

SEE ADVERTISEMENTS IN OTHER PARTS OF THIS PAPER. A SPECIAL MESSAGE TO EVERY ONE WHO WANTS TO SAVE!

ANNIVERSARY SALE

WE ARE OUT AFTER 1000 NEW CUSTOMERS THIS MONTH. READ AND BE ONE OF THEM!

APRIL 1st to APRIL 8th INCLUSIVE

JUST ONE YEAR AGO, this store opened its doors to the people of Pendleton and vicinity with certain ideals and ideas which we were determined to live up to. One was to offer for sale the best quality merchandise obtainable at a given price. Second, to sell for cash only, eliminate every unnecessary overhead expense and to offer this quality merchandise at lowest prices possible. Last, but not least, to extend to every patron a courteous, prompt and personal service. Just how well we have succeeded is well known to every one, for we HAVE succeeded beyond our greatest expectations. To celebrate the opening day of "THE CRESCENT" we begin tomorrow our FIRST ANNIVERSARY SALE in which we demonstrate our ability to sell "Better Merchandise at Lowest Prices" and institute a drive for 1000 NEW CUSTOMERS. We want every family within 50 miles of this store to know of our incomparable values in highest quality merchandise. We want them to know we want their trade—that we are here to serve them, to supply their needs at lowest possible cost. Extra salespeople will be here to wait on you. Many items not advertised are priced equally as low.

The Sale Begins Tomorrow and Ends Saturday Night, April 8th. But Don't Delay! Come Tomorrow! PHONE 127—PARCEL DELIVERED

BEAD NECKLACES

Two tremendous values that positively cannot be duplicated anywhere. Beautiful shades of blood red, blue, green, etc., in two very big special lots. These beads are being sold in most stores for just twice the price. Four our Anniversary Sale Lot 1 at . . 59c Lot 2 at . . 98c

NEW SPRING NECKWEAR

Beautiful dainty collars of lace and embroideries, sets and vestees. The most unusual values ever presented in Pendleton at these two prices,

59c and 98c

Metal Girdles for Dresses, very Special, each 89c

For Easter Wear one of these pretty new

TAFFETA SILK FROCKS

would be just the thing. Made in the latest modes with puffs, drapes, etc., in colors of black, navy and brown, truly great values that you would pay much more for elsewhere. A special Anniversary offering.

Regular Values \$24.95 to \$31.50, at

Taffeta Silk Frocks in pretty becoming styles, really excellent values, at \$16.50

Jersey Jackets, navy blue and brown, all sizes, each \$6.75

Slip-on Sweaters in the new styles and colors; each \$3.25 and \$3.49

WAISTS AND BLOUSES

of Georgette and Crepes, mostly in light colors, including sizes up to 52. Regular prices to \$13.50. Anniversary Sale price \$8.95 and \$7.95

Georgette and Crepe de Chine Blouses and Waists in a varied assortment of good colors to choose from, a specially good collection of these selling in a regular way to \$5.95. Anniversary Sale price, each \$2.98

White-Voile and Batiste Waists, neatly made and prettily trimmed, that you would pay much more for, at \$1.29

Jersey Silk Petticoats, plain tops with fancy ruffles, excellent values; each \$2.98

Fibre Silk Sweaters in all the bright new shades for spring, at Anniversary price, ea \$4.95

ANNIVERSARY SALE OF SPRING DRESS GOODS

All Wool White Tricotone for white skirts and suits, a tremendous value in 54 inch width; Anniversary Sale price, yard \$2.98

All Wool 42 in. Serge, a fine quality in copen blue, navy, brown and dark red, Anniversary Sale price, yard \$1.45

Epingle is an all wool cloth with a distinct rib weave, 50 inches wide, for dresses and capes; offered in Anniversary Sale, the yard \$1.98

Skirt Lengths in fine English imported wools, stripes and plaids selling in a regular way from \$9.50 to \$13.50; 2-1-8 yard lengths, Anniversary Sale price for skirt length \$7.97

All Wool Challies, neat pretty figures in dark and light colors. Anniversary Sale price, yd. 98c

\$6000 Worth of New Shoes Sacrificed! AN EXTRAORDINARY SALE OF NEW SHOES, OXFORDS AND PUMPS

direct from the best and well known manufacturers of good shoes, C. P. FORD and ROBERTS, JOHNSON, RAND. We are discontinuing the shoe department—haven't the room—therefore we are offering these quality lines at manufacturers' cost and in many instances for less. Here are shoes for Women, Misses, Growing Girls and little 'Tots at the prices we have to pay. Come prepared to buy enough pairs to last a year. These are just a few of the good buys:



C. P. Ford, welt sole, calfskin oxfords in the various shades of brown and tan, selling in a regular way at \$8.50 to \$9.00. Anniversary Sale Price \$5.49

Roberts, Johnson, Rand kid oxford or pump, Cuban heel, welt sole. Brown, reg. price \$6.50, sale price \$4.65

Black, reg. price \$6.00, sale price \$4.15

C. P. Ford White Canvas Oxfords or Pumps in the finest of qualities, military heel, regular price \$7.50, Anniversary Sale Price \$4.98

Ault-Williamson Comfort Shoes with steel arched support, turn soles, high grade kid, oxfords, juliets, pumps or boots, all at wholesale prices, from . . \$2.85, \$3.15, \$3.95 to \$4.95 Regular prices were \$3.75 to \$6.50.

Roberts, Johnson, Rand, solid leather soles and uppers in quality shoes for children, brown or black, at manufacturers' cost. We haven't the space to enumerate them here but bring in the children and have them fitted. Please remember that we are selling out all shoes, so first come, best served when it comes to sizes.

For Spring's Loveliest Frocks QUALITY SILKS AT NEW AND MUCH LOWER PRICES

Crescent Duchess Satin, a superior weave, weight and finish in black, navy, brown, sapphire blue, flame and henna; a quality you would pay \$2.75 for anywhere. Anniversary Sale Price, the yard \$1.98

Silk Messalines in all the wanted colors, an excellent quality, the Anniversary Sale Price, yard \$1.59

Pongee Silk, Japanese quality, free from dust, used for a multitude of things, pure silk; Anniversary Sale price, yard 98c

Fibre Silk Tricolette for blouses, skirts and sport wear, navy, brown, henna and peacock. Anniversary Sale Price yard \$1.75

Marietta Crepe is a pure silk heavy crepe for dresses and waists, colors are black, navy and brown, also pink. Will wash like muslin. Sale price, the yard \$2.89

Black Silk Taffeta 36 inches wide, soft finish; Anniversary Sale price, the yard \$1.79

Chinese Pongee, another good value in this sale; the yard 89c



Charmeuse, 40 inches wide, black, navy and brown, formerly selling at \$3.75. Anniversary Sale price \$2.49

The Best Grades of High Class Notions

- Are sold in this store at all times. Here are some of them in this Anniversary Sale at worth while savings.
- Whisk Brooms, a very good quality, each 30c
- Round Wood Coat Hangers, each 8c
- Enameled Dress Hangers, blue or pink, each 12c
- Shopping Bags, with drawing string, made of heavy automobile leather, color black, just 50 of these to offer to the first 50 customers, each 39c
- Pearl Buttons, an extra good quality of fine pearl, the dozen 5c
- Lustre Cotton in a range of colors 6c
- Carlson Currier Spool Silk 10c
- Spool Cotton, Clarks make, spool 5c
- Aladdin Dye Soap for this sale, cake 8c
- Toilet Paper, best quality fine tissue, Anniversary Sale price, roll 8c
- Beads of All Kinds, for embroidery work. Special for Anniversary Sale, the bunch 10c
- Toilet Soaps, Woodburys, Cuticura, Resinal or Packers Tar Soap, the cake 19c
- Pebeco Tooth Paste, the tube 35c
- Pepsodent Tooth Paste, the tube 39c
- Palm Olive Soap, the bar . . 8c
- Snap Fasteners, high grade, the dozen 5c
- Double Mesh Hair Nets, extra large and extra good. Anniversary Sale price 6 for 50c
- Ric Rac Braid in white and colors, the bolt 10c

Exceedingly Low Prices on Domestics---Buy and Save

- Wearwell Sheeting, a full standard grade sheeting, 2 1-4 yards wide, Anniversary Price, yard 49c
- Wearwell Sheeting, 2 1-2 yards wide. Special Anniversary Price, yd. . . . 55c
- Sheeting, 2 1-4 yards wide in a very fair quality. Anniversary Price, yd. . . 35c
- Pequot Pillow Tubing, 42 inches wide, the best quality made, Anniversary Sale Price, the yard 42c
- Lonsdale Muslin, yard wide, a full standard grade you all know about. Anniversary Price, yard 17c
- Daisy Muslin, full bleached, very good quality, soft finish. Anniversary Price yard 15c
- Berkley 60 White Cambric. Anniversary Price, yard 19c
- Glass Toweling, blue check, a superior fine quality, the yard 20c
- SPECIAL LOT**
- Mill End Lengths, Gingham and Percales, plain colors, stripes and figures. Anniversary Price, yard 15c
- Table Damask, full bleached, mercerized fine finish, pretty floral design, worth \$1.25 yd. Anniversary Price, yd. \$1.00
- Mercerized Table Damask, a specially good cloth for every day use. Anniversary Price, yard 69c
- Plisse Crepes with floral designs for night gowns, lingerie, etc. Anniversary Price, yard 35c
- Crossbar Nainsooks, flesh color and white for comminations, pajamas, etc. Anniversary Price, the yard 35c
- Heavy Double Thread Turkish Towel, smaller size, Anniversary Price . . 25c

- Indian Head Muslin, mill end lengths, 1 to 8 yd. lengths, in this Anniversary Sale, the yard 20c
- EXTRA GOOD TOWELS AT LOWER PRICES**
- Turkish Towels, extra large and good weight, a towel worth much more, in this Anniversary, regular price 75c, Sale, each 49c
- Heavy Turkish Bath Towels, a splendid size and quality, Anniversary Price, each 35c
- Turkish Towel, very good at this price, each 15c
- Huck Towels, large size and good weight plain or colored border, Anniversary Price, each 18c
- Barber or Office Towels, small, soft towel, red border, the dozen, Anniversary Price 75c
- Daisy Pillow Cases, made of soft, good muslins, fine finish, 42 inch size, Anniversary Sale Price, each 35c
- Black Mercerized Sateen, yard wide, for bloomers, our good Banner grade. Anniversary Sale Price, yard 35c
- Stitched Cotton Batts, clean white cotton, 3 pounds, full size, for comforter; Anniversary price, each 95c
- White Cotton Batt, weighs 3 pounds, of a very fine long white fibre cotton and a very special value. In this Anniversary Sale, each \$1.23
- Table Padding, heavy fleeced, 54 inches wide, Anniversary Sale, price, yard . 98c
- Baby Flannel very fine, all wool quality; Anniversary Sale price, yard \$1.00
- Outing Flannels, yard wide, our very best quality, in colored stripes; Anniversary price, yard 20c

- Outing Flannels, 27 inch, our very best 20c quality in colored checks and stripes; Anniversary price, yard 15c
- Outing Flannels, all 15c grades, yard 12 1/2c
- Ticking, blue and white stripe, 32 inches wide, a splendid quality, the yard; Anniversary Sale 29c
- Rag Rugs in various sizes; good clean rags and good colors. The Anniversary Sale at 10 per cent less.
- Curtain Net, plain filet mesh, 45 inches wide, regular price 85c; Anniversary Sale price, yard 59c
- Colored Madras for side drapes, in brown and rose color, 36 inches wide; Anniversary Sale, price, the yard 49c
- Crochet Bedspreads, full double bed size, a quality adapted to sleeping porches, extra rooms, lodging houses, etc.; each . . \$1.89
- Marquette Scrims for window curtains, icory, white and euru; 36 inches wide; Anniversary Sale price, yard 23c
- Curtain Swiss with colored figure of blue or pink for bedroom curtains, yard wide; Anniversary Sale price, the yard 15c
- Buy Your Pillows Now—Made from clean, sanitary, odorless feathers. The special Anniversary prices are, the pair \$1.95, \$2.95, \$3.95 and \$5.95
- Maish Laminated Down High Grade Comforters, filled with very best soft, fleecy long fibre, lofty cotton, covered with best silk-lines and sateens. All comforters selling regularly at \$8.00 to \$9.75 in Anniversary Sale, each \$6.95
- Others at \$2.98 and \$4.95
- Cotton Sheet Blankets, gray and tan, splendid size and weight. In Anniversary Sale, the pair \$2.35
- All Wool Plaid Blankets, blue, pink and gray, double bed size, at this very low price, the pair \$7.9
- Imported Swiss Organdy, 45 inches wide, white and ten of the best colors, permanent finish, for Anniversary Sale, the yard 75c

More Notions Better Notions Less Price

- Rubber Aprons for wear on wash days, canning fruit, etc., each 75c and 79c
- Hair Brushes in an excellent quality and good bristles, each 75c
- Stickerei Wash Braid in the best mercerized fine quality, the bolt 18c, 3 for 50c
- Bias Lawn Tape in white and colors, the bolt 10c
- Wash Cloths, two special values, at 8c and 15c
- Glat Shoe Laces for Children, boys and men, brown or black, the pair 4c
- 3 pairs for 10c
- Djer Kiss Face Powder in the various tints, the box 49c
- Djer Kiss Talcum Powder, the box 22c
- Sewing Machine Needles for the best makes of machines, tube 9c
- Cumfy Veil of all silk Shetland mesh with dots, a popular seller, each 79c
- Large Chenille Dot Mesh Veil; new this season, each 69c
- Embroidered and Fancy Handkerchiefs, clean, fresh new goods; regular price 35c. Anniversary Sale price, each 25c
- Other cuts in Handkerchiefs at 5c, 12 1/2c and 20c

The Pictorial Review Patterns and Publications are on sale here. New Quarterly on sale Now.

The Crescent Dry Goods Co.

PHONE 127

PENDLETON, OREGON.

PHONE 127

NEW SPRING MERCHANDISE in Every Dept.