

JANUARY CLEARANCE SALES

Every Article in Our Great Stock, except contract Goods Is Reduced

THIS IS THE GREATEST SALE WE'VE EVER HELD, GREATEST IN AMOUNT OF STOCK OFFERED, GREATEST IN NUMBER OF SALES, GREATEST IN NUMBER OF PERSONS WAITED ON, GREATEST IN QUALITIES AND VALUES OFFERED.

It's a slaughter of Prices on the finest stock of new, choice merchandise ever shown in Pendleton. Every article is a bargain. No unknown, "take-a-chance" trash here. The best makes in the country are none too good for our stock. Merchandise with a reputation priced lower (quality considered) than unknown brands are priced in many so-called "cheap" stores. Come and investigate for yourselves and be convinced.

Buy Now and Save On All Needed Apparel

VISIT THIS SALE AS OFTEN AS YOU CAN, as new bargains are brought forward every day.

PENDLETON'S GREATEST DEPARTMENT STORE
The People's Warehouse
THE FOOD GROCER WHERE IT PAYS TO TRADE HATS, TRASH, MEATS

MAKE THIS STORE YOUR STORE. Use our post office sub-station, it'll save you many a step.

MILADY OF GOTHAM TAKES TO SNAKE SKIN SLIPPERS WITH FLAMING SCARLET TONGUES

BY "MARJORIE"
NEW YORK, Jan. 17.—The snakes "in the grass" are now found upon Milady's feet. For, according to the really swagger Gotham boot shops, putting one's best foot forward means stepping out in footwear made of snake skin. These shoes of the animal kingdom are made of soft reptile skins, often gilded or silvered. It is only the scales that tell the secret, for the general effect is very much like that of gold cloth slippers. Another reptilian fancy as found in the season's footwear is the use of fringed scarlet tongues, combined with white

and light soft leathers. The effect is meant to resemble an adder's or dragon's tongue.

Shoes have never been so conspicuous as this year. With the waning of popularity in the head dress, women seem to have concentrated upon the feet, and the glitter and hue which used to shine from the hair now twinkles from the feet. There are a hundred variations of the gold and silver slippers which were the height of shoe chicness and elaborateness but a few years ago. Tinsel cloths, hectic brocades, soft plushes and velvets, silks, satins, and brocades are all found in the shoe shops. These fabrics make evening pumps with long vamps and high French heels.

But color and luxury is not found in evening shoes alone. Brilliantly dyed leathers abound upon the street, in the hotel and theater, and in the exclusive shopping districts. It is no uncommon sight to see vermilion kid slippers or walking shoes upon the street, while henna, blue, and green shoes are being worn by the leisure crowd, as much as nigger browns and black is worn by the working woman.

Henna is the very latest shade and is found in a soft antelope leather. Antelope, by the way, is being used as much as kid for the lighter weight shoes. Copper kid slippers is its nearest rival, and red calf is devoted mainly to sport oxfords with the fringed tongues in a contrasting color.

Shoe dealers sweepingly declare that there has never before been a year when high shoes were so utterly out of the running—and walking. A few high Russian boots of white, brown, copper and scarlet leathers, with collars at the top of the lacing, are sold. But, barring these, the only high shoes which are in demand are

those of ten or twelve straps with nothing between the strap apparatus.

It is the two-strap sandals with a semi-French vamp and very low heels that is selling best for southern wear, and New York women are flaunting gray suedes with two straps as much as anything else. Some have metal straps and others straps of contrasting color and fabric. Black or brown patent kids, with brass straps and buckles are very chic just now, and combination patent leather, with suede or a soft pile cloth, is extensively used.

The inset under a cut pattern still holds good. One house is now showing afternoon slippers of scarlet kid. A cutwork pattern of fleur-de-lis bands, the toes and wide straps, and brown suede underlays the cutwork. The same house is emphasizing evening shoes with contracting heels. Thus white antelope slippers have byack heels and black-headed tips, and a pair of nobby black satins have carmen red heels and red buttons.

general good and that it is their own interest, if nothing else, that they should enlist themselves in your cause.

The way to accomplish this result is not to make the mere statement that it is your intention to give good service, or to submit to the public a large indigestible volume of statistics and then sit down and wait for the millennium. The thing to do is to explain your situation in understandable terms to just as many folks as possible. If you have a good case and will tell the whole truth about deserving circulation through the best

available advertising medium you are certain to rally the public to your support.

"Every man desires good electric railway, gas, light, telephone and telegraph service, and he will help you give it to him if you show him that his help is needed to accomplish this very desirable end."

Beating Around the Bush.

"My latest customer was a diplomatic man," said the prosperous boot and will tell the whole truth about deserving circulation through the best

prohibition officer. "He opened negotiations by asking me if I had anything in stock that would create a little interest in a mine plot."—Birmingham Age-Herald.

LIVESTOCK TARIFF URGED.

EL PASO, Jan. 15.—(N. O. P.)—Enactment of tariff for protection of the livestock industry, and gradual establishment of the municipal retail manufacturing in cities and enactment by congress of constructive federal legislation regulating the packers, com-

mission men and traders was recommended in resolutions presented to American National Livestock association by the resolution committee.

Dimmed His Lamps.

"You say the glare of his headlights confused you. Weren't his lamps dimmed?" "They were after I got through with him," said the man who had the narrow escape. "I gave him such a nice pair of black eyes that he could hardly see out of them."—Boston Transcript.

CASCARETS

"They Work while you Sleep"



Did you feel "upset" today. It's your liver and bowels! You're bilious, constipated, unstrung, and what you need is Cascarets tonight sure. Wake up with your head clear, eyes bright, step elastic, nerves steady, cold gone, your stomach, tongue and breath right. No griping—no inconvenience. Children love Cascarets too. 10, 25, 50 cents.

'ADVERTISE AND TELL THE TRUTH' ADVICE GIVEN TO UTILITY-MEN

President of the American Railway Association Says People Are Entitled to Know All About Public Business.

INDIANAPOLIS, Jan. 17.—"Be frank and advertise," was the advice given public utility companies tonight by P. H. Gadsden, of Philadelphia, President of the American Electric Railway Association, at a meeting of the Indiana Public Utility Association. By this method, Mr. Gadsden said, public understanding of utility problems can best be obtained and necessary rate adjustment and credit restoration hastened.

"It is absolutely necessary," he said, "if public utilities are to continue to function that they create a flow of new capital into their securities. The granting of rates to public utility companies which will insure the return to the security holders that will induce them to invest. Nothing less than this sort of an arrangement will save the utilities from ruin."

"Adjustment of public utility rates that will attract new money into the field will be hastened by a thorough public understanding of the public problems utility problems."

"The best to bring about that understanding is to be frank and advertise."

"Frankness must go hand and hand with advertising else advertising fails. Therefore, be prepared, when you begin presenting your story to the public, to tell the whole truth about your business to everyone. As the only customer of the public utilities, the public is entitled to know all about their business and any public utility which cannot stand the searchlight of honest public inquiry cannot hope to obtain help through favorable public sentiment. Put your house in such order that you will fear the questions of no man."

"Advertise by every possible channel and hit the line hard. Tell your story everywhere that there is blank space which you can fill. "Make it plain that the public utility problem is the problem of every man, woman and child who uses your service. Solve by frank statement to convince consumers that you are trying to do the best thing for their

Yes, They Read Them



The "Buyer" is Abroad in the Land, Armed With Some Clipped Want Ads.

He'll look you up if his scissors have encountered your "for sale" ad.

He'll be clipping and answering ads tomorrow, too, and yours ought to be there when he reads the paper—if you have ANYTHING TO SELL.

"Used things," always find buyers if they're still USEFUL THINGS—if, to SOMEBODY, they are worth money.



Want Ads for Results PHONE 1

Good Coffee

There is nothing so good as a good cup of coffee these cold days. We have a real bargain in good coffee at 3 pounds for \$1.00. This brand was 50c per pound originally, which shows to you a 33 1-2 per cent drop.

U. S. Inspected meats, a guarantee to you of quality and sanitation.

"THE TABLE SUPPLY"

Phone 187 and 188 739 Main Street
CHAS. D. DESPAIN & CHAS. W. GOODYEAR
Proprietors