

Pendleton's Greatest Department Store

Offers the best for the price, no matter what the price, and in addition we give S. & H. Green Cash Discount Stamps. The greatest stocks in Eastern Oregon are here. The best service.

BOYS' SHOES JUST RECEIVED

Boys' Black Shoes, these are of a heavy, solid leather, wonderful for wear, with hooks and eyelets, sizes 2 1/2 to 6. Price \$3.50
 Youths' Black Shoes, same as above, sizes 1 to 2. Price \$3.25
 Little Gents' Brown Calf Shoes, Goodyear welt, orthopedic last, sizes 12 1/2 to 13 1/2. Price \$3.25
 Boys' High Top Shoes, brown solid leather, large eyelets, 2 buckles, sizes 2 1/2 to 6. Price \$5.00
 Youths' High Top Shoes, same as boys', sizes 1 to 2. Price \$4.50
 Youths' Brown High Top Shoes, Goodyear welt, light upper leather, heavy sole, 8 inch top, sizes 1 to 2. Price \$4.50
 Little Gents' High Top Shoes, same as youths' above, sizes 12 1/2 to 13 1/2. Price \$4.25
 Boys' Brown Semi English Shoes, Goodyear welt soles, sizes 2 1/2 to 6. Price \$4.75
 Youths' Semi English Shoes, same as boys' above; sizes 1 to 2. Pr. \$4.25
 Boys' Brown Army Shoes, Goodyear welt, soft toe, sizes 2 1/2 to 6. Price \$4.25
 Youths' Brown Army Shoes, same as boys' above; sizes 1 to 2. Pr. \$4.00



FIRST SHOWING OF LADIES' HATS

Just a hint of that that is correct is now displayed in our Millinery Department. The first shipment of Fall Sailors have arrived and it will be our pleasure to have you come and try them on, feel at home, see how you look, and, perhaps we will have just the hat that you will want. Prices are cheaper than last year. The shapes are splendid and the materials are Beaver, Felt, Velvet and Silk. Just one shipment of many that follows, but, let's look them over. All colors and some with large head sizes.

PRICES \$4.75 UP TO \$12.50

New T. P. W. Special Shoes for Men.

THE PEOPLE'S WAREHOUSE
 WHERE IT PAYS TO TRADE



BARGAINS IN TOILET SOAPS

Palmolive, Crystal Hardwater, 2 bars for 15c
 Jergen's Bath Tablets, 2 bars for 15c
 Carnation Toilet Tablets, 2 bars for 45c
 14 Bars Assorted for \$1.00
 Fresh Corn, large ears, doz. 40c
 California Head Lettuce, per head 15c
 Peanut Butter in Bulk, lb. 20c
 Jelly Glasses, doz. 60c and 65c

Children's Dresses \$1.50

We are offering a very choice lot of children's dresses at greatly reduced price of \$1.50. They are \$2.50 to \$4.00 values. This is a good opportunity for you to prepare the kiddies for their vacation trip. They'll need extra clothes. These dresses are gingham in plain, checks, plaids and stripes. The colors are pink, blue, green, red and tan.

New Eagle Shirts for Men

After the Showdown

The great "buyers' strike" of 1920-21, a never-to-be-forgotten event in the economic history of this country, proved a point which must henceforth be recognized as basic and incontrovertible.

It was discovered by merchants and jobbers everywhere, in practically every line of merchandise, that it was the trademarked and adequately advertised brands of goods that got the lion's share of the business there was to get, while the preponderant loss of sales fell on the unbranded and unadvertised goods.

This was a great "showdown" for Advertising. Its position as a factor in economic life was on trial. Had it really done what had always been claimed for it? Had it created consumer preference that would hold against the keen competition of a sacrifice price on unmarked goods?

The verdict of the buying public was unqualified. It was not a straw vote to determine popularity. It was the final test of willingness to buy. The ballots were dollars. And the preponderant majority voted with their dollars that they preferred to keep right on buying advertised goods.

With the whole country on a reduced schedule of production and sales, the factories that were able to keep on producing, in anything like normal quantities, were invariably those making trademarked and nationally advertised goods.

All over the country today manufacturers, jobbers, and merchants are giving serious consideration to this important and conspicuously demonstrated fact: the public prefer to buy nationally advertised brands of merchandise. And public demand is the last word in all economic situations. No one can go against it and long endure.

This will mean, then, that more and more manufacturers will seek out ways to make their products worthy of a distinctive trademark and a sustained plan of advertising. It will mean that merchants will more and more give preference in their stocks to advertised brands. It will mean that the jobbers will more and more arrange to supply the merchant with advertised brands.

But new advertisers, manufacturers who are finally convinced that their future lies in the direction of an advertised product, will discover that the magic power of advertising cannot be applied overnight. It may require sustained effort to attain a position of equality with competitors who have been advertising for many years. This will be an unwelcome discovery. But it will be found to be the truth, and will be their only hope of gaining a substantial foothold in what, from now on, must continue to be a more keenly competitive market than we have known for a generation.

JOHN W. THOMAS, well-known insurance man of Wilmington, Del., who declares Taniae promptly overcame his stubborn stomach trouble and run-down condition following two attacks of influenza. Gains weight and now feels fine.



"The flu left me in such a run-down condition life was miserable and work a burden," declared John W. Thomas, well-known insurance man, 609 Tenth St., Washington, Del., in a recent statement regarding Taniae.

"Twice I was a victim of the flu," he continued, "the last time about two years ago, and since then I suffered from stomach trouble, nervousness and dizzy spells. After eating gas on my stomach worked up through my chest and made my heart beat so fast it alarmed me and I nearly smothered. I could never get a good night's sleep and got up mornings with a mean taste in my mouth and all tired out."

"Other medicines seemed to do me harm instead of good, but three bottles of Taniae rid me of indigestion, the nervousness and dizziness. My sleep is restful and I am feeling like a different man. Taniae is certainly great."

Taniae is sold by all good druggists.

NO PURCHASER FOUND FOR ROSTAND CHATEAU

PARIS, July 26.—A beautiful estate of Edmond Rostand, considered by many as perfect as any written poem, has been put up at public sale, and failed to find a buyer. The price asked was the equivalent of \$150,000.



The "Food-Drink" for All Ages. Quick Lunch at Home, Office, and Fountains. Ask for HORLICK'S. Avoid Imitations & Substitutes.

FREEWATER PIONEER DIED LAST SUNDAY

W. H. Birdsell, Phone 1173, has charge of the Milton-Freewater news and circulation bureau of the East Oregonian.

(East Oregonian Special.)
 July 26.—Mrs. Percy Corman started on a trip to Joseph, Ore., Thursday, by train to visit her mother.

Mr. and Mrs. Truman Birdsell and family of five children, who are touring from Sioux Falls, S. D., stopped to renew acquaintance with his cousins, Mrs. C. A. Norman, Mrs. Harvey Demaris and W. H. Birdsell, whom he has not seen for twenty-three years. The tourists are on their way to California, and are very fond in their praise of the Walla Walla, and of the Milton auto park which they say is the best they have camped in for a town of Milton's size.

Mrs. J. H. Lamb of Coquille, Ore., is visiting at the home of Mr. and Mrs. George Henninger of Milton. Mrs. Henninger being her daughter.

Mrs. Sam Coe, who has been visiting with her daughter, Mrs. Clyde Harris, for a few weeks, returned to Milton Sunday night, stopping at the home of her sister, Mrs. J. M. Elam, until morning.

The ball game which was played between the Walla Walla and Milton-Freewater teams Sunday was a very fine game, and was won by the Pruners in a score which stood 7 to 2. Prekers in a score which stood 7 to 2. King made a three-base hit, Harstad a two base hit and Crummins made a two base hit, which, coupled with good field work and Harstad's usually good pitching, went a long way towards enabling the visitors to carry off the laurels of victory.

Cecil Hicks and wife, who have been visiting Mrs. Hicks' people at Richland, Ore., returned to Milton Tuesday. They have been gone a month.

George Farman, below Freewater, purchased a new Dodge Brothers car from the Auto Sales company at Milton last week.

Walter Woodward now sports a Dodge, bought of the Auto Sales Co. of Milton, through J. W. Davis, salesman.

July 20th Mr. and Mrs. Carl Hicks became the proud parents of an eight pound boy. The Hicks are stopping for a few weeks at the home of Mr. and Mrs. J. W. Davis. Mrs. Davis being Mr. Hicks' mother. Their home is in Peck, Ida.

The new store of Arthur Milby is beginning to materialize as the foundations are ready for the pouring of the concrete.

Saturday night F. A. Tracey was rushed to the College Place sanitarium and was operated on for appendicitis, and was found to be in a critical condition, but according to report Monday evening was getting along nicely.

The slumbers of quite a few people were disturbed Sunday morning at 2 o'clock when a fire broke out in an outbuilding in the rear of F. A. Fullerton's plumbing shop, the outbuilding being consumed, but the fire was controlled and did not spread to any adjacent property.

Williams & Olinger are manufacturing quite a quantity of fruit box heads in their new mill in their Milton lumber yard.

Mr. and Mrs. Frank Williams and Mr. and Mrs. Glen Best start for the Yellowstone National park Tuesday. They will stop at Bozeman, Mont., to visit at the home of Orval Jenkins, Mrs. Williams' son and Mrs. Best's brother.

Harold Lamb drew the wrist watch at the first drawing given by the People's Mercantile company's stode Saturday evening, and Miss Lena Wagner of Freewater won at the Monday evening's drawing. Each one of these prizes is a wrist watch and there were to be seven of them, two of which have already been drawn.

Mrs. Mary C. Bassett, who has been visiting friends and relatives in the Walla Walla valley for a few months past, started for her home in Chester, Mont., Monday, accompanied by her little friend, Miss Eva Stubbs of Freewater.

Mr. and Mrs. E. Hatt and Mrs. L. E. Statesman returned Thursday after an extended trip through the Yakima valley, Seattle, Tacoma, Astoria, Seaside, Tillamook, McMinnville and Portland. They say the enjoyment of the trip was marred somewhat by the smoke of the forest fires.

J. W. Summers of Walla Walla, M. C., was in the Twin Cities doing business one day the latter part of last week.

The editor of the Milton Eagle, Bernard Mainwaring, was in attendance at the editors' convention at Corvallis last week.

Mr. and Mrs. H. C. Lamb left Sunday night for Seattle, where they will attend the International Apple Shippers' convention.

Tomatoes are coming in freely and the price is getting less. The biggest specimen of this fruit, up to this time that has been sold to the Tomato Growers' Association, was brought in by C. F. Collins, north of Freewater, and it weighed 20 ounces, which is the more remarkable as it is of the pink variety, which is not noted for size.

Mrs. F. H. Baker and her sister, Mrs. M. A. Harrah are fitting up a building on the lot recently purchased from J. E. Olinger, joining the telephone office, and will occupy it with a business which will be called the "School Service Station," and as the name suggests, they will sell ice cream in hot weather, school supplies, light lunches, and hot drinks to the students, the location being adjacent to the new high school and central school buildings.

Mr. and Mrs. L. E. Coyle returned home Sunday after a prolonged tour of the Walla Walla valley, visiting their daughter, Mrs. Clevenberg, at Hood River, on the way, a daughter at Portland, and other relatives, throughout the valley.

Mrs. Will Hanscom and Mrs. Blaine Burton of Pendleton, were guests at the home of Mr. and Mrs. J. W. Davis over Sunday.

Mrs. R. J. Gray returned Sunday from a week's visit at Palouse, Wash., where she met two of her sisters, one

BLUNDERS



Why Is This Wrong?
 The answer will be found on the classified page.
 (What "Blunder" do you suggest?)
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from New York city and the other from Chicago.

Mr. and Mrs. Earl Williams and children of Pendleton, Mrs. Jessie Hine-line of Hermiston, and Mr. and Mrs. W. E. Putnam of Milton, were all-day visitors at the home of Mr. and Mrs. B. F. Williams of Milton, Sunday. The Pendleton and Hermiston guests came before breakfast and took all three meals with father and mother. The host and hostess are the parents of Earl Williams, Mrs. Hine-line and Mrs. Putnam.

In a talk with Hursey Dakin, who was called from Corvallis by the death of his grandfather, L. H. Dakin, Saturday, he gave an interesting account of his trip to San Francisco to attend the national convention of disabled American veterans of the world war, which was held in that city June 26 to 30. Mr. Dakin was made a member of the Living Hall of Fame, which he says gave him special distinction, and he had hearty handshakes with dignitaries, among whom was the governor of California. It will be remembered that this honor was conferred upon this young man because of the acts of special valor on his part in over seas service, one of which was the capture of a German machine gun single handed.

Levi H. Dakin, who died at the home of his son, O. H. Dakin, west of Freewater, July 23, 1922, was born in Maine Dec. 25, 1828. In 1856 he moved to Minnesota, where he married Miss Clara J. Smith in 1862. In 1862 he served in the Sioux outbreak in central Minnesota and in 1898 he moved to Oregon, in which state he has since resided to the day of his death. He is survived by two sons, Orvil L. and Orson H. Dakin. The funeral was held at 11 o'clock Monday morning from the home where he died, the Rev. H. C. Stover officiating, and interment was in the Odd Fellows cemetery, of Milton.

ECCENTRIC WILL DATED FROM 'THE RIVER STYX'

AKRON, Ohio, July 28.—A cello and a few other musical instruments constitute. It is said, the personal property making up the estate of the late Melville E. Wilson, Wadsworth, an eccentric musician, who ended his life in New York some weeks ago. The will, dated "River Styx, August 27, 1907," has just been filed for probate. A cousin, Mrs. Hallie Harpley, of this city, was named as sole legatee of Wilson's personal property.

111 cigarettes

They are GOOD! 10¢

Buy this Cigarette and Save Money

Piles PERMANENT RELIEF. Legal Guarantee Given.

No need of Knife—no pain—no time work. Ask for the Glaxo Pile Treatment.

TALIMAN & CO. Main and Alta Sts.

SANTAL MIDY Guard Your Health Be Sure To Use SANY-KIT

POPULAR FOR GENERATIONS PLANTEN'S C & C OR BLACK CAPSULES

A Preparation of COMPOUND COPAIBA AND CUBES AT YOUR DRUGGIST

We are in the market for grain and hay and grain of all kinds. We will deliver hay and grain to any part of the city. Grain of all kinds wanted in carload lots.

PENDLETON FLOUR & GRAIN COMPANY 1200 West Alta