 tion equipped with the weapons of fifty years age would be to send it to quick destruction.

To try to do business nowadays, on the tines that were usual fifty years ago is equal folly.
Fifty years ago the muz-gle-loading rifle was the yogue. Today not even squirrel-hunters us it. In modern warfare it would be little better than a elub.

Fifty years ago business was conducted on the muz-ale--loading plan. If a man sought work he walked about asking his friends to look out for an opening for * him If a man vanted to. sell real estate, he placarded it. If he sought tenagts, hé placed a card in the ovindew of the vacant property.
All that constituted "muz. gle--oading publieity."

Toolay, quick fining publicity is the vogue.
East Oregonian want ads give to your prapasition quick fire publicity.
Using $t$, you: are on an equal footing with your competitors. Weglecting it, and reverting to muzzle-loading publicity, you have no competitive chance at all.

## EAST OREGONIAN MANT AD RATES

CANEAD COLLMN AND
CLASSIEIED DIRECTORY Counting six ordinary words to the line and charged Want Ads and Locals. Rates Per Line First insertion, per line 10 c Each add. insertion, per One week, (six 1insertions), each insertion,
per line . . . 1 mer each insertion, per ${ }_{6}$ line
6 menth eontract ea 12 mointion, per line 12 month centract each insertion per iline...2c No ads taken for less than 25 c .
Ads taken over the telephone only from East Oregonian subscribers and those listed in the Telephone Di-
rectory. Copy must be in rectory. Copy must be in
our office not later than $1: 30$ o'cleek day of publication. NEW TODAY
Each new 'advertisement will he run under "New Today" for the first, insection
only During suhbsequent inony. Durng subsequent if.
sertions of the add it will apnear under its proper classi-
Telephome 1

