

# April 4th to 9th IS NATIONAL GINGHAM WEEK



**Devonshire Suiting, a Yard 34c**

32 inch Devonshire Suiting, good assortment of plaids, stripes and plain colors, splendid for wear, fast colors.

Special values, a yard ..... 34c

**APRON CHECK GINGHAM, A YARD 14c**

Amoskeag quality apron checks, 27 inches wide, staple blue, brown and black checks.

Special, a yard ..... 14c

Set aside this week of April 4th to 9th, inclusive, to buy all the gingham you need for Spring and Summer. Changing conditions have made possible a more liberal use of ginghams than at any time in the past.

National Gingham Week this year, and in this store, will see our regular fine qualities in fresh, complete assortments, in new and distinctive patterns, offered at low prices which will justify unrestricted buying. Early inspection is cordially invited.



**Flaxon Tissue Gingham, Yard 74c**

36 and 32 inches in width. No more stylish fabric will be worn in Spring and Summer dresses; lovely assortment of plaids and checks.

Special, a yard ..... 74c

**SILK TISSUE GINGHAM, A YARD 90c**

32 inches wide in pleasing plaid designs with silk over plaids. Many of the lovely summer frocks shown in the new style magazines are made from Tissues.

Special Value, a yard ..... 90c

**32 Inch Dress Ginghams a Yard 24c**

32 inch Dress Gingham, bright pink and blue plaids, good quality. A splendid value at our regular price at 29c a yard.

Special, a yard ..... 24c

**32 inch Imported Ginghams a Yard 79c**

32 inch fine Imported Gingham, lovely soft colorings in plaids, stripes, checks and also in plain colors. Extra fine quality. Our regular low price on this quality is 85c and 89c per yard.

Special, a yard ..... 79c

**Dress Ginghams a Yard 19c**

27 inch Dress Gingham, "Toile du Nord" and "Red Seal" qualities, good assortment of bright school plaids, excellent quality.

Special, a yard ..... 19c

**Shirting Madras a Yard 59c**

Tub proof, mercerized Pongee finish, in a variety of novelty stripes and in a range of colors to please. Save by making shirts for your men folks this spring.

Special Value, a yard ..... 59c

**32 inch Zephyr Ginghams a Yard 35c**

32 inch Zephyr Gingham, assorted, plaid, stripes, checks and plain colors, fine grade.

Special, a yard ..... 35c

PENDLETON'S GREATEST DEPARTMENT STORE

## The People's Warehouse

PURE FOOD MARKET WHERE IT PAYS TO TRADE BARGAIN BASMENT

Our everyday prices offer the best values in Pendleton. Investigate and be convinced.

We'll give you the best for the price, no matter what the price.

## ANNOUNCEMENT

On and after Monday, April the eleventh, I will be at Sol Baum's Jewelry Store, ready to do your

**WATCH, CLOCK AND JEWELRY REPAIRING**

**MY INTRODUCTORY OFFER**

The first week from April the 11th to the 15th, I will do your first job of repairing at just

**ONE-HALF PRICE**

I believe it will do more good to give you that 50 per cent and introduce my work in this way than to spend the 50 per cent in advertising, as I know my work will satisfy you and you will recommend it.

**J. J. Zimmerman**

WATCHMAKER AND JEWELER

Since 1897

742 Main Street First National Bank Bldg. Pendleton, Ore.

**DR. C. H. DAY**

Physician and Surgeon  
Osteopath  
Rooms 22 and 23 Smith-Crawford Building.  
Telephone 764 Res. 749-B

**Walla Walla Pendleton Auto Freight Service**

ROUND TRIPS DAILY  
Leaves Pendleton 2 p. m.  
Pendleton Phone 225-W.

## A RICH REWARD FOR READERS

Money's Worth  
Lowers Cost  
Maximum Values  
Readjustments  
Full Duty Dollars

AN EDITORIAL ON ADVERTISING

Stated in the simplest terms, here are the direct results of advertising.

—More Money's Worth for You—  
—More Money for Merchants.

It has been proved over and over again that extensive advertising of meritorious merchandise reduces the cost and raises the quality.

The very business life of an advertising manufacturer depends upon elevating the standard of the product, while he keeps the price at the lowest possible point consistent with a fair profit to the retailer.

Nobody expects a dealer to do the impossible—to maintain an establishment and sell goods without making a reasonable profit. Neither does anybody want to pay more for goods than they are worth. And on this point advertising affords the utmost in purchaser protection.

Advertising lowers the cost of goods by increasing the volume of production.

It multiplies sales and thus makes more money for the merchant and manufacturer—more money's worth for the consumer.

It is self-evident, therefore, that advertised goods are naturally representative of maximum values. It would be folly to advertise an overpriced article, for the simple reason that

competition would feed on such publicity.

And advertising retailers, like the manufacturers, make mighty sure that the products they put their name behind measures up to the full standards of quality and value.

This is a time of readjustments. Merchants are taking losses in an effort to stabilize business and put it upon an equitable basis for both themselves and their customers. These readjusted prices are matters of daily occurrence, and they are of material importance to buyers. You will find the savings they offer you featured in the advertising announcements.

The reliable road, then, for the shopper to follow, is that which is bordered by the advertising column rules of the daily newspaper.

In this way one is sure to reach the stores where prices are in the proper proportion to values—and where you get precisely what you want. In this way careful and thrifty buying is possible, and the high standard of living of the average progressive American family can be maintained.

The men and women who let themselves be guided by the advertising announcements from day to day make every dollar do its full buying duty. They find their homes more amply provided

with comforts and even luxuries. They find their wardrobes more generously supplied with clothing of better quality and newer style—and they have the satisfying assurance that they are in every purchase getting the best and the most that their money can buy.

And because this is true, it will pay you to read advertising closely and constantly.

**BABY FALLS HEAD FOREMOST INTO BUCKET OF WATER AND IS DROWNED**

LOCKHART, Texas, April 9.—(A. P.)—The eleven-month-old son of Clinton Hontzack, drowned in a bucket of water at Dilworth, while his mother was outside feeding chickens. He fell head foremost into the bucket.

**AVIATOR LOST LIFE**

SAN DIEGO, April 9.—(U. P.)—Ensign Harry C. Batchelor, a Los Angeles boy, stationed with the navy flyers on North Island, died of injuries received in an airplane crash over San Diego bay. The machine went into a tail spin and he was unable to right it.

## CAN'T BE DONE



**MRS. W. H. COOLEY**

Mrs. Winifred H. Cooley of New York tried to live on a diet costing 15 cents a day. Now she agrees it can't be done. She lost 16 pounds in weight and then Dr. Ira Z. Wile, Columbia food expert, convinced her nobody could live on 15 cents at present prices. Twenty-four cents is the minimum, she now says.

## HIGHWAY COMMISSION MAKE INSPECTION TOUR

(East Oregonian Special.)  
COLUMBIA April 9.—J. L. Stillings, brother of H. J. Stillings, who with his family spent several months here a few years ago, is now practicing medicine in Yakima having finished a medical course since leaving here. His family is living on a fruit farm near the city. Mr. Stillings became quite well known while in Columbia.

Mrs. J. A. West of O. a stranger, is a guest at the home of her daughter, Mrs. Charles Bartlett. She was accompanied here by her daughter, Mrs. Hazel Bartlett and small son, who joined her in Wasco. Mrs. Hart will leave in a few days to visit other relatives in Pendleton before returning to her home in the coast town while Mrs. Bartlett will remain with her sister and family for the summer. Mrs. Bartlett, whose late husband was a brother of the local Mr. Bartlett, has just finished a term as deputy clerk of Sherman county.

Charlie Reynolds, who has been employed by Wallace Spencer the past year had the misfortune, one day last week to bruise two fingers of his right hand in the gearing of the baler while at work upon that machine. He was taken at once to Hermiton where the injured fingers were treated and at this time are healing nicely.

Baseball is getting to be a very popular amusement with the young folks. The third and fourth grades of the Hermiton school played Columbia's third and fourth grades, the visiting team winning in the event.

Stella Callahan, eighth grade pupil who has been off of school lately, ill with scarlet fever, is reported as being very much improved.

Gertrude Hall is also ill and first reports were also that she had contracted the fever but it later developed that the sickness was of another nature and at this writing there are no other cases of the fever in the community.

The state highway commission, consisting of Booth and Barratt, accompanied by Engineer Kelly, were through the county last week, making a tour of inspection with a view to deciding the controversy which has been existing for some time in regard to the route for the Cold Springs road which is to be started soon. As the road, no matter which route is selected by the highway board, will pass through Columbia to the river, great interest is felt in the community, in connection with the work and hopes are entertained that the grading will begin at the Columbia river end.

A number from our locality attended the lecture and talk given by Rev. Carl Sims, China missionary of the Baptist church Tuesday evening. As Rev. Sims is to remain a week, many are planning to attend the meetings to listen to the stories of his experiences in the foreign country.

## BRONZE TABLET PLACED IN SUITE OCCUPIED BY EX-PRESIDENT WILSON

BOSTON, April 9.—(A. P.)—The steamship George Washington will leave this week for Newport News, to be re-fitted at an estimated cost of \$850,000. The former German liner has been berthed here more than a year. A bronze tablet will be placed in the suite occupied by former President Wilson during his trips to Europe in 1918-1919.

**CELEBRATE MASS FOR CARDINAL**

ROME, April 9.—(A. P.)—Mass for the repose of the soul of Cardinal Gibbons was celebrated today in his titular church of Santa Maria in Trastevere. The stilted choir sang the mass of Abbe Perosi.

**Blue Laws Referred to Bar Ass'n.**

PORTLAND, April 9.—(A. P.)—Drafting of a national Blue Sky law governing the operations of promoters and stock companies was referred to the American bar association today by the third international mining convention.

A. W. Martin, a Chicago mining man told of the intense iron ore deposits rich in values in the Columbia county, Oregon.

## SYNOPSIS OF THE ANNUAL STATEMENT OF THE Springfield Fire & Marine Insurance Company

Of Springfield, in the state of Massachusetts, on the thirty-first day of December, 1920, made in the insurance commissioner of the state of Oregon, pursuant to law:

CAPITAL	
Amount of capital stock paid up	\$ 2,500,000.00
Surplus	112,538.12
Net premiums received during the year	1,138,126.78
Interest, dividends and other income received during the year	778,126.78
Income from other sources received during the year	1,750.24
Total income	\$4,418,632.82
DISBURSEMENTS	
Net losses paid during the year including adjustment expenses	\$ 2,239,656.97
Dividends paid on capital stock during the year	400,000.00
Commissions and salaries paid during the year	2,761,647.34
Taxes, licenses and fees paid during the year	778,126.78
Interest on all other expenditures	974,104.96
Total expenditures	\$4,111,676.26
ASSETS	
Value of real estate owned	\$ 251,000.00
Value of stocks owned	12,154,914.00
Value of bonds owned	2,600,770.00
Value of mortgages and other loans on hand	2,724,400.79
Value of other assets	2,600,770.00
Total assets	\$14,331,854.79
LIABILITIES	
Gross claims for losses unpaid	\$ 1,732,786.74
Amount of unearned premium on all outstanding policies	11,369,661.41
Due for reinsurance	128,000.00
Amount of other liabilities	877,812.27
Total liabilities	\$14,108,260.42

**Springfield Fire & Marine Insurance Company**  
 A. W. Martin, President  
 W. L. Hanson, Attorney for Oregon  
 R. H. Hildreth, Secretary  
 W. L. Hanson, Insurance Agency  
 Local Agents  
 Pendleton, Oregon.

## Get Pulsating HEALTH

From the Vibrant Forces of High Frequency Electricity

**Sold On Trial**  
 Not limited to a few days—but giving ample opportunity to determine benefits in your case.

**You Can Expect Results Like These Users—**

**In Your Own Home**

Are you in bondage to ill-health? Suffering or handicapped by the lack of success-attaining, energetic, vigorous, natural health? Then learn of Nature's inexhaustible store of health-bearing forces—now ready to help you overcome suffering—build up strength—recreate normal, healthy conditions. You can get this beneficial co-operation and help right in your own home. Recharge your body with the vibrant forces of electricity—through the **Renulife Violet Ray**—a source of pulsating dynamic health—the foundation of happiness and success.

Electricity is sprayed into your body—thousands of volta-galvanizing stimulations, purifying the blood, imparting new vitality and strength. **Renulife** acts as a dynamic dispenser of the vibrant forces of electricity—through the **Renulife Violet Ray**—a source of pulsating dynamic health—the foundation of happiness and success.

**Many Thousands Benefited**

The wonderful **RENULIFE VIOLET RAY GENERATOR** transforms the electric current from your light socket into this generally effective health-giving administration as safe and pleasant as a ray of sunshine—No shocks or jolts—just a feeling of well-being—permanently beneficial. Simple and safe for anyone to use.

Most remarkable results have been obtained in many chronic cases of nerve disorders, faulty circulation, asthma, emphysema, rheumatism, neuritis, eczema, hemorrhoids, etc.

**Get FREE Violet Ray Book**

The application of electricity in this harmless and pleasant form—the **Violet Ray**—is the modern way to re-establish natural and healthy conditions. Write for book giving full explanation.

**Tallman's Drug Store**  
 Treatment, Worth \$2.00, Free.

Several Sizes Most Efficient Lowest Priced

**COUPON FOR BOOK and Special Information**

RENULIFE ELECTRIC CO.,  
 1112 Marvett Bldg., Detroit.

Please send without obligation your book on the application of the Violet Ray. Also give full particulars as to the application of electricity.

Name.....  
 Address.....

**CASTLE GATE EGG COAL**

PHONE FIVE FOR FUEL

THE RIGHT SIZE FOR THIS WEATHER CLEAN AND UNIFORM

**B. L. BURROUGHS—He Has It!**

**Get a Farm from the CANADIAN PACIFIC RAILWAY**

The Canadian Pacific Railway offers you a great opportunity to own a farm home. Many of these farms have paid for themselves with the first crop. Out of its vast big block of reserve farm lands you can buy your farm under a plan of long term easy payments that is remarkable in the history of farm investments. The country is now being settled and profit growing. Later, the same land can be bought sold from private owners—prices will be higher. Never again in North America will farm lands be offered at prices so low.

**Your Last Big Opportunity**

Used this land in connection with the Canadian Pacific Railway offers you the most wonderful opportunity in the world to own a farm, achieve independence and secure a future for your family. The Canadian Pacific Railway will furnish you with the best of the land in the West. The land is in the hands of the Government and is being sold to you at a very low price. The land is in the hands of the Government and is being sold to you at a very low price. The land is in the hands of the Government and is being sold to you at a very low price.

**No Sale Without Investigation**

The Canadian Pacific will not sell you a farm until you have investigated it. You must be satisfied and every question answered before taking on your loan. Investigation is limited and made easy. Don't delay your investigation. The announcement calls attention to the last great block of Canadian Pacific Reserve Farm Lands.

**Special Rates for Home Seekers and Full Information**

Special railway rates for home-seekers make inspection easy. Send now for free illustrated pamphlet containing all questions and sending forth forms about land values, acreage, yields, climatic opportunities, etc. Do not delay. Write TODAY!

**R. C. BOSWORTH**  
 Dist. Representative,  
 705 Sprague Ave.,  
 Spokane, Washington