite of the leather market. All that's fashionable or desirable is here-gun metal, dull kid, smart colored kids, patent leathers, etc.

Usually the Easter promenade has its "after effects." The walk makes quite an impression -on the feet. Not so if you select your shoes here-they'll be properly fitted. Prices to please all-\$2,45 to \$10.00 with easy steps between.

Dress Ginghams

Brand new Dress Ginghams in spring patterns of plaids, stripes and plain col-ors. Best quality for the price. Makes up into neat house dresses and for school wear. The yard 10ϕ , $12\frac{1}{2}\phi$, 15ϕ , 25ϕ .

Umbrellas and Parasols You will see the most up to date line

of Umbrellas and Parasols we have ever shown. New shapes, new colors, new combinations, latest handles. Each \$4.00 to \$10.00.

PERCALE

How about your House Dresses and Bungalow Aprons for spring time? Make them up now, get new ones and start the season right. We have a big collection of percale to select from in both light and dark colors, neat patterns. The yard 10¢, 121/2¢, 15¢

Wash Skirting

You will like the new Wash Skirtings as they are of the very best quality fab-

Towels and Toweling

Spring work will soon begin; how about your stock of towels? We can furnish towels for the home; towels for the hotel; towels for the rooming house; towels for the dentist; towels for the barber; towels for the ranch; in fact any kind of towel you may desire.

DAMASK



Our stock of Linen is most complete in every detail. Whether you wish handkerchief linen, Irish linen, linen crash, sheeting, maderia, round thread or what not, we can fill your order. The yard 65¢ to \$2.50.

WAISTINGS

You will want white waists for summer; don't fail to see our line before buy-

WOOL JERSEY

Yes, we have Wool Jersey in the new spring shades. This is a very popular dress and suit fabric, just look around and you'll see lots of it. It is of the best quality and finish; 52 inches wide; to see it, is to like it. The yard..... \$4.00

WOOL CHALLIE

And Viyella Flannel, used for house dresses, sport suits and skirts. Shown 65¢ 85¢ Viyella

COATING

New spring Coating. A big stock to show you. Correct weight and styles, wool velour in plain colors and fancy plaids. The yard...... \$2.50 to \$5.00

DRESS FABRICS

Such as Epingle, French Serge, Novel-ty Weaves, Palm Beach, Storm Serge, Mohair and the like; these make up in-



There is no question as to the silks we silks because they are the

| NC R | showing for making bags, hat trimmings | per a management and a set | different kinds and prices. | Lots of new patterns and lots of new | Mohair and the like; these make up in- |
|--------|--|--|---|--|---|
| NO. | etc. All are reasonably priced. 25c HAIR BOW RIBBONS | Laces and Embroideries | Taffeta Silks-Colors \$1.25 to \$2.50 | table damask. Some are all linen, some are union and some are all cotton. Make | to one piece dresses and suits; shown in shades of navy, Copenhagen, mustard, |
| 1 | Come to us for the children's hair bow | Now as always we are showing many | Taffeta Silks-Black \$1.00 to \$2.50 | your selections now while the assort- | brown, green, French blue, ocean blue, |
| 1 | ribbons, we always have a big variety of | beautiful laces and embroideries. The | Messaline-Colors \$1.00 to \$2.00 | ment is complete for your Easter Sunday | Palm Beach, palmetto, in fact all the sea- |
| 観 | 5 and 6 inch ribbons in plain and fan- | season's favorites are the Filet laces and | Silk and Wool Poplin, 40-in \$1.25 Charmeuse, 40-in \$2.75 | dinner. | son's latest shades. Ask to see these. Let us help plan your dress. The yard |
| 100 | cies. The yard 25¢ | bandings and the organdie embroideries | Pussy Willow Taffeta, 40-in \$2.00 | The yard | 50¢ to \$3.50. |
| ALC: N | WOMENS UNDERWE'R | with dainty colored designs, all widths and a wonderful variety to show you. | Satin, 36-in, colors \$2.00 | | DDECC COODC TOT |
| 100 | the second s | Most moderately priced. | Sport Silks-Such as: Shang Tung, 36-in | DEVONSHIRE | DRESS GOODS FOR |
| C LUC | Women's Summer Vests, good quality "cumfy cut": each | | Sport Tussah \$2.00 | | SPORT SKIRTS |
| - AND | Women's Summer Vests, Kayser and | Dress Trimmings | Rajah, plain colors | AND SCHOOL DAY CLOTH. Now is the time to make up Rompers, | One of the most popular garmants of |
| INT | "Cumfy Cut," good quality, neatly fin- | A truly wonderful showing of the sea- | Khaki Kool, med. weight \$2.50 | House Dresses, Boys' Waists, Girls' | One of the most popular garments of the season is Sport Skirts, we have a big |
| Cel | ished. Each | son's best styles and colorings, bands, | Figured Pongee | School Dresses, etc. Make them of De- | variety of SPORT SKIRTINGS, shown in |
| Tax | crochet tops and beading tops, finished | motifs, ornaments and tassels, suitable | Chiffon, serge | vonshire School Day Cloth, shown in a big variety of patterns and of all colors; | the season's newest colorings and pat- terns of plaids, checks and stripes. |
| 121 | with silk taps. Each 50¢ to \$1.25 | for trimming all materials. Reasonably | Figured Chiffon \$1.50 to \$2.50 | 32 in, wide; guaranteed fast colors. | Make up your skirts from these goods. |
| 10 | Women's Cotton Union Suits, plain or | priced. | Figured Marquesette \$1.50 to \$3.00 Figured Georgette \$2.00 to \$3.00 | The yard | 'The yard 50¢ to \$3.00 |
| 1 | umbrella knee, all sizes. Each 35¢ and 50¢. | NECKWEAR | Underwear Silk | And in case of the local division of the loc | |
| La la | Women's Lisle Union Suits, beading | | Paisley Silks | T.P.W. Pure Food Shop F | ruits and Vegetables, in cans and |
| | or band tops, 65c, 75c, \$1.00, \$1.25 | Such a wonderful assortment has | Paisley Chiffon \$5.00 and \$6.00 | Sweet Gem Peas, Fancy Maine Stringless Beam | and Fancy Spinnach-Thoroughly cooked |
| 100 | Women's Silk Lisle Union Suits, band | never before been shown in Pendleton, Georgettes in white, flesh, pink, mustard | Fancy Silks | Beans | Asparaguis Tips- Sweet Potatoes Fancy Pastara |
| 1 | or crochet tops, all sizes, \$1.25 to \$2.00 Women's Silk Vests, white or pink, | green, gold, cerise, yellow; plain or em- | Later Dress Languas, ys \$1.00 to \$3.00 | Erry Effed Pean The can Mic Fancy Green | Can 25c Pack Pumakin . Can the |
| 1 | \$1.75, \$2.09, \$2.50 and \$3.00. | broidered ; organdies lace trimmed, hem- | E . II 11 1. 1. (| The can soc Colours Whit | to Can 40c of tropic sunshine and sweet- |
| - 2 | Women's Italian Silk Bloomers, white | stitched and embroidered; pongees in natural color, embroidered in colors, | Easter Handkerchiefs | Green Lima Beans, Funcy Solid Pack Ton | 1214c and 15c No 1 can |
| 1 | or pink. The pair | Rajah silk in plain white, also white with | All linen handkerchiefs in white with | Wax Beans, Funcy Baby Asparagus Tips, | No. 1 Hound Fancy Eastern Pack Pumpkin |
| - | \$3.75 to \$5.00. | sport designs; net with handsomely | colored embroideries, also all white, | | mars, Apricota Imported Mired Verstables Bor |
| | Women's Envelope Chemise of Rali- | braided designs of soutache, piques, | novelty crepe de chine in the soft dainty evening shades as well as the strictly | Country Gentleman Sweet Corn, Plums, Cherry | tes and Herries salads, etc Can the |
| 1 | an silk, white or pink. Each \$3.75 to | plain and embroidered. Each 25¢ to \$3,50. | sport colors. Each | Succotash and Baby Heets, in The extra fan glass | tory grade. Sc; 3 for \$1.00 Fancy Ellord Peaches |
| | \$5.00. | - quillout | | | |
| | | THE PEOL | DI DO IIIA | DELIOUCI | WHEDE IT DAVO |
| 1 | Pendleton's Greatest | | | REHUIS | WHERE IT PAYS |
| 12 | Department Store | | LLD WA | ILLI UUUU | TO TRADE |
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