

# Easter Is Just Four Shopping Days Away

Are you prepared? It will pay you to do your last minute shopping here. Our stocks are the greatest, the assortment the most attractive, the values the best, the service the most courteous and efficient.



**NOW IS THE TIME TO SECURE YOUR EASTER SUIT**

Easter will be here in just Four days.

You'll find choosing here SO easy! We're splendidly supplied with suits of serge, gabardine, twills, oxford cloths, mannish mixtures and other good fabrics in the latest styles. The new straight lines and ripple effects are the leading fashions although they've been carefully modified to meet the demands of our patrons. But these modifications have not lessened their beauty or correctness at all—in fact they have made them handsomer.

They're priced from \$38.50 to \$95.00

**THE SILK DISPLAY OFFERS MANY SURPRISES**

It is fairly brimming over with beautiful silken materials, ideal for dresses, suits, blouses, sports skirts and a hundred and one other interesting uses. Tricolettes and crepe silks are in the foreground, but satins, charmeuses, taffetas and any number of silks of novelty weave also invites favorable attention and selection with their gorgeous new colorings and fascinatingly original spring patterns.

**Our Low Prices Will Save You Money.**

**Fancy Crepe de Chines and Georgettes, Very Special, a Yard \$1.98**

40 inches wide and a beautiful quality in handsome new spring patterns. Just the material for your new spring blouses, etc., regular values \$2.50 to \$2.75, Very Special, a yard ..... \$1.98

**Accessories for Easter**

Handbags, jewelry, veillings, handkerchiefs, gloves, hosiery and beautiful neckwear were never more lovely or more in keeping with the spirit of the spring than they are this season. They abound in novel shapes, styles, colors and decorative touches, and even though they contribute a world of distinction to Easter costumes, they are all temptingly moderate in price.

**WOMAN'S FOOTWEAR**



Styled by men who know the demands of discriminating dressers and built with a precision to the smallest detail, our shoes meet every requirement of the woman who wants the best in shoes.

**Women's Black Saede Pumps, black kid collar, turn sole, strap, French heel, price... \$11.00**

**Women's Brown Kid Pumps, two straps, flexible soles, French heels, price..... \$11.00**

**Woman's White Reinskin Oxfords, Goodyear welt, military heels, price ..... \$7.50**

**Women's White Buck Oxfords, flexible soles, military heels, price ..... \$6.00**

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

**LOVELY EASTER FASHIONS. FINEST ASSORTMENTS. LOWEST PRICES**



**New Smart Lace Hose for Spring and Easter Wear.**

Charming are these new lace silk hosiery, made from finest Italian glove silk. The beauty of such weaves emphasized by unusual designs are sure gaining favor with the well dressed women.

**A new assortment of navy, greys, blacks, heathers and whites received yesterday and such fine qualities priced reasonably low. A pair ..... \$2.49 to \$7.50**

**Phoenix and other well known brands of Silk Hosiery for the Particular Woman.**

Late express shipments have brought some beautiful things in hosiery, bought specially for Easter. A splendid assortment of browns, blacks, greys, navy and whites.

They are priced very low, a pair 69c to \$3.75

## Red Hot Bargains For Pre-Easter Shopping from Our Bargain Basement

Make your dollar work overtime.

**Fancy Silk Dresses**

We are offering a big lot of beautiful silk dresses at prices far below their real worth—dresses of the finer materials and trimmings—dresses of which you can justly be proud.

**B. B. Prices Start at \$12.87**

Make your dollar work overtime.

**Beautiful Silk Waists**

One big rack completely filled with waists whose original values ran as high as \$26.50. Sizes 34 to 46. Reason it this way: if you are going to pay a low price for an article it is best to get something whose real value was far above the price asked than to get something that never was worth any more than the price asked.

**These Waists Start \$2.98**

Make your dollars work overtime.

**\$1.65 Silk Hose 69c**

Here is a real bargain—not fibre silk hose at 69c, but good, pure thread silk at this price. Sounds unreasonably low, doesn't it? But then the Bargain Basement is unreasonably low any way so this item is not an exception after all. You can dress up with an ease of mind if you keep in close touch with the Bargain Basement.

**Remember the Price 69c**

Make Your Dollar Work Overtime.

**Silk and Wool Skirts**

It would sound silly if we should say, "At Your Own Price," but that is practically what we say when we tell you that the prices start at \$3.98. There is a trifle over \$1800 worth of skirts from which to make your choice, so get busy and outfit yourself economically for Easter.

**They Start at \$3.98**

Make Your Dollar Look Big

**Women's Pumps and Oxfords**

Are priced low in this Economy Shop. You'll find many styles, sizes and widths awaiting you.

Make Your Dollar Look Big

**Men's Shoes at \$4.98**

We are, continuing this \$4.98 sale and have decided that we will clean up the entire lot at this price. Make Your Dollar Look Big

**Children's Shoes for Easter**

There is a sale price marked on every pair. One line of our shoes has no superior in all Pendleton.

YOU'LL FIND THE BEST PRICES ON NEW MERCHANDISE HERE.

## THE PEOPLE'S WAREHOUSE

MAKE THIS STORE YOUR STORE, IT WILL PAY YOU.

### INSIDE FACTS ABOUT ADVERTISING

**The A. A. C. A Test in Little It Pays You Millions of People To Trace an Ad**

**AN EDITORIAL ON ADVERTISING**

Some of the highest-paid men and women in America are employed in writing of advertisements. The reason is that the work requires rare skill and knowledge, tact and salesmanship.

The usual advertisement reaches millions of people, and a great deal depends on the interest and impression it creates.

Advertisers generally figure cost and result very closely. The results of store advertising show immediately in sales of the items offered. Mail order advertising is easily traced. Many individual ads are traced by a coupon, showing how one ad compares with another in bringing inquiries for samples, etc.

All advertising to be continued, must justify itself by results.

Most national advertisers test their ads in small communities before using them in a large and costly way. They learn how the thousands respond before approaching the millions.

Ads which fail to impress people in a large way are discarded.

Most advertisements therefore, contain facts of proved interest to many people. Every large newspaper, every day, prints many advertisements which would interest you.

If you fail to read them you are losing money or missing facts you should know.

Statements made in advertisements are usually dependable. Reliable advertisers never misrepresent or exaggerate.

That would be fatal to success. Most large newspapers carefully guard their advertising columns. All advertisements are censored. Anything apparently untrue or misleading, anything unfair or opposed to public interest will cause an ad to be rejected.

The Associated Advertising Clubs of the World also maintain, at great expense, a vigilance committee. This is supported by the advertisers and the publishers to maintain and foster public confidence in advertising. This committee is constantly occupied in watching for and investigating untrue statements in advertisements. Complaints made by competitors are sifted to the bottom. Questioned statements must be proved, else altered or omitted. If not, hundreds of newspapers will refuse the advertising.

In flagrant cases legal action is taken against the advertiser.

Thus advertisements are interesting, important and true. They could not otherwise be profitable.

It will pay you well to scan them daily and to read the facts about things you buy or that you might need or enjoy.

#### NOTICES

**Notice of Street Improvement**  
Notice is hereby given that at a regular meeting of the Common Council of the City of Pendleton held at the Council Chambers in Pendleton, Oregon on March 16th, 1921, the following Resolution was duly adopted, viz:  
WHEREAS, the City Surveyor of the City of Pendleton did on the 9th day of March, 1921, under direction and by requirement of the Common Council file in the office of the Recorder of the City of Pendleton, plans and specifications for an appropriate improvement of the following named street in said city:  
Thompson Street from the north right of way line of the O. W. R. & N. Co. to the south line of High Street, together with the estimates of the work to be done and the probable cost thereof with a statement of the lots, parts of lots and parcels of land to be benefited by such improvement and the percentage of the total cost of improvement, which each of such lots, parts of lots and parcels of land should pay on account of the benefits to be derived from such improvement; and  
WHEREAS, the Council has examined such plans and specifications and estimates and found the same satisfactory and the estimates therefor to be in accordance with the probable cost of such work; and  
WHEREAS, the property recommended by the City Surveyor to be included within the boundaries of the district benefited is in the judgment of the Common Council properly to be

included within such improvement District and no property is excluded therefrom which should properly be included therein; and  
WHEREAS, the improvement of the hereinabove described portions of Thompson Street either gravel Bituthite pavement, concrete pavement or Warrenite Bituthite pavement on crushed rock or crushed gravel foundation is at this time necessary, therefore, be it  
RESOLVED by the Common Council of the City of Pendleton that it is expedient to improve and it is hereby proposed to improve Thompson Street from the north right of way-line of the O. W. R. & N. Company to the south line of High Street, by paving the same with either gravel Bituthite pavement or concrete pavement or Warrenite Bituthite pavement on crushed rock or crushed gravel foundation; such pavement to be constructed and the surface thereof to be finished upon the established grade of said street and the street to have curbs and gutters and all other things in accordance with and as shown in the plans and specifications for the improvement of said portions of said Thompson Street from the north right of way line of the O. W. R. & N. Company to the south line of High Street, prepared by F. B. Hayes, City Surveyor, filed with the Recorder of said City on the 9th day of March, 1921, which said plans and specifications are hereby particularly referred to, and be it further  
RESOLVED that the Engineer's estimates of the probable total cost of such improvement, which said City Engineer's estimates was made and prepared by F. B. Hayes, City Surveyor of said City, in the sum of \$13,345.56 and was filed with the Recorder of said City on the 9th day of March 1921, is hereby included and hereby referred to particularly; and be it further  
RESOLVED that the plans and specifications and estimates for such improvement as prepared by the City Surveyor and filed with the Recorder of the City of Pendleton on the 9th day of March, 1921, be and they are hereby adopted and approved, and be it further

Resolved that the cost of making such improvement shall be a charge and lien upon all lots, parts of lots and parcels of land to be benefited by such improvement, and the owners of such lots, parts of lots and parcels of land so specially benefited by such improvement shall be liable for the payment of the costs thereof, and be it further, RESOLVED that an Assessment District is hereby created to be known as "Assessment District No. 78" embracing the property benefited and to be assessed for the payment of such improvements, which Assessment District shall include all lots, parts of lots and parcels of land lying and being within the district bounded and described as follows, to-wit:  
Description of Assessment District Number 78.  
Commencing from the northeast corner of lot 12, block 112, Reservation addition to Pendleton, Oregon, thence 1395 ft. 2 3/4 in. in a southerly direction and parallel with the east line of Thompson Street, thence 289 ft. in a westerly direction and parallel with the south line of High Street, thence 1205 ft. 2 5/8 in. in a northerly direction and parallel with the west line of Thompson Street, thence 289 ft. in an easterly direction and along the south line of the O. W. R. & N. Co. right of way line to the point of beginning.  
And be it further  
RESOLVED that a copy of this resolution together with a notice that the surveyor's estimate of the proportion of the cost of said work to be charged against each lot, part of lot and parcel of land is on file in the office of the City Recorder, be published for a period of ten days in the East Oregonian, which newspaper is hereby designated by the Common Council for the publication thereof.  
And notice is further given that the Surveyor's estimate of the cost of said improvement to be assessed against each lot, part of lot and parcel of land on account of said improvement is now on file in the office of the City Recorder, subject to inspection. Done and dated at Pendleton Oregon this 17th day of March 1921.  
THOS. FITZ GERALD, City Recorder.



"Love Honor and Behave" A Mack Sennett Comedy

ARCADE TODAY