

The Big Store That Honestly Does What It Advertises—and Advertises Honestly What It Does.

SPECIAL SALES ARE HELD for several reasons, one of which is the offering of special goods at a lower price than the prevailing market price.

The People's Warehouse

Genuine Leather Shopping Bags Offered in black and tan. Genuine leather bags made for rough handling. Special \$2.69

THE MEANING OF A COMPARATIVE PRICE

In the business world it is through a desire to clean up some left over article or the placing on sale of some article advantageously purchased a comparative price is given; or a price at which this article should be sold by any good merchant in his regular way.



Sports and Outing Wear

Since Pendleton boasts of its Greatest and Best Department Store, The Peoples Warehouse, it behooves this big store to offer you the greatest and best collection of sport and outing wear from which to choose your outdoor wear.

Visit our Up Stairs Ready-to-Wear Department where you will find the best for the price no matter what the price.



Bon Ton CORSETS

Making Your Corset Choice

Make it leisurely—remembering that upon the correct selection of your corset depends the modishness of your gowns—and your comfort, as well. Because BON TON corsets are made in models to fit every type of figure, we are sure you will find in our Corset Department the model designed to best express your own individuality.



Silk Shirt Sale

It's very doubtful, Mr. Man, if you have ever been offered a better value for your good money than in this most excellent sale of Silk Shirts. Remember \$10.00 Silk Shirts are selling for \$4.98

Fancy 65c and 75c Voiles for 39c

Offering one lot of very pretty voiles at an exceptional saving. Going fast. Main Floor—Dry Goods Side.

The Best Pongee

A sale of true merit, two grades offered. A good weight 88c; a heavy weight \$1.19. Main Floor—Dry Goods Side.

Middies at Half Price

Considering the make of Middies that we handle and knowing the most excellent qualities you can appreciate this offering. There are not many garments in the lot so Hurry! Sizes 14 to 42. Prices \$1.98 to \$3.98.

All Men's Straw Hats 1-2 Price

Yes, it's a wonderful sale, just the sale that every man appreciates, because every man knows the high grade of hats carried by this fine big store.

Corsets Half Price

One lot of corsets, front and back lace, discontinued numbers, sizes 20 to 24. Price \$3.50 to \$12.00. While they last 1-2 Price.

Arch Preserver Oxfords, a new shipment just received, military heel; black \$10.00; brown \$11.00.

J. & T. Cousins Oxfords, representing the last word in high grade workmanship \$12.50 and \$13.50.

Brown Kid Pumps, the very newest, most popular one-strap pumps, French heels, price \$12.50

Black Suede Pumps, whose lines of beauty are perfect, prettiest of all French heels, \$11.00

Children's Wash Dresses 1-4 Less

We offer a fair sized lot of these pretty little dainties for your little kiddies. The colors are varied and the models are really dainty. They come in voiles and organdies and originally sold for \$5.75 to \$8.75. Now 1-4 Less.

A BIG REDUCTION IN CANVAS GOODS

Today we are remarking all Tents, Flies, Bed Sheets, Tarps and like goods. On sale now—Men's Dept.

THE BARGAIN BASEMENT WHERE EVERY ITEM IS A REAL BARGAIN

Here is a Suggestion of What Can be Found in This Good Shop:

- Basement Special Women's Fine Kid Pumps 75 pairs of very fine Pumps have been sent to this quick clean-up dept. Sizes 4 to 8, widths C to AAA. Sold originally as high as \$12.00 Special now. \$2.98
Basement Special Women's House Slippers Watch this sale pretty close—it is a real money saver for they are all good slippers, their only fault is that they are a little soiled. The sizes run 4 to 8 and their original selling price ran to \$2.29. Special Clean Up 79c
Palmolive Soap 7c
Men's Fine Shirts 98c
Women's \$5.00 Waists \$1.98
\$4.85 Girls' Shoes \$2.98
25c Towels 19c
Aluminumware—Half Price.

- Basement Special \$1.00 Shirting now 49c One lot of short lengths but all perfect pieces. All are stripes in just the wanted colors suitable for the popular shirts. Buy your shirting and make good shirts.
Basement Special Dinner Pail Clean-Up One lot of a dozen and a half heavy Tin Dinner Pails containing an extra tray and reservoir for coffee. Wood handle and tin cup. On Sale at 49c
50c Stationery 39c
\$3.00 Aprons \$1.49
\$3.98 Middies \$1.49
Remnants One Half Price.
\$2.50 Caps 59c
Knitted Bloomers 49c

“WHY SHOULD I BE AFRAID?” ASKS FRECKLE-FACED LAD WHO SAVED NEGRO FROM GAS WELL

By H. C. HAMILTON International News Service Staff Correspondent. ATLANTA, Ga., July 28.—It wasn't much, I just did it, and that's the way Buster Jackson feels about going fully feet down in a gas-filled well to rescue two men, both negroes.

The negro working on my father's pug-nosed, as is proper with boy heroes, told the story while undoubtedly thinking about a slice of watermelon, a game of marbles, the swimmer's hole and a half dozen other things of far more importance in his mind.

He was unconscious. We could smell the gas then. Another negro was let down on a rope to bring out the other negro. "Ellis (the second negro) must have got scared. He couldn't fasten the rope around the other negro. He wouldn't talk to us. Then he fell over. I told 'em I would go down with a rope. I wasn't afraid. Why should I be afraid?"

AUTOMOBILISTS' PATRON SAINT IS HONORED AT ST. LEONARD'S CHURCH

BOSTON, July 28.—(U. S. S.)—For the first time in the history of the state the feast of St. Christopher, declared by Pope Pius to be the protector of automobilists and chauffeurs, was celebrated at St. Leonard's church July 22. A special blessing was conferred upon all automobiles and trucks parked outside the church.

GREAT GLACIERS ARE BELIEVED TO BE WORK OF FROZEN MAMMOTHS

California Geologists Are to Study Effects of Former Glacial Floods in Far West.

YOSEMITE, Cal., July 25.—In the hope of finding glacier records which will enable scientists to read the history of the west in much more ancient days than they have been able to do hitherto, F. E. Matthes of the United States Geological Survey has left here, equipped with a large pack train to explore the crest of the Sierra Nevada as far south as King's River canyon.

So far, scientists have been able to determine only that the Rocky mountain and Sierra Nevada country was invaded twice by ice. In the Mississippi valley, the eastern states and Canada, there are distinct records of at least five glacial floods.

"I wish to look for evidence of still earlier ice invasions in the west than have been determined by science up to now," Dr. Matthes said. "We know of two invasions. The later one left a record which is plain and unmistakable. The autograph of the earlier one is mixed, confused. It may be that the first record is the work of two glaciers instead of one, perhaps more than two, and that they were contemporaneous with the glacial invasions of the other portions of the continent, of which we know so much. The last glacial invasion was comparatively recent, only about 25,000 years ago, birth of Yosemite.

"I don't know what records we are going to find, of course, but if we can establish the existence of more than two glacial floods in the west, it opens many possibilities for reading the geological history of this part of the world. For instance, it might enable us to determine the approximate epoch when the last upward thrust of the Sierra Nevada range gave us the magnificent peaks in Yosemite and along the Mt. Rainier. That thrust raised Mt. Lyell from a mere hill of 2000 feet to one of the world's finest spires with an altitude of 13,000 feet. It is believed the thrust occurred less than a million years ago and that belief will be confirmed if we discover the existence of more than two glacial floods in the west, for Lyell bears no traces of late glacial erosion and must have been thrust upward after the earlier glacial epochs."

Dr. Matthes and his party headed for the little used Fernandez Pass, in the southeast corner of Yosemite National Park, from where they will swing northward to the Devil's Post Pile, thence southward along the famous John Muir Trail on the crest of the range. Returning in late September the party will take a lower route via Tehente Valley and Huntington Lake, not following a trail, but fighting their way over virgin country.

REALTY TRANSFERS

DEEDS. Zoeth Houser, sheriff, to Edward Willard, \$2575.00. S 1-2 SE 1-4 and N 1-2 SE 1-4 SW 1-4, Sec. 25, Tp. 5, N. R. 28. Abe Abrahamson to Mattie Panning \$1.00, note and bond tract in McArthur's Add, Weston. Vera J. Kendall to L. W. Warner, \$10. S 1-2 NE 1-4 and SE 1-4 NW 1-4 Sec. 25, Tp. 2, N. R. 35.

WATCH ON THE OHIO

YORKVILLE, Ohio, July 28.—(U. S. S.)—Two local aliens placed their clothing in a jobabout and went bathing in the Ohio river. The boat sank. For several days the men dragged the river. Finally they recovered a pair of trousers containing \$40. The other pair, containing \$10 and a watch, have not been located.

New Judge



Miss Mary O'Toole has just been appointed judge of the municipal court in Washington, D. C., by President Harding. She is the first woman to hold that office.

J.C. Penney Co. What Is Your Dollar Buying for You?

What are you getting for every Dollar you spend? Are you receiving the priceless Service of Fair Dealing, based on a reasonable exchange of values? Is your Dollar buying what you need or is it paying for things which are of no real value? Millions of people are asking this question. It stirs the entire world of buying and selling. It turns it back to one simple rule—"Do unto others as you would be done by."

You are not paying for—Overhead expense on questionable reserve stock that is waiting to be "marked down."—expensive deliveries.—Doubtful accounts or uncertain collections.—It is not being held by the merchant in order to give the "Cream" to "Credit Customers" and let you, a Cash Customer take the "leavings" in advertised "Sales."

IN OUR NATION-WIDE MONEY-SAVING PROGRAM WE ARE OFFERING EXCEPTIONAL VALUES EVERY DAY IN OUR SHOE DEPARTMENT

You buy J. C. Penney Company shoes because you have confidence that the price you pay buys exactly what you want.

QUALITY—STYLE—SERVICE It is your confidence and the confidence of thousands of J. C. Penney customers that has made it possible for us to offer the better grades of shoes at lower prices.

SHOES FOR WOMEN

The Arch Protector A new black kid oxford, constructed so as to assure perfect comfort and prevent arch trouble. Made of fine selected stock, Goodyear welt soles and Cuban heels, width AA to C. Sizes 3 to 9. "Ask to be fitted."



Price \$7.50 THE CRESCENT A fine black kid pump, flexible soles, leather heels, a wonderful value. Displayed on counter near shoe department. Pair \$3.49

THE NEW MARNE This tan calf two strap medium heel pump is a winner, a leader in fall styles, be sure to get your pair. Pair \$7.90

SHOE DISPLAY Near our Shoe Department is a shoe display which gives a full variety of pumps, oxfords and strap slippers, in black and brown kid, high and low heels. Values extraordinary. \$2.79—\$3.49—\$4.98

MEN'S WORK SHOES

Brown calf, blucher, good weight standard screw soles Pair \$2.98

Brown calf blucher, Goodyear welt soles, for comfort and service. Pair \$3.98

Men's Tan Elk Harvest Shoes, pair \$2.98 Men's Mule Skin Harvest Shoes, pair \$2.49

BOY'S ARMY SHOES. Tan Caribou calf, Goodyear welt soles, full rubber heels, a real shoe for real boys at a real price. Size 9 to 12 \$2.98 Size 12 1/2 to 2 \$3.25 Size 2 1/2 to 6 \$3.79

NEW SHIPMENT PONGEE 69c Today's express brings more of that 12 Momme weight all silk pongee which has caused so much activity in our silk department the past few days. Those who were disappointed will find plenty of the popular material here now. Yard 69c

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

Quality PRINTING at Reasonable Prices— East Oregonian Printing Department.