## Social and Club News



## OUR ANNUAL Pre-Inventory Sale Now On

WOMEN'S SUITS 1-2 PRICE
SILK DRESSES 1-2 PRICE
WOOL DRESSES 1-2 PRICE
COATS NOW 1-2 PRICE.
Each and every garment being sold far below today's wholesale cost


Have Your Xmas Pictures Finished Here

Our large, perfectly equipped kodak finishing department can do your work in a most satisfactory manner. There's no pictures that you cherish more
than those taken at Yuletide. Have them finished perfectly and beautifully. The cost is small.

THE PENDLETON DRUG CO. the rexall store





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The regular mid-week meeting
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American Lesion last eve ATtended Legios dance
Miss Belle Molntye




that half the money spent on advertising is wasted. THAT PROBABLY WAS TRUE SIX YEARS AGO. IT CERTAINLY IS NOT TRUE NOW.
to the audit bureau of circulation is due much of the credit for the difference.
SIX YEARS AGO SPACE WAS BOUGHT BY GUESSWORK Now it is bought with a definite knowledge of circulation:how many copies are printed, how they are distributed; how many paid for and how many given away.
THE ADVERTISER WHO DOES NOT PROTECT HIMSELF by asking to see the A. B. C. reports of the publications he uses is reactionary and invites a return to the wasteful methods of former years.
THE EAST OREGONIAN IS A MEMBER OF THE A. B. C. Its advertisers are fully protected.

