

Easter Is Just 3 Days Away---Are You Ready?

It will pay you to do your last minute shopping here where you'll find the greatest stocks, the choicest assortments of the season's newest, most wanted styles. The best values and the most courteous and efficient service

JERSEY SPORT JACKETS



We have just received a choice assortment of the popular Jersey Sport Jackets in red, brown, tan, grey, navy and black, sizes 16 to 44, in two qualities.

Priced at \$9.85 and \$12.50

PLAID AND STRIPED SKIRTS

We also offer a large assortment of the new and wanted plaid and striped skirts for sport wear. The qualities are exceptionally good, the styles the best.

ACCESSORIES FOR EASTER

Handbags, jewelry, veils, 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.



BOYS' OUTING SHOES

Are cool and practical for spring and summer wear.

- Little Gents' Brown Elk, size 9 to 13 1-2, price.... \$3.00
- Youth's Brown Elk, size 1 to 2, price..... \$3.25
- Boys' Brown Elk, size 2 1-2 to 6, price.... \$3.50



LUNCH SPECIALTIES Sliced to Your Order

- Swift's Vienna Sausage, lb. 25c
- Swift's Premium Frankfort, lb. 25c
- Swift's Long Bologna, lb. 20c
- Swift's Ashland Specialty, lb. 35c
- Swift's Corn Beef Loaf, lb. 35c
- Swift's Baked Luncheon Loaf, lb. 35c
- Swift's Cooked Ham, lb. 60c
- Swift's Diced Beef, lb. 70c
- Swift's Premium Bacon, lb. 65c
- Seeds, Onion Sets, Seed Potatoes.

PHONE US YOUR ORDERS We'll give you the best of service.



New Spring Silks

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, Vary 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. Vary Special, a yard \$1.98

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

Get the Idea of Our Bargain Basement Advertisements

They are inserted to give you but an inkling of the Hundreds of Good Things to be found in this Shop of Economy.

When we insert this item **CHILDREN'S HOSE 19c**

it doesn't mean that this is the only hose bargain that we are offering—it's merely a mention of one of the good bargains.

When we insert this item **SILK DRESSES \$12.87**

don't get the idea that this is the only bargain that we have to offer you. It is but one of the many good things in Women's Ready-to-Wear

When we insert this item **MEN'S DRESS SHOES \$4.98**

you can rest assured that we have hundreds of other good shoe bargains for everybody. It is just a reminder.

When we insert this item **BUNGALOW APRONS 98c**

surely you would not expect us to offer this one bargain only. It's just a suggestion of the many good apron bargains offered you.

When we invite you to visit this good shop on your pre-Easter shopping trips you may be assured that many good things await you. Make the very best of our offerings.

Our recent wonderful buys enable us to offer you most remarkable savings.

PENDLETON'S GREATEST DEPARTMENT STORE

The People's Warehouse

WHERE IT PAYS TO TRADE BARGAIN BASEMENT

This should be your store, it's here to serve you in every manner possible.

Interesting News Nowadays in Advertising

48 Hours COSTLY SPACE The Public Pulse Each Manager Knows Spending vs. Earning

AN EDITORIAL ON BUYING

The advertising columns in these days are filled with interesting news. Read them.

Countless facts are being printed which you'll be glad to know.

Advertising space is expensive, so it is used in a careful way. Only facts of importance and facts which have wide interest are inserted. The results are traced, and advertisements which fail to interest do not long appear.

A department store, for instance, assigns to each line a certain amount of space. The cost is charged to the department and the manager knows within 48 hours if what he said there was effective.

Thus advertisers are constantly feeling the public pulse. They know what interests at any time and what does not.

So advertisements in general present only offers to which hundreds of people respond.

Current advertisements are

especially appealing. Merchants and manufacturers in many lines are establishing a new price basis. Enormous sacrifices are being made in these readjustments.

And the economic history of these stirring times is being largely written in advertisements.

Advertisements are so displayed that one may pick out at a glance the subjects of possible interest.

It does not take long to read all the merchandising news about things you may desire. To overlook such facts, impressive enough to state in print, is a vast mistake.

The right spending of money is just as important as earning it.

People who habitually read advertisements pick up a great many bargains.

They keep informed on prices, on styles, on improvements and advantages. They learn of useful things and better things of which others do not know.

They live better, enjoy more and buy more wisely than the less-informed.

Look over the advertisements in this paper today and see how many items have an interest for you.

THE BLIND SOWER

Your advertising appropriation should bear fruit a hundredfold.

It stands to reason that the less you sow on the rocks and along the wayside the more returns you are sure to get. Scientific space buying is the seed that falls on good ground of reputable publication.

Audit Bureau Circulation Reports, carefully studied, enable you to forecast where the good ground lies. More

scientific selection of space is a solution of many of the problems confronting advertisers right now.

Not paid circulation is what you go after first; but wouldn't you like to know how that circulation was obtained? The kind and character of people who read the publication and what it is worth to them?

You can dig out all that information in a very few minutes from A. B. C. reports and every time you get additional, authentic information about a newspaper or a periodical you prevent advertising dollars from being thrown on the rocks, or along the wayside.

The East Oregonian is a member of the

AUDIT BUREAU OF CIRCULATIONS

ROTARY CLUBS TO GET FACTS ABOUT LEGION

INDIANAPOLIS, Ind., March 22.—(U. P.)—The Board of Directors of the International Association of Rotary Clubs has ordered a nation-wide survey of conditions surrounding the care of disabled veterans, "to prove whether American Legion reports are based on hysteria or upon actual facts," according to a letter received at Legion headquarters today from Chester H. Perry, Chicago, secretary-general of the Rotary organization.

Perry said the Rotary Board had endorsed the Legion's consolidation program for relegatee the disabled and would support the Legion's efforts to obtain its enactment into law. His letter said in part:

"The 50,000 American business and professional men who form the 800 Rotary Clubs of the United States

have started out to gather the actual facts in their respective communities with regard to the manner in which the U. S. Government is handling the cases of disabled ex-soldiers. The rotarians have been shocked by the disclosure made by the American Legion regarding the circumstances surrounding the rehabilitation of Uncle Sam's disabled ex-soldiers. Each Rotary Club is appointing a special committee to investigate conditions in its community and report to the club. Every club will then report to the headquarters office of Rotary in Chicago. The result will be that from 800 communities in every part of the United States will come evidence of business and professional men to prove to the American people whether or not the American Legion reports are based on hysteria or upon actual facts."

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:

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 said City, in the sum of \$13,245.56 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 as 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 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:

Comencing from the northeast corner of lot 12, block 113, Reservation addition to Pendleton, Oregon, thence 1305 ft. 2 3/4 in. in a southerly direction and parallel with the east line of Thompson Street, thence 260 ft. in a westerly direction and parallel with the south line of High Street, thence 1305 ft. 2 5/8 in. in a northerly direction and parallel with the west line of Thompson Street, thence 260 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.

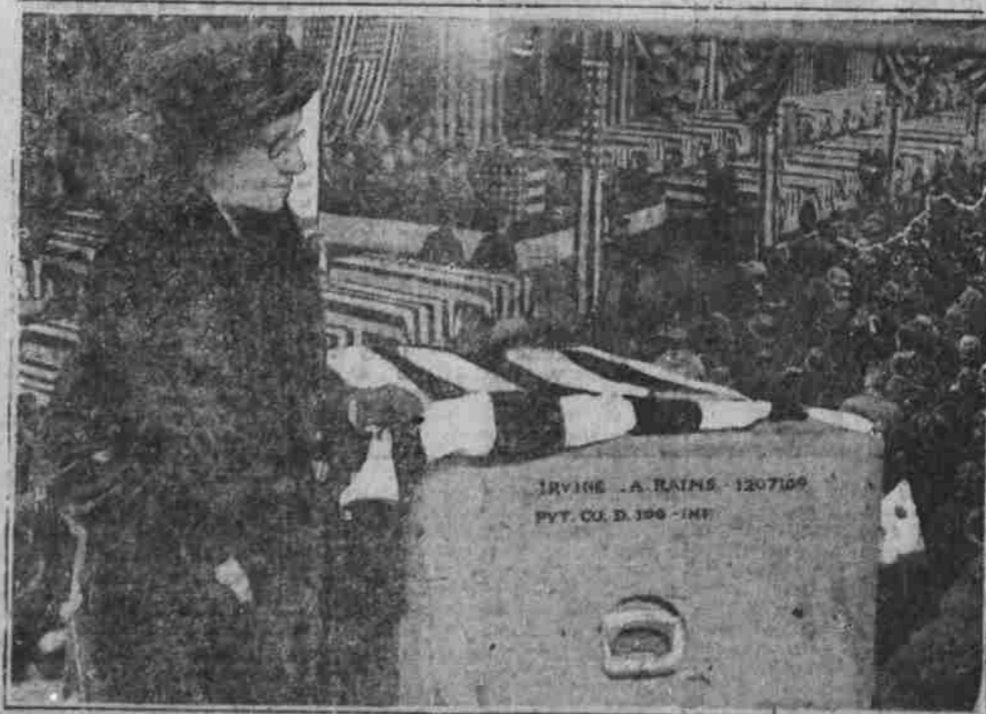
And be it further

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. FITZGERALD, City Recorder.

Her Boy Comes Home



Private Irvine A. Rains of New York, veteran of the 27th Division, came home the other day. His body was brought back with 1937 other soldier dead. Gold star mothers went up and down the long lines of flag-draped boxes at Hoboken pier, hunting their boys' names. Mrs. Rains is shown here just after she had found her son's coffin. In the background, joint memorial services at the pier held by Protestants, Catholics and Jews.