

Plain Facts About Merchandise

PRESENT AND FUTURE PRICES IS ONE OF THE THINGS ABOUT WHICH MOST PEOPLE ARE GREATLY CONCERNED.

A most serious problem it is, and we are frank to say that we do not believe anyone can accurately forecast results for a longer period than six months. For that time, we can honestly predict that merchandise is going to be very scarce while prices on most lines will continue up grade.

As a matter of fact much of our merchandise is now being sold at prices very much lower than you would have to pay if our purchases were not made when they were.

Early buying is not only suggested, but earnestly urged. Stocks are complete to a degree which we cannot hope to attain later, and there is no question about it that you will certainly have to pay higher prices later.

Buy what you need now and save the difference.



The Popularity of VELVETS

is proving itself in the unusual demand for them at our counters. They are very smart this season for costumes, suits, coats and evening wraps.

Silk Velvets, yard \$7.50 to \$10.50
Costume Velvets in black and colors, the yard \$3.00 to \$6.50

BLACK COSTUME VELVET

42 inches wide, a beautiful quality, finish and weight. The yard \$6.50

FALL COATINGS

That are absolutely the newest of the new—such as silvertones, frost glow, camels, hair, velour, cheviots, kumfy kloth, all of them 54 inches wide, in colors of plum, navy, wine, taupe, black, reindeer, Copen, red and others. The most complete stock this store has ever shown. Prices are indeed moderate. The yard \$3.95, \$4.50, \$5.00 to \$10.00

TRICOLETTE—One of the season's popular fabrics, for costumes or suits; colors are dark brown and navy, the yard \$7.00

WOOL CHALLIS—A splendid assortment of stripes, dots and figures for women's or children's wear; 27 inches wide, all wool and washable, the yard \$1.25

FLORAL DESIGNS in printed taffeta silks are extremely new and much in demand. Here at the yard \$4.00

BE SURE TO SEE OUR WONDERFUL EXHIBIT OF THE NEW SKIRTS

Each season our opening displays of skirts are more interesting because of the fact that every woman has learned that she can come here first and see and examine fashion's newest fads and fancies as well as the latest modes of the more conservative lines. After many weeks spent in careful searching and selecting, our entire store is now abloom with picturesque displays of the cleverest creations of the foremost style creators. Prices—

\$9.75 TO \$28.50

MINERVA YARNS

are soft and strong and the most wonderfully colored yarns in all the world. Knitting or crocheting the many fashionable and clever articles now being worn was never more popular. Ask to see Minerva Yarns.

COLONIAL DRAPERIES

for home beautifying. Almost enough said, isn't it, when you say Colonial? Colorings and designs are exceptional and entirely new for window and interior draping.

OLDER MEN WANT STYLE

Nowadays men are young at 50 or 60; age doesn't mean feebleness, the older business man is usually successful and wants to look the part.

Hart Schaffner & Marx Clothes

are made for such men, as well as for the men of 18 and 20, 25 and 30. The styles are a little more sedate and dignified, but they're very stylish, just the same. And they're here for men of all ages. We have all sizes; all types of models; the best clothes made.

Priced from \$25.00 to \$75.00.



T. P. W. PURE FOOD SHOP
In Our Model Sanitary Basement

CLEANLINESS

ECONOMY

SERVICE

3 Main Line Phones, all 15.

All Other Depts. call 22

EXTRA FANCY APPLES

Extra Fancy Delicious, the finest eating apple grown.

Extra Fancy Jonathan, good for any use.

Choice Jonathan Apples, Box \$1.90

Demonstration Thursday, Friday and Saturday of this week of Golden West Coffee.

Reflects Good Housekeeping

Mirro Aluminum brings a new cooking joy to your kitchen and an added touch of beauty to your table.

Compared with ordinary kitchen ware, Mirro Aluminum has from five to ten times the wearing quality. This of itself means a great saving.

Besides this, Mirro Aluminum brings you new features of convenience that enable you to do your work more easily, quickly and more efficiently.

A Mirro "aluminated" kitchen is good to behold and a lasting delight to the woman who appreciates having the best.

Add to your Mirro line. As each new kitchen need arises meet it with a piece of beautiful, enduring aluminum. And for assurance of getting the utmost in richness of design, excellence of workmanship, unusual durability and features of convenience, look for the name Mirro stamped on each piece.

Every little refinement of design and utility dear to a woman's heart is found in Mirro, THE Aluminum that reflects good housekeeping.



Colonial Tea Kettle

Features that make this a most famous ware.

Highly ebonized, sure-grip, detachable handle. Handle ears and spout welded on. Slotted ears allow handle to be shifted to any desired position. Rivetless, no-burn, ebonized knob. Self-filling, easy pouring spout. Unusually wide base—quick heating. Mirro finish. Colonial design. (Also made in plain round style.) Mirro trade mark.

Round Double Boilers

Correctly shaped handles permit lifting both parts at one time. Extra large bottom vessels avoid cooking dry. Covers fit upper and lower vessels. All made of 99 per cent pure Aluminum of the correct weight to prevent denting, yet allowing rapid cooking.

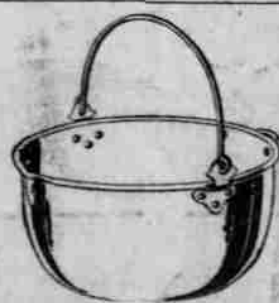


Beautiful Tea Kettle With Insets

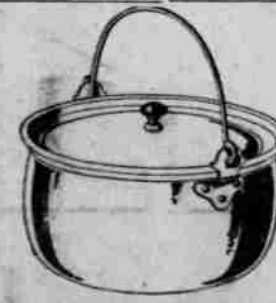
The inset is the vessel fitting into the tea kettle proper and one lid fits both. In this vessel you have we-in-one and a beautiful to look at and a pleasure to use. Both Colonial and Round Designs. Let us tell you of its more wonderful features.

Lipped Preserving Kettles

A vessel that receives the hardest and most frequent service in the kitchen, therefore it should be Mirro wear, constructed of heavy pure Aluminum and constructed to give that wear expected of good kettles. Exceptional features are uniform heat distribution over bottom and sides makes stirring unnecessary; raised bottom prevents warping.



This is the high grade Aluminum Ware that you see advertised in the Saturday Evening Post, Ladies Home Journal, Good Housekeeping, Delineator, McCall's, Designer and Woman's Magazine.



Convex Kettles

The principle, good features

Handle rest ears hold ball in three positions. Tightly rolled, sanitary head—dirt-free. Inset cover prevents boiling over. Head of cover upturned—sanitary. Rivetless, no-burn, ebonized knob. Convex sides—easy draining. Mirro finish. Mirro trade mark.



ANOTHER GOOD OFFERING

Again the Bargain Basement comes to the front with something new and something good to offer the PARTICULAR people of Eastern Oregon. ALUMINUM WARE. If we should stop at those two words you would get but a vague idea of what we are offering you in this

GREAT OPENING SALE

but when we tell you that it is "Mirro" Aluminum Ware you can at once realize that it is the ware that Reflects Good Housekeeping. It is the ware with a Hundred Good Features—the ware that gives you the good service that you can expect from your good money.

Our Big Sale Starts Today

On Aluminum Ware that is classed with the very best, made of the finest, heaviest sheet aluminum, finished as near perfect as machinery and the skilled hand can finish it—and polished as bright as the sun.

YOU'LL LIKE EVERY PIECE—YOU'LL PRONOUNCE IT THE BEST.

It's just like us. We're always doing something and we always do everything right.

HELLO!

WE'VE DONE IT AGAIN
We've bought something good to offer you at prices you like to pay.
"REASONABLE"

A "Shower" of Mirro Aluminum FOR THE BRIDE

Happy the bride that Mirro shines on—for Mirro is the most beautiful of all aluminum ware. Handsome as silver and with a durability that makes it last a lifetime, Mirro Aluminum is a gift to delight any bride-to-be.

If you are contemplating a "shower" for Miss Bride, let it be Mirro. Then "he" can share her joy, for men are truly appreciative of the fine craftsmanship in his shining ware.

Accept our invitation to visit our Aluminum section where you will find a liberal display of the beautiful colonial and familiar round styles in no end of useful utensils from which to make a selection.



Colonial Double Boiler

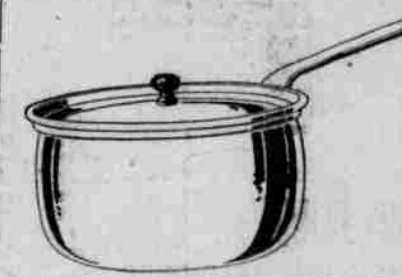
Here are the "whys" that suggest the reasons for buying Mirro.

Comfortable hollow steel handles. Handles come together—easy lifting. Rivetless, no-burn, ebonized knob. Tightly rolled heads free from dirt-catching crevices. Round edges—easy cleaning. Colonial designs. (Also made in plain round style.) Mirro finish. Mirro trade mark.



Convex Sauce Pans

Made of the heaviest weight pure Aluminum and polished to the sun's brilliancy. "Always cool" hollow handles, body convex shaped prevents food sliding out when utensil is tilted to drain off liquid. Deep inset cover avoids boiling over.



Lipped Fry Pan

Make a start with a clean, beautiful frying pan, follow directions for cleaning and always have that same beautiful pan. FIRST BUY A GOOD ONE. Mirro extra thick sheet aluminum will not cause sticking.



GRIDDLE CAKES FOR BREAKFAST

In Mirro Aluminum the heat is evenly distributed. No smoke or odor, bakes with very little or no grease, bright as a mirror. Ebonized, remarkable handle.

PENDLETON'S GREATEST DEPARTMENT STORE
The People's Warehouse
PURE FOOD MARKET WHERE IT PAYS TO TRADE BARGAIN BASEMENT

A NEW SHIPMENT OF BOYS' BLOUSES
RECEIVED THIS MORNING.

VISIT OUR SHOE DEPT. THE SMARTEST
STYLES AND BEST VALUES ARE THERE.