

ONE PRICE TO ALL

AND THAT THE LOWEST POSSIBLE, QUALITY CONSIDERED. You need not fear over paying at this store, neither need you feel that some one else is buying their needs at a lower price than you are. At stores where one price is used as a bait and another for selling, no matter how shrewd a buyer you may be,—in the end you are going to be overcharged,—and surely that is not in keeping with the present day sentiment—THRIFT.



Special Bargains for Friday and Saturday Special No. 1.

- 1 pkg. O. D. Cleanser..... .15
- 1 pkg. Citrus Powder..... .35
- 1 Bot. Ammonia..... .20
- 10 Bars White Soap..... .70
- 1 Bot. Bluing..... .20

Total..... \$1.60
Friday and Saturday Spec. \$1.00

Special No. 2

- 4 Cans Elmore Salmon..... .80
- 1 Can Minced Clams..... .30
- 1 Can Shrimp..... .30
- 1 Can Finnan Haddie..... .40

Total..... \$1.80
Friday and Saturday Spec. \$1.00

Special No. 3

- 2 Cans Corn..... .40
- 2 Cans Peas..... .40
- 2 Cans Tomatoes..... .40
- 1 Can Sauer Kraut..... .20
- 1 Can Dill Pickles..... .20

Total..... \$1.60
Friday and Saturday Spec. \$1.00

Special No. 4

- 2 Cans Peaches..... .60
- 2 Cans Apricots..... .60
- 2 Cans Pineapple..... .40

Total..... \$1.60
Friday and Saturday Spec. \$1.00

Special No. 5

- 1 Lb. T. P. W. Coffee..... .50
- 1-2 Lb. Tree Tea..... .45
- 2 Cans Milk..... .30
- 2 Pounds Sugar..... .25

Total..... \$1.50
Friday and Saturday Spec. \$1.00



Individuality Characterize the New

SUMMER DRESSES

Shown Here.

And though the styles are individual, notable values predominate. In regard to the new, cool appearing dresses we might describe each one in detail, but even then we would be unable to picture just how smart and good looking they are. The best plan is, to come into the store and see the dresses and try them on. Then you will realize to your own satisfaction of the individuality of their styles and lowness of their prices.

\$18.50 to \$75.00

NEW DRESS GINGHAMS ARE HERE.

Remarkable Values from 18c Upwards to 89c

We are now showing unusual complete stocks of 27 and 32 inch Gingham both in domestic and imported cloths in striking patterns. You must see our standard quality 27 inch Gingham at a yard 19c, and our 32 inch standard Gingham at a yard 29c.

HOSIERY

In this day of short skirted frocks, Fashion calls for something new in stockings. We have heeded the call and provided stockings to meet the demand. From the plain silken hose to the elaborate affairs of lace that decorate the insteps, giving way to long stripes of Valenciennes insertion that run from heel to toe. They're all here—at lower than last year prices.

KUTE KUT

Play Suits for Children \$1.25

Just received, in all sizes, in tan and blue. All sizes—get yours before the assortment is broken.

Coming



Prof. Albert Einstein, famous German physicist, is en route to the United States to discuss his "theory of relativity," proclaimed the greatest advance in science in generations.

CHICAGO CITIZENS ARE DRINKING BEER WITHOUT 'KICK' EXTRACTED

Prehistoric Beverage Flows in Golden, Frothy Streams Over Bars of Reformed Saloons.

CHICAGO, April 7.—(U. P.)—Chicago is drinking real beer. The prehistoric beverage flowed in golden frothy streams over the bars of most of the reformed saloons. The thirsty were drinking long and deep. Chicagoans of the main species, were "loping the long" from one cafe to another and lining up at the bars three deep. Prohibition officers declared they are doing their best to stop the beer deluge, but the places to watch were so many and the size of the force was small. In making near beer, the process demands that beer of alcohol content be made and then the "kick" extracted. Apparently some of the brewers "forgot" to extract the alcohol.

PLAYGROUNDS PROVE BENEFIT TO KIDDIES

NEW YORK, April 7.—(A. P.)—More than 4,000 playgrounds and recreational centers in the United States are helping to keep boys out of mischief, teaching girls swimming and other athletics and showing adults how to benefit themselves physically and mentally by play.

The effect they have in keeping boys out of trouble with the police is emphasized in reports which have come to the playground and Recreation Association from all over the country as one of the most important results of the establishment of playgrounds in cities. These facts are given in the year book of the association just made public.

The chief of police of San Francisco believes the establishment of neighborhood recreation centers is a constructive measure toward suppressing the crime wave. He asked the community service to extend its recreation work because he believed that the wrong use of leisure time had much to do with the increase in crime.

Granville Lee, supervisor of the Portland, Me., Recreation Commission, says that bad boys behave themselves better during the playground season and also that there are fewer street accidents of children because of playgrounds.

The playground directors of Bay City, Mich., have discovered that summer activities on the playgrounds have eliminated all swearing, cheating and stealing among the children. They note with satisfaction that the spirit of fair play has helped to put the playground bully where he belongs and beat of an appreciable falling off of delinquents.

Cases are reported where mothers have been amazed to note that their children did not catch cold although they layed in the snow, that the youngsters have gained in weight and appetite. In one case a father forbade his daughter to play because it made her eat too much.

One thousand children were taught to swim in one week at Tacoma, Wash. and it is estimated that 500, the majority of them girls, have learned to swim at Seattle.

Pageants, plays and community singing have been fostered throughout the country in the past year with good results. One pageant was given at Kalamazoo, Mich., in a snowstorm and it was attended by several thousand and the scenes were much enhanced by the snowy setting.

Community singing in factories has been helpful in establishing friendships among the employees and between them and their employers and in lessening the popularity of crap shooting.

Many different organizations are promoting this work with the result that a 42 per cent gain is reported last year.

MASQUERADE PARTY IS GREAT SUCCESS

(East Oregonian Special.)

HERMISTON, April 7.—The Baptist Ladies Aid met at the home of Mrs. J. S. West last Wednesday. The afternoon was spent in sewing and completing plans for a sale.

One of the loveliest of the seasons parties was given at the home of Mrs. Irena Waterman on Saturday afternoon when Master Vernon and Miss Margaret entertained their friends. An ideal spring day kept the young folks out of doors playing games. At five o'clock delicious refreshments were served at two gaily decorated tables.

Rev. and Mrs. Ira D. Hall were guests of honor at a farewell reception held in the Baptist Church Thursday evening. The evening was pleasantly spent in reminiscence over the past year and a half, after delicious refreshments were served by a committee of ladies. The guests then departed after wishing Rev. Hall and his wife of faithful services. Rev. and Mrs. Hall left for McMinnville, Oregon, where they will make their home for the present.

Mr. and Mrs. L. DeTilden have moved into Mrs. Hilsey's housekeeping rooms on the east side of town.

Yesterday afternoon Mrs. Fraser Mrs. Joe Ralph and Mrs. Warner acted as joint hostesses at the home of Mrs. Fraser where they entertained the Card Club. After a pleasant afternoon at cards delicious refreshments were served by the hostesses.

The married folks Masquerade ball held in the auditorium last Friday evening was a wonderful success. A large crowd was in attendance and much fun was had trying to guess who was who. The masks were removed about eleven o'clock after a delicious supper was served.

A meeting of interest to poultrymen will be held at the Columbia school house the evening of April 11th. Professor H. E. Crosby of the Oregon Agricultural College will discuss incubation, brooding, care of chicks and other important questions. The meeting will be held under the auspices of the Poultry Bureau.

The regular Commercial Club luncheon had a good attendance. One of the important matters taken care of was the selection of a camp site for Hermiston. It was decided to locate the camp in the city park near the city reservoir. The park will be greatly improved, trees planted, hydrants installed and all conveniences tourists require will be put into the camp site. The city will appropriate \$125 toward this work and a like sum will be given by the Chamber of Commerce. It is planned to make the camp site the most attractive on the Columbia highway.

Frock of Handkerchief Linen



A mid-day frock that combines all the advantages of coolness, simplicity and charm is this frock of handkerchief linen in pearl gray. The frilled collar and cuffs are of white organdie. The sash tied at the back adds a much-to-be desired touch of youthfulness. Worn with a gray satin hat and gray pumps and stockings, not even Palm Beach can boast of anything more attractive.

Worthwhile bargains await you in every department. Call and investigate.

PENDLETON'S GREATEST DEPARTMENT STORE

The People's Warehouse

WHERE IT PAYS TO TRADE

This store is here to serve you. Call as often as you can.

MARY HAD A LITTLE STORE

Her Ad 3% a Year
Rain or Shine
All Old Is Sold
Works in a Circle

AN EDITORIAL ON BUYING

Out in Harrisburg, Pennsylvania, there is a woman's specialty shop conducted by Mary Suchs. During the year of 1919 this shop did a business of \$207,000.00 at a total expense of 14.35 per cent for doing business.

During this same period a national magazine found that the following groups of stores had a selling expense as follows:

- Dry Goods..... 22.05 pct.
- Groceries..... 17.51 pct.
- Variety stores..... 17.76 pct.
- Hardware stores..... 20.41 pct.
- Clothing stores..... 22.27 pct.
- Drug stores..... 24.63 pct.
- Furniture stores..... 26.31 pct.
- Jewelry stores..... 26.51 pct.
- Shoe stores..... 25.22 pct.
- Women's Specialty shop..... 22.46 pct.

A paragraph taken from one of her advertisements, in which she showed the above figures, tells just how her low selling expense was accomplished, but it does not emphasize the fact that her ad-

vertising, which cost a trifle less than 3 per cent for the year was in her judgment entirely responsible for the unusual success of this new business. Here is what she said:

"What holds my costs down to this record-breaking level? Volume—that's the answer. I do a relatively immense volume in a small relatively large amounts during a day's business. It follows, logically, that

I can afford to sell my goods at very low prices and still make a fair profit. And that is exactly what I do. It works in a circle. The lower my prices—the greater my volume—the lower my costs."

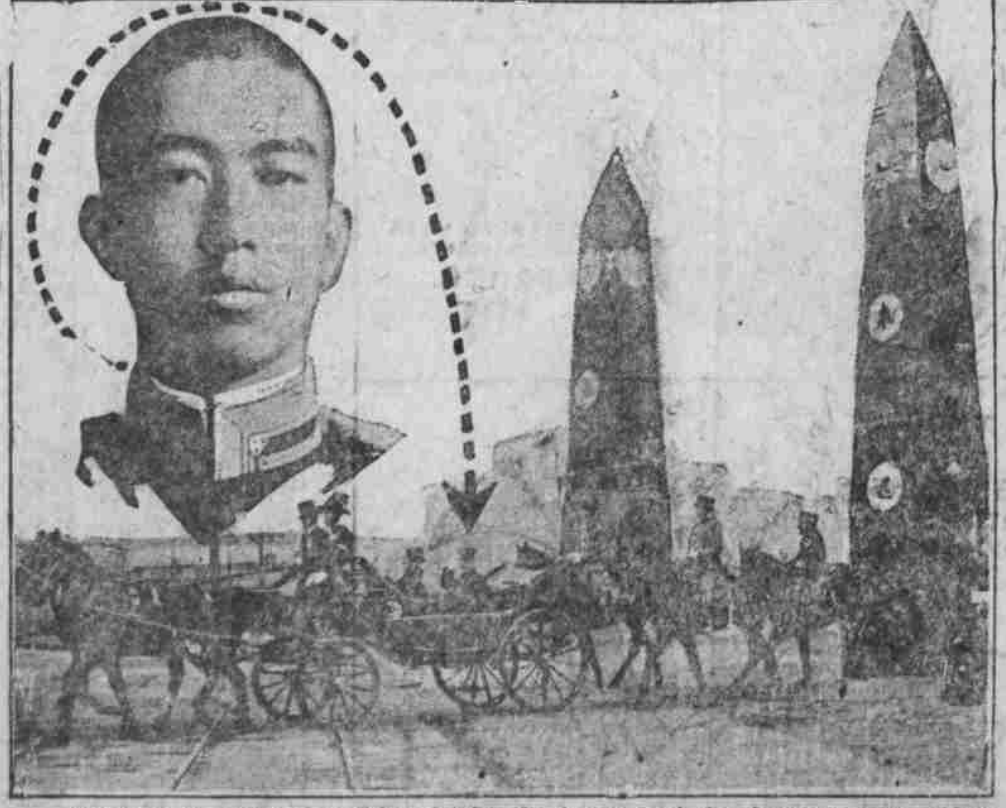
This store has been a consistent advertiser since the day it was opened, September 3rd, 1919. There are two newspapers in Harrisburg. These newspapers carry the advertising of this store week in and week out, rain or

shine, good business or poor business. These advertisements seldom carry prices or illustrations. They are written like short editorials, two things always being emphasized: first a personal service on the part of salespeople who have been trained by the proprietor; and second, the finest merchandise that can be bought at lower prices than can be obtained at the average store.

During 1920 this store did

a business of \$207,000 and the selling expense remained practically the same. Miss Suchs in public statements and in articles which she has signed for various magazines invariably emphasizes the value and pulling power of advertisements that are run continuously, regardless of conditions. Not only are the women of Harrisburg and adjoining towns given high quality merchandise at low, but in addition, they have an opportunity of becoming acquainted with various phases of the store service through the advertisements that appear each week of the year.

Jap Crown Prince Starting on Tour



This is the first picture from Tokyo showing the departure of the Japanese crown prince, Hirohito, on his European tour. He may also visit America. This is the first time in the history of Japan that a ruler or future ruler has left the soil of the empire. For weeks before his departure, March 3, thousands of Japanese people prayed for the shrines to prevent the trip, thinking that the break in ancient custom would portend evil for the empire. Great crowds saw the prince start amid tremendous pomp. Decorations were lavish and thousands of troops and police guards lined the route.

In August and February a sale is held for one week. Everything that is old is sold regardless of the price it brings. Outside of these two periods special sales are never held because the store prides itself on always having fresh merchandise of any kind, and the number of men who now accompany their wives and daughters when they shop in this store averages about two times as many as visit the average store selling to women only.

The one quick and positive way of reducing the cost of merchandise to the consumer is to tell the story of merchandise, store service, and value, through the printed word. At least, that is the opinion of Miss Suchs, who has made a phenomenal success in the two and one-half short years she has been in business for herself.

The one quick and positive way for readers to secure the full advantage of the "reduction in cost" of merchandise is to read advertising closely and constantly.