

No Price Is Cheap Without Quality

VELOUR AND BROAD CLOTH COATING AND CAPE MATERIALS

Special Values, a Yard \$2.85 to \$5.25



48 to 56 inches in width, fine qualities, medium weight with a beautiful finish. Shown in the popular spring shades. These are fabrics that are light enough for making summer wraps.

Priced Specially Low, a Yard \$2.85 to \$5.25.

CANTON CREPE, YARD \$5.00
Heavy weight genuine Canton crepe, a fabric most wanted for Spring and Summer dresses and skirts, shown in the most wanted shades.

All 40 In. Wide, a Yard \$5.00
POIRET TWILL SUITING, A YD. \$2.80 to \$4.00

42 and 45 inches wide; extra fine Poret twill suiting, an excellent quality for making light weight dresses, suits or separate skirts. In black and dark navy blue only.

Priced Specially Low, a Yard \$2.80 and \$4.00

WASH SATIN, A YARD \$1.69 TO \$2.50

36 inch wash satin, shown in flesh, pink and ivory. A fabric that can be used for many purposes, especially good for making undergarments. Extra good quality in this width. Specially, a Yard \$1.69 to \$2.50

Daughter will be Dainty Miss Prim in one of these

Charming Children's Dresses

Gathered for little girls there is here a lively display of fascinating dresses. Some are quite plain, some quite ornate, with in-betweens that daintily treat the subject of properly and prettily dressing mother's little daughter. And the prices are as tempting as the frocks themselves.

Organdies and voiles, white trimmed with contrasting colors \$3.75 to \$12.50.

IMPORTANT OFFERINGS IN WOMEN'S SPRING APPAREL

Complete stocks of women's and misses' Spring time apparel are now here and add their cheerful beauty to our general assortments from which selections can be made with such happy advantage.

Only the very best styles are included and each Coat, Suit or Dress is developed from the finest fabrics. Their beauty and refinement lies in their simple slender lines and choice use of trimmings and in contrasting materials and varied uses of colors.

There are models here for every type of figure and no matter what ones clothes requirements are, the correct answer is here, and at prices that are surprising for their lowness.

SUITS, for dress wear \$38.50 to \$98.50
SUITS, for sport wear \$25.00 to \$48.50
DRESSES, for all occasions \$17.50 to \$75.00

SPORT SKIRTS, in silk and wool stripes and plaids at \$9.75 to \$32.50.



FRESH MILK, PURE AND WHOLESOME, direct from the cleanest Jersey Dairy. Phone us your order for milk and we'll do the rest. **KLEEN MAID BREAD**—Pure, clean and fresh. **SEE OUR WINDOW DISPLAY** for a case of Apricots or Peaches free.

FOSH MUST WAIT UNTIL HE'S AS DEAD AS EX-EMPEROR NAPOLEON I

On May 5th France Will Honor Anniversary of Death of Ex-Emperor Napoleon.

PARIS, April 13.—(By Henry Wood, U. P. Staff Correspondent.)—On May 5, with France's celebration of the hundredth anniversary of the death of Napoleon, Marshal Foch will be given little foretaste of the nice things that France will do in his honor when he is surely dead as Napoleon.

There is nothing that France likes to do better or that does her more than pulling off honors on behalf of her great military heroes. Generally speaking, France would just as soon honor a live military chief as a dead one, only experience has taught her that it is much safer to stick to the latter.

Experience has taught France that her celebrations in honor of live military chiefs are so interesting that they are liable to go to the head of said military chief, and cause him to want to take over the whole show. So Marshal Foch will participate in the big celebration of May 5 with the quiet and sure consciousness that as soon as he has been dead as long as Napoleon, France won't fail to overlook any little occasion like his birthday or the anniversary of his death.

While the real celebration of Napoleon's death will take place on May 1 and 5, preliminary festivities of the event is already under way. At Malmesbury, Fontainebleau, Sevres and Compiègne, museums and exhibitions of relics of Napoleon have been opened. In the meantime, excursions are being organized to the island of Elba, to the Napoleonic battlefields of France, to Waterloo and if possible, also to those of the Rhine.

An international congress will also be held to which all the learned societies of the world are asked to send delegates for the purpose of studying the Napoleonic code and other works of the great French general and statesman.

On May 4 a religious ceremony will be held at Notre Dame in Paris, with Cardinal Dubois present and at which Abbe Henneque, who during the world war won eleven citations, will deliver the oration of Napoleon.

On May 5 a great military ceremony will take place at the Arch of Triumph in which the survivors of the Franco-Prussian campaign and the pillars of Foch will participate. Finally, in the afternoon another ceremony will take place at the Hotel des Invalides, which Napoleon constructed for his disabled soldiers, at which Marshal Foch will make the principal address.

In the evening gala performances will be given at all the theatres of Paris, while the boulevards will be turned over to merry-makers until they themselves are ready to quit.

FIND WOMEN VALUABLE

LONDON, April 13.—(C. P.)—Conservative Scotland Yard is finding women of decided value on its detective force, especially in ferreting out the intricacies of certain sorts of crime. The talent of these feminine sleuths, it is said, is due largely because of their greater success at practicing deception. And it has been found that they can keep a secret.

Many of the women detectives cover assignments at social events where it is necessary for them to wear evening gowns and jewels and to display the social graces. Women detectives were employed first in London, but now their activities have extended to the provinces.

SPINNING FLYWHEEL BURSTS

PORT MOODY, B. C., April 12.—(U. P.)—A spinning flywheel bursting without warning, completely wrecked the Thurston Flavells sawmill near here, and did damage estimated at \$10,000.

The wheel was six feet in diameter, and weighed ten tons. One fragment weighing 500 pounds flew through the roof of the two story mill structure and imbedded itself in a timber 30 feet away. A half dozen men, working near the wheel, escaped without injury. The mill is being rebuilt.

Columbian Treaty Taken Up

WASHINGTON, April 13.—(U. P.)—After four years' senatorial debate, off and on over the proposal to pay the republic of Colombia 25 million dollars as a settlement of the dispute over the Panama canal question, drew near an end. The senate took up the proposed Colombian treaty, under an agreement to vote after an eight day's debate.

FIRST RAIL IS PLACED

BUENOS AIRES, April 13.—(A. P.)—The first rail has just been placed on the new international railway that is eventually to connect the Argentine city of Salta with the sea coast of Chile, thus realigning to a certain extent the trade routes of Argentine and Chile. The Argentine section of the road is being built from Salta to Huatiquina, a place in the Andes on the frontier of Chile, while the Chilean section probably will be constructed either to Antofagasta or Melipon in Argentine, construction is being done by the state railways. Construction in Chile is not yet definitely provided for.

The Argentine half of the road is approximately 475 kilometers long. A part of the work 6,000 meters a hard rock tunneling will have to be done.

To Save Time, "Feeling better, dear?" asked Mr. Profitteer, on a trip to Europe. "Shall I have your dinner sent up to you?" "Needn't bother," answered Mr. Profitteer, feebly. "Ask a favor this they throw it overboard for me."—Houston Post.

Dr. Lynn K. Blakeslee
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PENDLETON'S GREATEST DEPARTMENT STORE
The People's Warehouse
WHERE IT PAYS TO TRADE BARGAIN PASSENGER

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WANT CALIFORNIA TO BID ON POWER SITES

SACRAMENTO, April 13.—(U. P.)—Hoping that the state of California be put in a running with private power companies, the lower house passed a resolution calling upon Governor Stephens to file on available power sites in the Sierras.

PETER HANSON ENTERS SINGING CONTEST WITH MADAME TETRAZZINI

PORTLAND, April 13.—(U. P.)—White Mme. Tetrazzini sang at the Auditorium, Peter Hanson sang in the Plaza across the street, drawing a crowd that rivaled Tetrazzini's audience. The police interrupted Peter's concert, booking him for drunkenness.

STILL EXPLODES AND BUILDING IS DAMAGED

CHICAGO, April 13.—(U. P.)—The explosion of a moonshine still wrecked a two story building, and many windows in the vicinity. Daniel Samuels, a saloon keeper was in his basement when the still exploded. Firemen reacted him from the debris and rushed him to the hospital.

WHEN IS A BARGAIN NOT A BARGAIN?

50-50
"Hoss Tradin'"
Too Foolish
At Atlantic City
They're Your Friends
AN EDITORIAL ON ADVERTISING

Stamp collecting and stamp swapping express a healthy boyhood instinct—trading. The "hoss tradin'" of the grown-up enriches many a page of American literature.

It's instinctive to trade—to find a bargain.

You'll find a lot of folks who went or were sent to Atlantic City for the benefit of the ocean breezes, sitting in stuffy auction rooms along the Boardwalk hour after hour.

Why? Samples of the Annual Statement of the LONDON AND LANGSHIRE INSURANCE COMPANY, LTD. of London in the Kingdom of Great Britain in the third year of December, 1929, made to the Insurance Commissioner of the State of Oregon, pursuant to law.

CAPITAL		
Deposit capital in United States	\$ 510,000.00	
INCOME		
Net premiums received during the year	\$4,262,467.31	
Interest, dividends and rents received during the year	278,965.81	
Income from other enterprises included during the year	106,532.86	
Total income	\$4,647,965.98	
EXPENSES		
Net losses paid during the year including adjustments expense	\$1,783,868.25	
Commission and salaries paid during the year	1,061,359.11	
Taxes, licenses and fees paid during the year	321,215.45	
Income tax	556,340.97	
Total expenditures	\$3,622,783.78	
Value of real estate owned (under lease)	\$ 300,000.00	
Value of stocks and bonds owned (market value)	5,315,443.00	
Reserve fund on hand	28,125.12	
Cash on hand and on hand	591,911.28	
Profits in course of realization	1929	949,300.00
Interest and rents due and accrued	68,117.44	
Total admitted assets	\$7,922,238.57	
LIABILITIES		
Guarantee fund losses unpaid	\$ 627,695.58	
Amount of unexpired policies on all outstanding risks	3,987,847.78	
Due for commissions and brokerage	11,000.00	
All other liabilities	221,000.00	
Total liabilities, exclusive of unpaid losses	\$4,527,543.36	
BUSINESS IN OREGON FOR THE YEAR		
Net premiums received during the year	\$ 95,679.91	
Due for commissions and brokerage	28,812.12	
Losses incurred during the year	25,514.12	
THE LONDON AND LANGSHIRE INSURANCE COMPANY, LTD.		
A. G. McILWAIN JR., United States Manager	TULL THOMPSON, Secretary Resident Attorney for Oregon	
A. C. BARBER, Insurance Commissioner	Funk & McLean, local agents, Pendleton, Oregon.	

For the hope of getting something worth more than it costs. Such bargains generally end in heartburn.

A bargain at expense of the other fellow is nothing to brag about. It is noteworthy only because it is so rare. It is not the kind of trading that pays. A number of people think that the times we have been living through since the war have been driving too hard a bargain against life itself.

In general there are two types of business that seem most affected by the recent slow down. And these two types were largely responsible for most of the "distress," etc. you have heard: First, the business that lives by its wits, and tends to make its profit at the expense of its help to the public—relying on its lack of identity for safety; and second, the business that makes as good goods as those you know through advertising, but which finds itself in distress in times when you only buy goods you are absolutely sure of—advertised goods.

The manufacturer and merchant whose goods are known to you through advertising places most of his confidence in your good will.

He could perhaps get the same volume of business some other way, but he has more faith in you than he has in anything else. If he had not spent years in patiently building your confidence he could have raised his prices without much worry during the last few years, but he never did it until he was obliged to in order to stay in business, and he never raised prices beyond the keeping-up point because that would have been too foolish for words. It would have cost him more in your good will—which is a product of years—than it would have made him in profits, which are here today and gone tomorrow.

It isn't only that you should be sure goods are rightly manufactured. How does the maker feel about earning and keeping your good will?

As you read the advertisements in the great newspapers and magazines you can tell where the values are placed. Price and quality—price and quality, service, satisfaction, "our name on the goods means your money back of you are dissatisfied."

There is no reason why you should defer buying what you need. There is every reason why you may expect great value today from the known thing. These are days when friendship counts and when it pays to trust our friends. The men and women making and selling the products you know so well are your friends. They count on your buying what they make, so that they can buy what you make—so that life may be fuller—so that a clean record of square dealing may continue to be regarded as the best policy as well as the best code.

"Hoss tradin'" is all right in books—that's the only place it ever works. Know the goods you buy—know the people of whom you buy, and you are on a sound basis with money back if not satisfied.

ified. That's fair. Who wants an unfair advantage?

Bargains in their true sense are always a fair interchange of goods and service on a 50-50 basis, with no losses sought by the buyer at the expense of the seller, or vice versa.

That is what honest business calls normal conditions. Each has to do his part now to make them come true for the good of all.

COLOMBIAN TREATY IS SUPPORTED BY LODGE IN HIS OPENING SPEECH

Four Years Ago Signed Report Calling Treaty an International Blackmail Scheme.

WASHINGTON, April 13.—(U. P.)—Supporters and opponents of the Colombian Treaty jumped into a fray. Senator Lodge, chairman of the foreign relations committee, opened the discussion with a speech favoring the ratification and payment of \$25,000,000. The speech was largely an explanation of his change of position. Four years ago he signed a report calling the treaty "an international blackmail."

GERMAN GOVERNMENT HAS REPARATION PLAN

BERLIN, April 13.—(U. P.)—The new German proposals for the payment of reparations will include an offer to rebuild devastated France with French labor and German materials it is learned. Foreign Minister Von Simons has returned from Switzerland and will lay the plans before the cabinet immediately.

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The Argentine half of the road is approximately 475 kilometers long. A part of the work 6,000 meters a hard rock tunneling will have to be done.

Backed by Truth

You have heard people read an advertisement and then say "I don't believe it."

Once upon a time they might have been right, for dishonest people have advertised. But there are two good reasons why practically all advertising today is honest.

One reason is that no good newspaper will knowingly print dishonest advertising.

The other reason is that experience has proven that dishonest advertising hurts the advertiser far more than it does the buyer of the goods advertised.

The fact is easy to understand. A person may be dishonest in a quiet, sneaky way, for a long time and never actually be caught at it. But an advertisement is a combination agreement and guarantee.

A merchant or manufacturer inserts an advertisement in a paper. That advertisement carries certain statements and certain claims for the goods mentioned. To speak such statements and claims is one thing; but to print them, and sign your name to them, and to send this out for everyone to read, is giving the public a guarantee.

That's why it will pay you to read advertisements and buy advertised goods. Every advertisement is your guarantee of value.



Eastern Oregon's Greatest Newspaper