## SOCAL AND PERSONALS

## HONOR ROLL



## Bonir Filits Redictedith Bond Overcoats Rediciced

sitate a clean up.
That is why we are offering such extraordi nary values.

1000
SUITS AND OVERCOATS

## Values to $\$ 35.00$

## $\$ 25.00$

The label identifies every BOND garment, its our pledge of satisfaction

## Alterations Free.

Liberty Bonds Taken in Exchange for Mer
BOND BROS.
Pendleton's Leading Clothiers

## Lynde Bros. Cash Grocery

will save you money.

309 West Webb Street

Phone 334

## Speaking of Cood Roads-

## east oregonian <br> WANT AD RATES

WANT AD COLUMIN AND CLASSIFIED DIRECTORY Counting six ordinary words to the line and charged by the line.
Want Ads and Locals. Rates Per Line First insertion, per line 10c Each add. insertion, per line. One week, (six insertions), each insertion, per line
1 mo. each insertion, per line
6 month contract
insertion, per line. 12 month contract, each insertion, per les ads taken for less than

No advertisement taken for less than two lines. Ads taken over the telephone only from East Oregonian subscribers and those
listed in the Telephone Dilisted in the Telephone Di-
rectory. Copy must be in rectory Copy must be in
our office not later than 1:30 o'clock day of publication.

NEW TODAY
Each new advertisement day" for the first insection only. During subsequent insertions of the ad it will appear unde
fication.

## Telephone 1

Even the Smallest Classified "Ad" Is In No Danger of "Getting Lost"-Because CLASSIFICATION Builds a Straight Road to it For Every Reader of This Newspaper!

The shortest name is as easy to iind, in the Telephone Directory, as is the longest. CLASSIFICAtion does rt!

The shortest name is as easy to find, in the Teleto make themselves conspicuous if they were not classified. But proper CLASSIFICATION, under the head to which it belongs, makes the task of finding the small "ad" simple and easy among the East Oregorian Want Ads-the work of a few minutes, at most.

[^0]
[^0]:    Every person looking for a furnished room turns to the Furnished Rooms to Let classification as a matter of course-and, thus, the two or three lines "ad" STANDS OUT CONSPICUOUSLY, provided that it contains facts that appeal to the reader.

    Every" classification of the small "ads" is subjeet to the same rule. The reader, to whom it carries a message, finds the little "ad" as readily as the big onc. But, when found, it should really convey its message-and in this respect the classifled advertiser sometimes makes undue economy of words defeat his purpose. To be brief, and still be explicit, is possible-and yet the aim at brevity often obsciures the meaning.
    Write your message clearly and deliver it through the classified ad columns of the East Oregonianand it will reach the very people to whom it is ad-

