People Here and There


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FOR YOUR PURSES SAKE the best fruits, vegetables and groceries on the market.

## Despain \& Lee Cash Grocery


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SPECIAL SHOWING
Diamonds and Platinum Jewelry For three days we will have on display the most beautiful showing of platishown in Pendletor. Valuable and unusual pieces includ-

BAR PINS, BROOCHES, RINGS, WATCHES

| Bar Pins | 0 to $\$ 2150.00$ | Rings . . . . . . . . $\$ 425.00$ to $\$ 2500.00$ |
| :---: | :---: | :---: |
| Bracelets | \$90.00 to \$1890.00 | Watches . . . . . . . \$225.00 to \$2850.00 |
|  | Pearl Tassel | \$110 |

This offers you an opportunity to see the finest in the jewelers art-and shall be pleased to show and explain the various articles whether you are interested in purchasing or not. The display is an educational exhibit showing the beauty of jewelry.


## Mr. Farmer

The Table Supply is in the market for several hundred nice fat chickens. Now is the time to turn them ofr and they begin to fall off in weight.

## THE TABEE SUPPLY

739 Main Street
Phone 187 CHAS. D. DESPAIN \& Chas. W. GOODYEAR Proprieiors

UALITY PRINTING at Reasonable PricesEast Oregonian Printing Department.

## A business that is different

 has a big Idea behind it-an idea that is clean, clear cut!Naturally the J. C. Penney Company is in business to make money, for that is essential if the business is to carry on, but if that alone was the only reason it would possess a lame exthe business is cuse for its existence.
The Big Idea behind this Nation-wide institution is the potent fact that it is governed by the Godden Rule: "Whatsoever ye would that Men should do to you, do ye even unto them."
In all its 312 stores, the Golden Rule is practiced. It is unalterable, irrevocable! It rules our every trassaction with YOU!
Quality of our merchandise is never' misrepresented. For example: All wool in our store does not mean part cotton or shodidy. We stand sponsor for everything bought from us! You and your neighbors pay the one and sare priee; no more, no less! And that price represents a superior value the year round; we never hold sales!
This is the difference-the Big Idea!


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