## RING OUT THE NEW; RING IN THE OLD

L
ET"S reverse the old couplet, put aside forever the bitterness and unrest which has afflicted the world, get both feet on the ground once more and think and live as we did before everything was turned upside down

We're doing our share by putting prices back toward the old-time basis

## JhePeoples Warehouse

## IT HAS BEEN SAID

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 reartionary 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.




## Thank You

Though we say only a brief "Thank you," in the busy routine of the day's business, we want you to know that we thoroughly appreciate our cordial relations.
Our earnest endeavor will be to merit a continuance of your valued patronage.
Our efforts to give you the very best service possible will soon be reflected in crisp new merchandise in every section of the store at our low every day prices characteristic of the value giving of this national institution.
It is our sincere wish that yours will indeed be a "Happy New Year," happy in true American spirit and ideals, reflected in tie pleasure of home and loved ones, friends and prosperits.
JCPemenys

