

We will give you the best for the price, no matter what the price



Here are several New Styles in Suits and Coats

WHICH WILL INTEREST THE SMART DRESSER.

You women and misses who like to wear styles which are head and shoulders above the commonplace we would ask you to take a trip in to view these new comers. You will find them, to embody all that you desire your garments to embody, and citing prices you had no idea garments of such high quality could possibly be purchased for.

SUITS are priced from \$25.00 to \$95.00.

COATS are priced from \$9.85 to \$75.00.

A FEW MORE SPECIALS FOR WEDNESDAY AND THURSDAY.

81x90 In. Hemmed Sheets \$1.49

Dreamland seamless sheets of stand-

Continuing for a few days more—our sale of Kayser and Carter's Spring and Summer Underwear for women. The Greatest Women's Underwear Sale in Years. The highest price \$2.49, the lowest price 18c garment. BUY NOW AND SAVE MONEY!



FREE—With every 3 pound can of Golden West Coffee we will give absolutely free 1-2 lb. of Nu-Raya Tea.

Fresh, clean, pure milk right from the Jersey Dairy.

KLEEN MAID BREAD—The best—nuf sed.

ard quality, full bleached and extra large size. They are easily worth \$2.00 and are one of the best values we have to offer.

Special for two days only, each... \$1.49

81x90 In. Hemmed Sheets \$1.39

Standard quality sheets of good weight. "Empire" sheets are full bleached, are torn and ironed. The regular price of these sheets would easily be \$1.85 each. Don't miss this bargain.

Special for two days only, each. \$1.39

Pongee Silk, Special 69c

Natural colored pongee silk that will be in big demand from now on for summer garments. The width is 33 inches. Special for Wednesday and Thursday only, a yard... 69c

45c Lingerie Crepe, Special 34c

Lingerie Crepe, 30 inches wide, dainty, soft finished material, suitable for summer underwear and other purposes. Shown in plain shades and handsome fancy figured patterns. A bargain worth while.

Special for Two days only, a yard 34c

Zephyr Dress Gingham, Yard 19c

Standard Dress Gingham, 27 inches in width, excellent quality, Toile Du Nord and Red Seal. New plaids, checks and plain colors, will launder nicely. You can always do better at The Peoples Warehouse.

A Splendid Value at, a yard... 19c

PENDLETON'S GREATEST DEPARTMENT STORE

The People's Warehouse

PURE FOOD GROCERY WHERE IT PAYS TO TRADE BARGAIN BASEMENT

New goods are arriving daily. It will pay you to visit this store just as often as possible.

Prices have reached a new low level and now is the time to buy.

Model Cleaners

Our work does the advertising, not the newspapers.

ALL PRICES REDUCED

We boost for home industry, not an out-of-town agency.

Our work is done at home in our own plant and is not sent out of town.

- Ladies Waists 75c
- Ladies' Suits, cleaned and pressed \$2.00
- Men's Suits, cleaned and pressed \$2.00
- Men's Suits, pressed 75c

The Model Cleaners

304 W. Webb

Phone 321

Why You Should Read This Column

Ads. Your Share Most Women \$1.25 a Minute 5,000,000 Homes

AN EDITORIAL ON ADVERTISING

Most people still think of advertising as having to do only with price or bargain announcements. Somehow there has never been established in the

consciousness of the country the fact that with the majority of women, price is and always has been the third consideration in every transaction—style being first and quality second. Now with men, this is somewhat reversed, quality being given first consideration, style second, while price is third.

So that advertising really has very little to do with bargain sales.

Last year \$1,240,000,000 were spent for advertising—the greatest economic force in the world today.

(To visualize this vast expenditure, one needs only to remember that scarcely more than One Billion Minutes have expired since Christ was born—and that this is \$1.25 for every minute.)

Only because its benefits were mutual could this vast expenditure for advertising reach such tremendous proportions. If advertising were a one-sided bargain, then it stands to reason that the law of compensation would have stepped in and retarded its growth long before it reached a billion dollars.

Since advertising is of mutual advantage, then it is a duty we owe to ourselves and to our homes to understand its full economic value—and especially at the present time when everyone is anxious to make every spending dollar do its full duty.

This newspaper particularly believes that economic conditions can be most quickly stabilized and revitalized through advertising. Therefore, it believes that a clear understanding of the functions of advertising is of the utmost importance to each one of our readers.

A frank and full discussion, at this time, of all the elements entering into every phase of buying and selling cannot help but prove beneficial, not only to the individual reader of newspapers, but to our country at large.

This feeling accounts for these daily columns of editorials on advertising and buying. Hundreds of other newspapers are printing them along with us.

All the best writers of the leading advertising agencies of the country are being called upon to supply these editorials—the highest paid writers in the

country joining forces—at least one editorial to point out to you each day the advantages to be gained by following advertising closely and constantly.

These editorials, which touch the very foundation of business conditions of the country, appear in newspapers which reach more than five million homes daily, where necessities and luxuries are bought for practically twenty-five million people.

The newspapers that print these editorials on advertising and the people that write them get no pay—it is all a free will offering to the prosperity of the nation, and the efficient, economical management of the home. Whatever good comes to those who take part in this work will come as a reflex from service rendered in stabilizing and revitalizing business conditions.

Won't you, therefore, do your share? Read these little essays; point them out to your neighbors; and quote them to the pessimists who think that the buying sun no longer shines.

LIBRARY SECURES NEW BOOK.

To meet the demand of Umatilla county teachers, the county library has secured 23 books for the Teachers' Reading Circle course and has inserted in each book the printed questions on the respective topics.

The librarians state that the demand for the books is increasing and they advise that teachers who order by mail give three choices. Reserve note will be made if a special book is wanted and the volume will be sent in the order that requests are received.

Following is the list of books: Address, Health Education in Rural Schools; Briggs, The Junior High School; Broadhurst, Home and Community Hygiene; Brooks, Education for Democracy; Chancellor, Health of the Teacher; Cooley-Winchell, Teaching Home Economics; Colvin, Introduction to High School Teaching; Davis, Work of the Teacher; Engleman, Moral Education in School and Home; Freeland, Modern Elementary School Practice; Inzile, Principles of Secondary Education; Meriam, Child Life and the Curriculum; Monroe, The Human Factor in Education; Nolan, Teaching of Agriculture; Nutt, The Supervision of Instruction; Parker, General Methods of Teaching in Elementary Schools; Patri, A Schoolmaster in a Great City; Peters, Human Conduct; Showalter, Handbook for Rural School Officers; Snedden, Vocational Education; Strayer and Engelhardt, The Classroom Teacher at Work in American Schools and Wilkinson, Rural School Management.

EUROPEAN SUGAR MARKET OVERSTOCKED

BRUSSELS, April 18.—(R. H. Sheffield, U. I. Staff Correspondent.)—Two years ago Europe suffered severe sugar shortage. Today every European sugar market is overstocked, according to figures published here.

Every European beet sugar producing country, even Austria, has produced larger crops in 1920-21 than in 1919-20, with the exception of Russia and the Ukraine, where a decided curtailment is reported.

Statistics issued by the great German sugar magnate Herr F. O. Licht, of Magdeburg, reveals the following situation:

	Tons	Tons
Germany	1,090,000	739,548
Czecho-Slovakia	700,000	482,366
Austria	30,000	5,132
Hungary	25,000	8,019
Poland	200,000	140,000
France	325,000	175,495
Belgium	250,000	148,918
Holland	310,000	238,692
Russia and Ukraine	50,000	86,691
Other countries	725,000	697,318

Total 3,685,000 2,724,179

However, despite the fact that present Germany supplied the bulk of Europe's beet sugar, Germany's production in 1920-21 is insufficient to meet domestic requirements. It is predicted no exports will be possible. This is because sugar-beet raisers favor selling their product to manufacturers other than sugar refiners, in order to sidestep the governmental control and fixation of maximum prices. Wherever business is carried on untrammelled with other factories and prices obtained exceeding the government's maximum. Abolition of government control, on the other hand, will undoubtedly see Germany resuming her place as a sugar nation.

AMERICAN COAL IN HALLE

BERLIN, April 19.—(A. P.)—A report from Halle states that American coal is being offered for industrial plants in that section at a price 20 marks per ton below the present German figure. German industry is said to be suffering from a coal shortage owing to the enormous monthly deliveries to the Entente. The dispatch adds that Germany is gradually developing into a promising market for American coal in view of the prevalent aversion to purchase the English product.

AUNCH XENIAL IS BEACHED AND FIRED, CREW BEING LOCATED

Vessel Held in Seattle While Search is Made; 19 Cases of 'Fire Water' Found on Board

SEATTLE, April 19.—(U. P.)—Captured after a running fight with the coast guard cutter Arcata, during which her upper works were splintered with bullets before she was finally beached and fired by the two men on board, the gas launch Xenial is held in Seattle while federal officers are making a search for her crew. Nineteen cases of whiskey, vermuth and cognac is held by customs.

The launch is said to be owned by J. J. Morgan. The two men escaped after they had beached and fired her at Marrowstone point. According to Captain Lonsdale of the Arcata, his suspicions were aroused when he saw the launch running at night without lights. He ordered her to heave to and when she refused he opened fire with high-powered rifles and pistols.

ECHO STOCK MAN SHIPS 4 CARLOADS OF CATTLE

(East Oregonian Special.)

ECHO, March 19.—The west end oratorical and declamatory contest was held at Echo in the city hall Friday evening. The contestants were judged upon voice, interpretation of thought, poise, pronunciation, enunciation, articulation and rhetorical effect. Lucille George of Echo won first place in division D and Grace Jackson of Hermiston, was given second place. In division C, Pauline Voelker of Hermiston was awarded the first place and Marian George of Echo second place. In the high school oratorical contest, the first place of honor was given to Hollis Gordon of Hermiston, and in the high school declamatory contest Anna Shuttlemeyer received the most points. The winners of this contest will take part in the county contest to be held in Pendleton May 6. The judges for the contest were The Misses Naomi Runner and Blanche Scharmann of Boardman and Prof. E. H. Anderson of Irrigon. The affair of the evening was presided over by Professor Voelker of the Hermiston schools.

Echo's stockyards were the scene of much business Saturday evening when Helstead Moore loaded 4 cars of the nicest cattle that have been shipped from this point for some time. Fred Andrews and Frank Ward also shipped six cars of cattle that vied for first place with Mr. Moore. Joe Cunn also shipped one car of sheep and one of cattle in the same train. They will be shipped to the Seattle and Portland markets.

Mr. and Mrs. C. M. Jackson and son, Wilbur, were in Echo visiting friends Friday.

Father Butler and Father Bertron attended the declamatory contest held in Echo Friday evening.

Mr. and Mrs. C. R. Greene and children visited at the home of W. J. Watterburger Sunday.

Mrs. F. T. Kyler left for her home in Clearfield, Pennsylvania, Friday evening after visiting for about two months here at the home of her brother, D. W. Downman. Before going directly to the East, Mrs. Kyler intends to visit for a while with relatives in California.

Albert Peterson, manager of the Utah Mercantile Co., was an Echo visitor Sunday.

Hermiston defeated Echo in a very exciting ball game Sunday at Hermiston with a score of 6 to 5.

Echo high school team defeated Hermiston high school team in a very interesting game last Friday afternoon. Hermiston's team scored eight points in the first inning, but after that Echo held them down, only allowing them to score one more point in the rest of the game. The game closed with a score of 9 to 16 in Echo's favor.

F. W. Andrews and Helstead Moore left Saturday evening for Seattle where they are shipping cattle to the markets. They expect to remain in that city for a few days before returning.

Mrs. H. W. Drew spent Saturday shopping in Pendleton.

Mrs. Edgar Adair and three small children are here from Princeton, Idaho, visiting at the home of Mrs. Adair's brother, C. R. Hawkins.

Gail Sherman was a visitor in Pendleton Sunday.

BODY IS IDENTIFIED

NEW YORK, April 19.—(U. P.)—The body found in the East river was identified as that of Mrs. Jessie Hardy Stubbs MacMaye, a well known suffragist. She disappeared last night after threatening suicide.

Hilvilla TEA
A Better Tea

It's aroma and fine flavor always pleases discriminating tastes

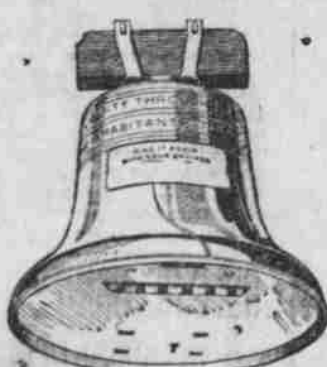
Both Kinds GREEN OR BLACK

Accumulation of Wealth

But few have accumulated great wealth without first saving. By industry and thrift you can gradually accumulate a sufficient amount to prove timely assistance when your great opportunity appears. You then can grasp it and reap your reward. Start a Term Savings Account today—this Bank will pay you 4 per cent interest compounded semi-annually on your money. If it's only \$1.00.

Inland Empire Bank

Pendleton, Oregon



Our forefathers accumulated spirit to establish our independence, but you can insure yours by dropping your spare checks and dimes in a Liberty Bell Bank at home.