

THE PRICE THAT PAYS

Whatever you buy, you can nearly always find something that looks "just as good" at a lower price. Sometimes the price tempts you to forget the quality; and that's dangerous to economy. A good thing at a fair price pays the buyer; just remember THAT, when you're attracted by a low price, and please bear in mind too that the sweetness of low price never equals the bitterness of poor quality.



You can't wear "the price"

That's what some men look for in clothes; a cheap price; and that's all they get. Wear and style is what you really buy clothes for; you can't have either without good quality.

Hart Schaffner & Marx clothes are all-wool and stylish. These clothes last so long that they cost less by the year than other clothes; if they don't satisfy you—money back.

The new style notes for spring: The shoulders are more square; the coats are more loosely draped; coat openings are a little lower; the lines are simple but distinctive. Find the Hart Schaffner & Marx silk label sewed inside the coat. It's a small thing to look for, a big thing to find.



From Twenty Six Thousand Dollars worth of good merchandise you should be able to select a complete Easter outfit at an economical price in THE BARGAIN BASEMENT.

Reasonable Basement Prices
Shoes, Oxfords, Pumps
You will be doubly assured that every piece of footwear is priced LOWER in the Bargain Basement if you will just pay this small amount.

Reasonable Basement Prices
Pure Silk Hose 69c
Our ad of yesterday sold 35 pairs. There is not a big lot of them so we suggest that you buy now. Black, white and brown.

Reasonable Basement Prices
Pretty Spring Coats
Don't confuse these coats with the cheap variety even though they bear prices still lower than the cheap ones. They are all on sale now.

On Easter day there will be those who will feel the greatest satisfaction in their attractive personal appearance. Will you feel satisfied that you have economically outfitted yourself? Visit the Bargain Basement where low prices prevail.

Reasonable Basement Prices
Silk Waists \$2.98
They are every one of them as pretty as you could wish. They are going fast so try and make your selection today.

Reasonable Basement Prices
Silk Dresses Sacrificed
Several of Pendleton's best dressed women were successful yesterday in knowing what beautiful dresses were on sale in this economy shop. You'll be surprised too.

Reasonable Basement Prices
The Finer Wool Dresses
They're all on sale and priced in a way that will make you glad that you paid this department a visit. Select your dress NOW!



BLOUSES TO COMPLEMENT THE EASTER SUIT

Lovely soft things—that every woman will like. Exquisite georgette crepes and crepe de chines in the chosen shades of Spring—flesh, bisque, apple green, orchid, maize and white—altogether with scores of sheer crisp lingerie materials, afford a choice rarely found at anything like these prices.

\$3.75 to \$26.50

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.



If Quality means anything to you, this is the place for you to shop.

PENDLETON'S GREATEST DEPARTMENT STORE The People's Warehouse

PURE FOOD GROCERY WHERE IT PAYS TO TRADE BARGAIN BASEMENT

Make this store your headquarters, it's here to serve you.

THE RIGHT TO SAVE

Don't Gamble A Stingy Man The Cent Profit Tips and Tickets At Last We See

AN EDITORIAL ON BUYING

This country has passed through a period of price inflation.

That period is past, definitely past; but we are still feeling its effects. This inflation touched us on all sides. We were both cause and effect. Increases in necessities, increases in luxuries, in food, rent, clothing, in fact everything from tips to theater tickets climbed in price.

And along with these advances, sometimes anticipating them, rose wages. The only thing which did not increase was personal ability. The more we made the less we did, and the more we demanded. We denied ourselves nothing but common sense and the right to save.

The only possible result from such thoughtless selfishness was a slump. And then we became as unreasoning in our economy as we had been in our extravagance.

We became almost like the man who economized on horse feed until his horse died. In fact, we are worse than this man, for, in refusing to buy those things which we needed we threw both ourselves and others out of employment.

At last we begin to see how foolish we have been. We are learning the economy of buying, which is the economy of saving.

The thrifty buyer lays just before he is forced to do so; and buys that which is known, reliable, and carries the guarantee of reputation.

Known goods are like public persons. If they are not up to standard they are soon found out.

That is why thrifty people insist on having advertised goods, goods which are known, which carry the name of a manufacturing house that is so sure of the quality of its product it is willing to publish its name with its wares.

Advertised goods are not only the most economical in quality but are also more economical in price for such quality. That is because advertised goods

are sold in larger quantities and so can sell at a smaller individual profit. One cent of profit on each 100 articles brings five times the return that does two cents of profit on each of ten articles.

Advertising reduces selling prices by increasing the number of sales.

Also when you buy advertised goods you are helping to give employment to a known number of workers. Factories making advertised goods have a reputation to maintain, not only in the quality of the goods sold, but in the payment of bills, keeping of contracts and in the treatment of their workers.

So you see when you buy advertised goods you are not only saving money through getting goods of proven quality at reasonable price but you are helping workers who make those goods to keep employed and also to save.

The sooner all of us insist on buying only advertised goods, the sooner will we help each other to live right and save sensibly. Do not gamble with unknown articles. Maintain your right to save by buying the goods about which you read.

Spring Styles on the Avenue



Milady is wearing pre-Easter fashions on Fifth Avenue these fine spring days. Here are two the photographer snapped. On the left, a spring suit made of black velours intermingled with a white stripe and white cloth collar and cuffs. On the right, a director's suit of blue serge with a pique collar and a director's hat.

PIGEON FLIGHT IS LONG

EDMONTON, Alta., March 24.—(A. P.)—One of the longest pigeon flights on record will be attempted from Edmonton to San Antonio, Tex., June 20, it is announced here. Arrangements for the flight have been made between the Edmonton Homing club and the San Antonio Homing club. The distance is 2090 miles.

Between 30 and 50 homing pigeons will be shipped from San Antonio and liberated here by W. Lees, president of the Edmonton Homing club.

The longest flight on record, according to information here, was from Rome to Liverpool, a distance of more than a thousand miles over difficult country.

ADAMS YOUNG PEOPLE ENJOY ENTERTAINMENT

(East Oregonian Special.)

ADAMS, Ore., March 24.—The Adams young people met on Friday evening at the home of Mr. and Mrs. L. L. Leuallen. A business meeting was held, after which lunch was served by the men. Games were played and an orchestra furnished music. Those who attended were Mr. and Mrs. Chas. Shatz, Mr. and Mrs. L. L. Leuallen, Mr. and Mrs. Larabee, Perry Baker, Lloyd Infan, Helen Boyer, Irah Blake, Doris Leuallen, Dena Leuallen, Irene Dupuis, Hazel Angier, Clarence Pow-

er, Clara McFarland, Bertha McFarland, Roy Marlow, Reverend Luther, Willard Dames, John Parr, Lawrence Parr and Lee Crawford.

Miss Helen Blake returned to Pendleton Sunday on the 4:15 where she is attending high school, after spending Sunday at home in Adams.

Mr. and Mrs. Charles Bunch and children and Mr. and Mrs. Eward McCollum and children, were the guests Sunday of Mr. and Mrs. M. A. Baker.

John Hales and Roll Morrison motored to Adams Saturday.

The Duffy Brothers were in Adams Thursday and stated the mud was very bad.

The ladies of Adams surprised Mrs. Ralph Wallan with a shower at the home of Mrs. Carl Christian. Those who attended were Mrs. Charles Shatz, Mrs. Will Boyer, Mrs. Alex McKenzie, and daughter, Nadene, Mrs. Harry

Larabee, Mrs. Revella Leuallen, Mrs. Chas. Bunch, Mrs. Olla Leuallen, Mrs. Carl Christian and Mrs. L. L. Leuallen. A dainty lunch was served and all spent a pleasant afternoon.

Mr. Eward McCullom, Guy Mayberry and F. M. Whiteley motored to Pendleton Friday.

Mr. and Mrs. Carl Christian motored to Pendleton Friday to do some shopping.

Mr. and Mrs. Frank Krebs and mother, Mrs. Blanton, motored to Pendleton Friday.

Mr. and Mrs. F. M. Whiteley were in the city of Pendleton Friday.

Mr. and Mrs. Harry Larabee were in Pendleton Friday.

Mr. and Mrs. G. M. Morrison motored to Pendleton Friday.

Ralph Wallan and mother, Mrs. Jane Wallan, motored to Pendleton Friday.

Mr. and Mrs. Doris Green have left Adams to visit relatives and friends in Idaho, for a short time.

Ivan Blake of Helix, and sister, Irah Blake, motored to Athena Saturday to attend the movies.

Mrs. E. A. Merritt of Athena, was an Adams visitor Saturday.

Elmer Darr and Mrs. Kember motored to Weston Sunday.

Church services were held in the Baptist church Sunday.

Mr. and Mrs. Will Boyer entertained Reverend Luther, Perry Baker, Myrtle Corley, Clarence Power, Hazel Angier and Lewis Desvoign, for dinner on Sunday.

E. M. Whiteley is doing some repair work for L. L. Leuallen.

Mr. and Mrs. Chas. Dupuis motored to Adams today to do some shopping.

The Pendleton Baking Company motor to Adams every day and supply the merchants with hot bread.

The first day of spring came in with a cold wind.

Clint Helcomb motored to Adams today to do some shopping.

The farmers are busy with spring plowing. They say the ground works fine when it is not raining.

Mrs. John Adams has 250 young chickens.

Most all the people in Adams are cutting and trimming their shade trees.

John Pierce drove to Adams today with a load of potatoes.

Mr. and Mrs. Harold Barrett came to Adams Sunday.

G. M. Morrison motored to Adams today.

Mrs. Roy Desvoign is confined to her home with a bad cold.

Retains Her Youth at 66



Keep going, if you'd have perpetual youth. That's the advice of Mrs. Edith McAlpin Henrime. At 66 she is a movie actress and a graceful dancer, as well as the mother of five children. She is appearing in a film being made by William Fox. William Farnum is the star of it. That promises that it'll be no 'fresda, black tea affair.

WINNIPEG, Manitoba, March 24.—The Dairy Products Commissioner of the Province of Manitoba estimates that over 25,000 farmers in Manitoba are engaged in dairying.