## The Aim of This Store is to Give You Service

Our prosperity is due to the fact that we responded to the demand for beneficial service. Service is the one domingnt thought that has directed every activity and impulse of this store for over thirty years. We have tried to give a service that is sincere, helpful and competent. Service that gives our pations the best value that thoughtful, intelligent merchandising could make possible. We invite obmparisons, and solicit your patronage only on the basis of our ability to serve you most satisfactorily.

A WELCOME ANNOUNCEMENT
to all women is the fact that once more we are showing a complete line


FRENCH KID GLOVES
in all the wanted shades. A two clasp, overseam sewn in black, white, $\tan$, beaver, dark brown and gray in all sizes. These gloves were p just rejust one year ago. We have jus to-
ceived them. If we were to pay day's market price for these gloves we would have to ask $\$ 4.50$ for them. You get the benefit of this late de-
livery. Price the pair....... $\$ 3.75$ livery. Price the pair.

Special Showing Saturday of FINE PRINTED VOILES
in the most gorgeous array of colors and designs we have yet shown, copies of the higher priced Georgette crepes. Really beautiful patterns for
making up a pretty summer frock,


The Prettiest Novelties in BUTTONS FOR SPRING have arrived. You will surely like them, they are so pretty and harmonize so well with the new wash fabrics. We will show them to you.

MEN'S WORK SHOES We have just received a large shipment of men's work shoes for
service. These shoes will give you satisfactory service from the day you buy them until they are gone and that is what you are willing to pay for. These shoes range in prices fron

## $\$ 5.00$ to $\$ 13.50$

If your feet ache and pain, if you have callouses, if your feet tire
easily, if you have fallen or broken easily, if you have fallen or broken
arches call at our shoe department arches call at our shoe departme
we have graduate specialists serve you.

MARIBOU SCARFS
and capes are better than ever for spring and summer wear. Discard ydvent advent of warm spring weather
and use these Maribou scarfs. A dozen styles and no two alike. On display in our windows at $\$ 9.00$ to $\$ 35.00$.
T. P. W. PURE FOOD SHOP

In Our Model Sanitary Basement Cleanliness Economy Service

3 Main Line Phone all 15
All Other Depts. call 22.
To every Hostess we recommend Tru Blu English Style Wellington Wafer.
The Cake of Distinction, price 45 c the pound.

Complete stock always here of fresh Tru Blu Fig Bars, Creole Creams, Chocolate Eclairs, Bonita Berry Sundae, Chocolate Bars, Fransetta, Marshmallow Puffs, Paramount, Orange Blossoms, Scotina, Chocolate, De Luxe, Graham Wafers, Lemon Creams, Cheese Wafers, Branola, etc. Long Branch Wafers, Blue Ribbon Soda Wafers slightly Salted, Tru Blu Soda Crackers, Etc.

CHARMING INDEED ARE THE NEW SPRING WAISTS


What a wealth of beauties we have to offer you for inspection and selection. Some have a surplice with sash and blouse front; some have panels in front and back which reach below the waistline. Some with over blouse which sets over the regular blouse and extends below the waistline. Some in slip overs with V necks and long sleeves, trimmed with round collars and cuffs edged with narrow fluting. Made up in all the wanted wash silks, wash satin, Georgette crepes, sheer silk crepes, white voiles, colored linens ond marquisettes. They
$\$ 3.75$ to $\$ 36.00$

## WOMEN'S BEACK SLLK

 HOSE
## Just to see how many women read

 this ad we will offer in a splendid.quality, values that we were selling as far back as six nonths ago at \$1.75 pair and really worth more now, at the speciaaorice of, the pair ......... $\$ 1.39$

## INFANTS' SILK AND

 WOOL HOSEin all sizes
The Most Comprehensive and Liberal Stock of SPRING SILKS

That we or any other Eastern Oregon store has ever shown now awaits your choosing. Novelties and staple from the best manufacturers of broadsilks in this country in an extensive range of colors for Spring and summer
them:

TAFFETAS
Are immensely popular for street and afternoon frocks in the new shades of bue, gray, brown, etc. Alwas taffetas answer every purpose thes

## SATINS AND SATIN

 MESSALINES36 inches wide in every conceivable shade that is wanted, either dark or light colors. Yard .... $\$ 3.00$ to $\$ 5.00$

## SPORT SILKS

Such as Kumsi Kumsa, Countess Satin, Novelty Striped Poplins, Sport Pongees, Trico Silks and silk tricolette in all the pretty new shades. A wonderful lot of them to show you.
PRINTED GEORGETTES
Truly one of the most fashionable fabries for Russian blouses or dresses that you can buy, a great lot of them

WHEN MILADY GOES DRESSED IN GINGHAM


She is but following the dictates of Fashion, which decrees a still greater popularity for these lovely cotton goods.
Never have the designers of these materials given us such lovely colorings and such clever patterns. Ginghams are now so fine, so beautira, that they grace almost every spring and summer occasion.
This week we announce a special exhibition of Ginghams, showing to quality and design have been developed. Included are Anderson Ginghams Other Ginghams at 35 c and fine domestic pieces at 45 e.
T.P. W. PURE FOOD SHOP In Our Model Sanitary Basement Cleanliness Economy Service All Other Depts. call 22 SPECIAL PRICE ON
PHEASANT BRAND OYSTERS
No. 2 size can, 1 can 35c, 6 cans $\$ 2.05$ Del Monte Table Catsup, bottle. . 25 c Good Dried Pe Cats 4 pounds . . 70c French Dried Prunes, 4 pounds ;., 85 c Picnic Hams, (fresh shipment just
 Extra Good Coffee in bulk, lib... 45c
Golden Age Macaroni, Spaghetti and Noodles still priced at 10 c pkg .

## Jhe Peoples Warehouse <br> FOOD GROCTM WHERE IT PAYS TO TRADE EARGAN EASEMERT

Buy Early and get first choice it's always
best.
Now is the time to buy your Easter togs

Now to

White Truck


Don't pay for a truck three times. What do we mean. Read tomorrow's ad.

Frentzel-Wailes Motor Co Pendleton, Ore.

THE white Co, Cleveland, Ohio.



Letting a Car Run Down is False Economy

There's economy, also satisfaction in giving your car the once-oter in the spring, then if it needs replacements or anything else to bring it back to perfect form, have it done as quickly as possible. We are prepared to do this for you in a satisfactory manner.

Western Auto Co.
Garage Phone 530. $\quad$ Paint Shop Phone 638

