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|  |  |  |
| 2c Bleached Musli |  |  |
| emmed Bed Spreads, each - |  |  |
| \$1.00 Hemmed Bed Sheets, 81X90 each - |  |  |
| 36 inch Mohairs Black, Grey, Tans and Navy 50c |  |  |
| 12 1-2c Flannelettes 29 inches wide . . 90 |  |  |
| 15c White Indian Linens - - . |  |  |
| 35c White Embroidery - . . . |  |  |
| 85c Fancy Ribbons - . . . - 45 |  |  |
| \$1.35 Chamois Gloves, White and Natural 85c |  |  |
| 7526 inch Umbrellas - - - \$ . 19 |  |  |
| 12 1-2c Silkolines 36 inches - . - |  |  |
| 89c Bleached Table Linen - . . 69c |  |  |
| \$1.50 White Shirtwaists (new) - . . 98c |  |  |
| \$10.00 Fancy Silk Waists for - . $\$ 3.95$ |  |  |
| \$1.45 Colored Sateen Skirts for . . 7 |  |  |
| .50 Percale Wrappers for . . . 98 |  |  |
| \$3.50 Men's Shoes (all kinds) - . \$2.6 |  |  |
| \$4.00 Women's Shoes In Kid and Gun Metal Leather |  |  |
| \$1.75 Misses' Shoes 11 1-2 to 2 - . |  |  |

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## NET PROFITS


But-it's not how much an ad costs-it's how much profit it brings you.
Net profit---that's the main thing.||

(IIADVERTISING is not a magic art. All it is, is putting into print effective selling arguments a good sttractive style-bring out the merits of a proposition so that the other fellow feels an instinctive desire to poseess it-tell him why he should buy it and then finally satisfy him that the price is right.
To get the best results, cater to the largest number you can reach among those who make good wages and live well - people who can afford to buy what you have to sell. The East Oregonian's readers are composed of that class who willingly pay 65 cents a month for it in preference to buying the cheaper papers. Net result-they are people
who can afford to buy what you have to sell. They are not penurious.
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