THERE IS A SIGNIFICANCE IN THE INCREASED INTEREST IN THE

$8,500 Sale of Womens Ready to wear Garments

That is being conducted in our Bargain Basement.

It Signifies that the good news of "Bargains" is spreading—it signifies that more people have received our message either from the Big Store direct or from their neighbors.

AND THEY ALL HAVE THAT SAME CONTINUED CONFIDENCE IN THE RELIABILITY OF THE PEOPLES WAREHOUSE ADVERTISING.

When They Read Our Big Ad They Know That They Will Find
THE MOST BEAUTIFUL PARTY DRESSES

Whose original selling price ran far above the $100.00 mark. And the mothers know that these dresses are economically priced for their daughters use while away at school or while at home.

When They Read Our Big Ad They Know That They Will Find
A BIG LOT OF SPRING COATS

that will soon be right in keeping with the coming season. Everybody knows that these coats bear that wonderfully good quality so much in keeping with The Peoples Warehouse policy. We merely need mention "Bargain Basement Price."

When They Read Our Big Ad They Know That They Will Find
THE MOST SUITABLE SILK AND WOOL DRESSES

that have been priced reasonable. Just think of dresses in many cases marked even lower than 1-3 of their original price. The Bargain price being even less than the bare cost of making the dress. The same as though some one should make you a present of the goods and trimmings.

When They Read Our Big Ad They Know That They Will Find
THE HEAVIER LINED AND UNLINED COATS

that originally sold as high as $145.00 You know our way of marking goods in The Bargain Basement and you know that we are NOT heavy on the price. "BARGAIN" is the watchword and you may rest assured that every coat has had a "Bargain" ticket attached thereto. Let's forget about the 3-4 price, 1-2 price or 1-3 price. You know that in many cases The Bargain Basement sets the prices even lower than that.

When They Read Our Big Ad They Know That They Will Find
SILK WAISTS MARKED AT FAR BELOW COST

Fine Furs Marked at a Price You Would Call a Pittance. Good Sweaters Marked Lower Than We Ever Marked Them.

And hundreds of items priced so low that you will be glad that your Bargain Basement is with you.

We've marked every item so that we can be rid of it—not to raise a certain big sum of money, but to clean our fine big up sairs stock of Ladies' Wear. We've marked it to sell quickly.

Come and Get Your Garment——It's Yours for Mighty Little Money.

PENDLETON'S GREATEST DEPARTMENT STORE

The People's Warehouse

PURE FOOD GROCERY WHERE IT PAYS TO TRADE BARGAIN BASEMENT

250 MILLIONS FOR WAR VETS PASSES SENATE; HOSPITAL ITEM FIRST

Retain $10,000,000 for Muscle Shoals Water Project, Mississippi Flood Control Increased, 2nd Bill.

WASHINGTON, Feb. 10.—(A. P.)—The sundry civil appropriation bill was passed by the senate last night, carrying $412,350,000 of which amount $250,000,000 is for war veterans.

Among principal items was $18,000,000 for new hospitals and enlargement of hospital facilities for service men as requested by the American legion. Funds for compensation and vocational training of the service men also were carried.

The appropriation of $10,000,000 for development of the Muscle Shoals, Ala. waterpower project was retained.

During final consideration, the senate voted to increase the appropriation for Mississippi river flood control from $6,670,000 to $8,000,000.

The measure is but the second of the 16 supply bills to be passed by the senate, and republican leaders are expecting private opinions that several appropriation measures appear to be doomed and will be forced over into the extra session.

As passed by the senate, the sundry civil bill carried almost $30,000,000 more than the house provided, and about $20,000,000 less than the appropriation for the present year. It will be sent to conference.

BELGIANS AND GERMANS EXHUME THE HATCHET

LONDON, Feb. 10.—(A. P.)—Serious fighting between the German population and the Belgian patrol in Aix-La-Chappelle is reported from Amsterdam.

BILLY MISKE WINS OVER NEGRO HEAVY AT PORTLAND

PORTLAND, Feb. 10.—(A. P.)—Billy Miske last night won a 10-round decision over Lee Anderson. Bobby Harper won a decision over Bobby Ward and Frankie Murphy over Johnny Tillman.

FIRE APPARATUS

(Continued from page 1.)

Use of the present city library quarters in the city hall was asked for the boys work of Pendleton Community Service. Dr. Guy L. Boyden, chairman of the committee, presented the request to the council and it was referred to the house committee. Agreements will be worked out that will insure proper supervision of the room at all times. The Rotary Club, it was announced, has agreed to furnish the quarters for the youngsters of the city, the Commercial Association has promised the use of two billiard tables and Pat Lonergan, who was present, recommended that the city provide a monthly sum, perhaps $25, toward the upkeep of the club rooms.

Mr. Lonergan also asked, on behalf of the Warren Construction Co., of which he is agent here, that the city take immediate steps to pass ordinances accepting the north side paving work so that the company may get its money. There is $40,000 or more tied up here in bonds which the company is anxious to use, Mr. Lonergan said. Action was promised at the next meeting.

Property Owners Complain

Complaints about the paving laid by the company on Garfield street were registered by property owners through their councilman. Both Frank B. Hayes, city engineer, and Mr. Lonergan declared that the rough spots would be repaired where they were found. Mr. Hayes said that the company laid every square foot on Garfield street thicker than the specifications called for.

The report for January of the city treasurer showed that the city is "in the red ink" on the general fund. Operating expenses for 1920 showed a deficit of about $2000, which included the purchase of a street flushing auto at a cost exceeding $7000. The condition of the general fund was responsible for a motion authorizing the finance committee to call in a loan of $5000 made to the city water commission two years ago. The commission, it was declared, is now empowered to issue script up to $25,000 and can afford to pay the city its $5000 so that some of its overdrafts against the general fund may be met.

The regrade of Tustin street, between Lulleth and Jane, will cost $4500, the city engineer reported, in submitting a profile and estimates for the improvement. Two grades were worked out, one following the street line and the other the contour. The present grade is 21 per cent, the regrade will give about 14 per cent and the contour plan about 12 per cent.

Septic Tank Revived

Sewage disposal, which has been among Pendleton's problems for the past decade, was reincarnated as a live issue last night by C. K. Cranston, commercial association secretary, who appeared to protest against the disposal of raw sewage through the Umatilla river. Mr. Cranston also pictured the terrible conditions surrounding the city dumping ground, where he declared, rats breed by thousands and a stench in created that, with the west winds, makes life in the west end of Pendleton most unpleasant.

Mr. Cranston's pointed suggestions revived talk of Pendleton's need for a specic tank for sewage disposal. This plan was in formation two or more years ago but when it was found that the cost would be $65,000, it was dropped. Mayor Hartman admitted that the matter was one of paramount importance and asked the sewer committee to revive plans for action.

An extension of the Tutuilla street sewer to do away with backwater from Tutuilla creek, was suggested by Mr. Hayes. It would cost not to exceed $950, he said. The mayor also referred this to the sewer committee for a report, with the suggestion that the $950 be spared, if possible.

With the rejection of the bond bids was an order on the city recorder to return to the bidders their certified checks. The recorder was also instructed to have the bonds printed as of March 1.

Charter to Be Published

Publication of the city charter and amendments will soon be required, City Attorney Harold J. Warner said. He brought up the matter of calling for bids for the work but decided, after discussion, to have the entire copy in shape before calling for bids.

Upon recommendation of the street committee the bid of the Van Petten Lumber Co., for lumber for the Lee street bridge, was ordered accepted. The city attorney read a communication from the secretary of state advising that city owned vehicles must procure licenses and their operators have operators' licenses.

The annual report of Thomas Fitz Gerald, recorder and police judge, was read and filed.

HAVE YOU BEEN to the Oregon Theatre? Hear Fleming tonight.

Who Pays For Advertising?

Who pays for the advertising? That was an old conundrum when Heck was a pup and as you no doubt know Heck is a very old dog now.

But then, as now, the conundrum had an answer.

And the answer is: Advertising pays for itself.

Which is to say that neither the consumer nor the dealer pays for the advertising in either higher prices or lowered quality.

There's an illustration which has been going the rounds for a long while now. It is worth repeating here.

X and Z are competitors in the manufacture of rubber nipples for babies' feeding bottles. Both produce 100,000 nipples a year and neither advertise. The nipples cost each manufacturer 12 cents each to make and they are sold to the dealer for 14 cents. Thus each manufacturer makes a profit of 2 cents on each nipple he sells.

X determines to advertise and appropriates 1 cent on each nipple sold and presently finds his market expanded to a demand for 200,000 nipples a year.

When he gets to making 200,000 nipples a year he discovers that economies in manufacture thus made possible make his factory cost 10 cents. So that instead of making 2 cents on each nipple he's making 3 cents and selling twice as many.

So next year he increases his appropriation to 2 cents per nipple, sells 300,000 and gets his factory cost down to 8 cents—a profit of 4 cents—and the price still remains 14 cents to the dealer.

Thus encouraged, the third year he increases his advertising appropriation to 4 cents for every nipple sold and enjoys a distribution of 500,000—and through further economies made possible through huge quantity production, he gets the factory cost down to a bed-rock figure of 5 cents per nipple. Then he decides that his profit is too long and he cuts the price to the trade to 12 cents, 2 cents lower than the beginning price—and makes 4 cents profit.

Meanwhile Z continues his enterprise without advertising and is found standing still—his factory cost continues at 12 cents, profit 2 cents and the dealer's price 14 cents.

X is clearly in the commanding position—he got there through advertising. He sells his nipple to the trade for 2 cents less, which affords the dealer an opportunity to make a longer profit—and you can guess whose nipple he buys and pushes. Meanwhile X is making 4 cents against Z's 2 cents profit.

Thus the advertising paid for itself, gave dealer and manufacturer a longer profit, cost the consumer no more and probably in some cases less.

Good advertising pays its own way every time.—Merchandising Advertising.

REALTY TRANSFERS

DEEDS

E. C. Brownell to L. W. Compton $800. Lot 7, Block 75, Wardwells Addition Umatilla.

S. J. Moore to M. H. Seaman $1800. SW 1-4 NE 1-4 SW 1-4 Sec. 12, Tp. 4, N. R. 28.

Bessie Baltezore to F. Cable $2000. SE 1-4 NE 1-4 Sec. 17, Tp. 1 N. R. 34.

G. M. Calkins to Abe Abrahamson $850. Mete and bound tract in McArthur's Reserve Addition to Weston.

A. M. Wannassay to T. Thompson and J. R. Thompson $5400. N W1-4 NE 1-4 Sec. 28, Tp. 2 N. R. 33.

H. B. Longly to Jack Jackson $600. Lot 8, Block 157, Reservation Addition Pendleton.

L. V. Henderson to F. M. Smith $1. Lots 6 and 7, Block 6, Pilot Rock.

GOOD SINGING. Edison music. Great Preaching. Fleming—Oregon Theatre tonight.

Always Known for its Cleanliness
Pure Food Store
Our Delicacy Grocery
Meats Big Store Departments Dial 972

WESTON MOUNTAIN POTATOES
the hundred pounds, $1.75
FRESH VEGETABLES AND FRUITS

TOMATOES
LETTUCE
CELERY
RADISHES
BEETS
CABBAGE
CARROTS
PARSNIPS
SWEET POTATOES
GREEN PEPPERS
ORANGES
LEMONS
APPLES
BANANAS
GRAPE FRUIT
COCOANUTS

THE FRESHEST
THE CLEANEST
THE BEST

The People's Warehouse

Catarrh Can Be Cured

Catarrh is a local disease greatly influenced by constitutional conditions. It therefore requires constitutional treatment. HALL'S CATARRH MEDICINE is taken internally and acts through the Blood on the Mucous Surfaces of the System. HALL'S CATARRH MEDICINE destroys the foundation of the disease, gives the patient strength by improving the general health and assists nature in doing its work.
All Druggists. Circulars free.
F. J. Cheney & Co., Toledo, Ohio.

Dr. David Bennett Hill
DENTISTRY
Johns Bldg.
Pendleton, Oregon

LABOR APPREHENSIVE ON COAL REGULATION BILL SAYS GOMPERS

A. F. of L. Head Declares That Court Interpretation of Similar Statute Has Been Directed Against Workers.

WASHINGTON, Feb. 10.—(A. P.)—Organized labor is "apprehensive" lest the price-fixing powers proposed in the Calder coal regulation bill be directed against organizations of workers, Samuel Gompers declared today before the senate committee considering the measure.

"I am influenced largely in my judgment by the interpretation which the courts have placed upon similar regulative statutes," he said. "Laws designed to prevent combinations in industry have been applied to limit the activities of workers seeking to promote their individual rights by collective action.

"Labor, or at least that section of labor which has intelligence enough to unite in its own interests, is apprehensive about this species of legislation. Experience has made us so."

The American judiciary, Mr. Gompers said in answering a question, have not shown as much "understanding of the rights of workers" as legislative and executive branches of the government.

Western

The soda water that satisfies. Drink it for a good, clear and invigorating refreshment. Made by

WM. ROESCH BOTTLING WORKS

UNITED STATES MAY GET TWO CARDINALS

ARCHBISHOP MUNDELEIN

ARCHBISHOP DOUGHERTY

ARCHBISHOP HAYES

It is reported that one and perhaps two cardinals will be appointed from the United States, at the March consistory at the Vitican, in Rome. Archbishop P. J. Hayes of New York, D. J. Dougherty of Philadelphia and George W. Mundelein of Chicago are mentioned.

Hood's Sarsaparilla
Makes Food Taste Good

Creates an appetite, aids digestion, purifies the blood, and thus relieves scrofula, catarrh, the pains and aches of rheumatism and gives strength to the whole system.

Nearly 50 years' phenomenal sales tell the story of the great merit and success of Hood's Sarsaparilla. It is just the medicine you need now. Hood's Pills help—fine cathartic.