TWELVE PAGES

DAILY EAST OREGONIAN, PENDLETON, OREGON, FRIDAY EVENING, APRIL 1, 1921 PAGE NINE

# Spring 1921

a new cash store fresh new goods new low prices

## You're Invited to Our Opening

THE CRESCENT DRY GOODS CO. WILL OPEN ITS DOORS TO THE PUBLIC

## **Tomorrow Morning, April 2nd**

This store is essentially a home institution owned and operated by Roy E. Morse, Chas. E. Bond and Willard Bond, who are here to stay, whose interests are your interests.

The purpose and policies of this store will be to sell QUALITY MERCHANDISE OF REAL VALUE FOR CASH ONLY at prices much lower than we possibly could were we doing a credit business. The expenses of The Crescent Dry Goods will be kept down to the mi nimum in every way, in order to give our patrons the full benefit of every saving possible,

We will offer to the people of this community, Women's and Children's Wear and a complete line of Dry Goods of assured integrity at prices that will make an appeal to you. Our standards are inflexible and in offering reliable merchandise at lower price levels, we feel that we deserve your confidence and support. Our interest does not stop when we sell you merchandise. We want to know that it is satisfying in every respect.

Having just returned from the Eastern markets we are in a position to place at your disposal unexcelled values for your choosing. This page offers you just a taste of the values you'll find in this new store. All our

stock is fresh and new and all of it purchased on the new low price market, higher quality and lower prices than you have been offered since 1914.

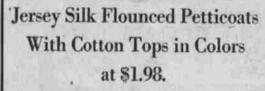
We hope you will come to our opening, if only just to "look." We want you to know our store.

Packages either paid for, C. O. D. or approvals will be promptly delivered by our own special service at the time you want them. TELEPHONE 127.

### **OUR READY-TO-WEAR** SECTION

is on the balcony. Visit this department, see Georgette and Tricolette Waists and Blouses, shoiwng the new tomato, burnt orange, blues, tan, green, yellow, white, flesh and 

FANCY LINING SATEENS Fine qualities ..... 79c, 90c and 95c Hemstitched Lunch Cloths, 36 in. each 98c Silkoline, best qualities, the yard ..... 29c Bleached Muslin, fine quality, the yd. . . 13c Fine Percales in stripes, very heavy for men's shirts, the yard ..... 25c Playtime Cloth, 31 inches wide, wears extra well and long, the yard ..... 25c



All Silk Jersey Petticoats, beautiful



#### ATHENA KNIT UNION SUITS Extra fine gauge in the newest styles, underwear that fits, the suit ..... \$1.10 and \$1.29 Other suits at ..... 69c and 75c EXTRAORDINARY VALUES IN LACES Linen Cluney, Vals, crochet laces, at the yard 5c, 10c and 20c. CHILDREN'S GINGHAM DRESSES Pretty little plaids for children, age 6 to 14

years at ..... 98c to \$2.69

SILK ENVELOPE CHEMISE

mbroidered aistsWOMEN'S SILK DRESSESaistsMade of taffetas, Canton, Crepes, Crepe "de Chines and Satins, showing the newest cre- ations. Colors are navy blue, new grays. Copen, henna, brown and black. Exceptional values atBonita Hand Embroidered Chemise and Gowns, Oriental work
<b>5</b> 4.98 and \$5.65 <b>S</b> 22.50, \$25, \$26.95 and \$35. <b>GHAMS S</b> 22.50, \$25, \$26.95 and \$35. <b>Gray, brown and black in all sizes at the low        <b>S</b> 1.00 PAIR          <b>at S</b> 200          <b>MARNER'S CORSETS A complete stock of new low price Corsets,        <b>Moment's COVERALL APRONS A Ste to \$1.19 MANDKERCHIEFS AT 19c EACH Mercerized Damask, 60</b> in, wide, the yd. 69e          <b>HANDKERCHIEFS AT 19c EACH A splendig purchase made in New York of Mercerized Damask, 60</b> in, wide, the yd. 69e          <b>Heavy Mercerized Damask, 61</b> in., yd. \$1.19        <b>Mercerized Damask, 60</b> in, wide, the yd. 69e          <b>Heavy Mercerized Damask, 61</b> in., yd. \$1.19        <b>Mercerized Damask, 60</b> in, wide, the yd. 69e          <b>Heavy Mercerized Damask, 61</b> in., yd. \$1.19        <b>Mercerized Damask, 60</b> in. wide, the yd. 69e     </b></b>

The Crescent Dry Goods Co.