State I stated

RING OUT THE NEW; RING IN THE OLD

ET'S reverse the old couplet, put aside Lorever 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

PENDLISON'S GREATEST DEPARTMENT STORE

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 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.

Regina Sussone, clerks in the office, was reported. and the men are Edward Donegan, a Brooklyn contractor; Sigmund (Beansy) Rosenfeld, and George R. Stibber- BLOODHOUNDS TAKE

Donegan, Rosenfeld and the women were arrigned last night before United States Commissioner Hitchcock, who held Donegan under \$100,000 ball and each of the others under \$50,000 bail. Stibberson was not arraigned.

elease them and the women and that \$6,500 was paid to the agents.

Operations of the alleged conspira-tors were described in four complaints. They charge that beginning Sept. Is last the defendants agreed to obtain from the files of the prohibition director for New York state telegrams from distilleries in various parts of the country is successful to the country to the the country, inquiring about the gen-uineness of withdrawal permits pre-sented by the distillers. By means of forged telegraphic replicas and fraudu-lent permits the complaints allege, the defendants planned to obtain liquor.

BORAH URGES CURBING COSTS OF INAUGURAL

WASHINGTON, Dec. 31.—(A. P.)A limit on congressional appropria

A limit on congressional appropriations for inaugural ceremonies was urged yesterday in the senate by Senator Borah, republican of Idaho, "I would spend only \$16 for an automobile for the president's trip to and from the capitod," he declared.

Some apposition to the proposed use of the pension office for an inaugural ball as at the Tatt inauguration also was indicated by Senators. was indicated by Senators.

WASHINGTON LANDS WILL BE AUCTIONED

OLYMPIA, Wash., Dec. 311.—(A. P.)—Several hundred acres of state land in Benton county under the Priesi Rapids irrigation project will be offered for sales Tuesday by the county auditor at the courthouse in Prosser. Anyone may bid. One section of land in Grant county under this project will offered the same day by the county auditor at the courthouse in Ephrata auditor at the courthouse in Ephrata
The prices fixed on these lands range
from \$12 to \$20 an acre. All are susteptible of irrigation under the project
when developed and subject to charges
for the development.

For Expectant Mothers USED BY THREE GENERATIONS

DR. C. H. DAY

Physician and Surgeon Osteopath

DWELLINGS ON SOUND THREATENED BY STORM

NEW YORK, Dec. 31.—(A, P.)—
two women clerks in the federal prohibition director's office here and
three men, were arrested yesterday
charged with conspiracy to defraud
the United States through the use of
liquer withdrawal permits obtained by
bribery and by forgery of telegrams
and permits.

SEATTLE, Dec. 20.—(A, P.)—
Dwelling houses along Magnotia Beach
on the sound were threatened yesterday by high water caused by heavy
winds, according to reports received
here. Several houses are reported to
lave been washed from their foundations and at least one was threatened
with destruction. Builtheads along
the water front were washed out it and permits. with destruction. Buildheads also The women are Mary Perkins and the water front were washed out

TRAIL OF FUGITIVE STOCKADE ESCAPE

SEATTLE, Dec. 31 .- (A. P.) -- Dep. uty Sheriffs with bloodhounds were Stibberson was not arraigned.

Besides the charges of fraud in the use of permits and telegrams, complaints sworn to By agents allege that Donegan and Rosenfeld offered the Donegan and Rosenfeld offered the agents \$25,000 to destroy evidence and agents \$25,000 to destroy evidence and that

The Necessary Horse.

ly supersede the horse

ASSESSMENT BILL EXTENDED.
WASHINGTON, Dec. 21.—(A. P.)
bill extending for six months the
lime in, which 1220 assessment work on mining claims can be igned today by the president.

THE DANCE FROCK



The dance frock may be as bouldant as the young miss de-sires in spite of Paris' docree that is of rose satin. The corsage is made over a low cut bandeau trimmed with lace and fur. The pointed tunic is made of several layers of rose chiffon outlines with jet bands.

Always Found Together



Wherever Congressman Ernest A. Ackerman of New Jersey Rocs, his umbrolla goes also. Between sessions of Congress Ackerman travels around the world and he's been to all four corners—with his bumbershoot. Twenty-eight years ago he met another traveler who also toted a rain stick. They discussed how long they'd carry them Ackerman still has his. "It's as necessary as my trunk or my ticket!" says he

28 YEARS AGO

Dave Horn, mine host of the Pen-leton, has gone out to his place on McKay creek for a few days of ranch-

S. Geary the teacher of dancing adles who meet Friday for their first

Three children of the family of S. t. McLeader are very III from positionia at his place north of Pendleton.

The cakes are about four inches thick.

Ligense to weed has been issued by the county clerk to E. M. Denton and Miss Amanda Beeler of Weston.

PENROSE AT CAPITAL

WASHINGTON, Dec. 21.—(A. P.)—
Senator Penrose of Pennsylvania, chairman of the senate finance committee, and sand toad era night after an absence of the senate finance committee, and sand toad era night after an absence of the senate finance committee. mittee, returned to Washington last and made personned in the personned in the personned in year, due to ill health. The Pennsylvania senator was taken ill at his home on these matters and uphold our repulin Philadelphia when he went there tation of progress and thrift. in Philadelphia when he went there shortly before the adjoirnment of congress in November of last year. There has been no angeomement at Seanter Penrose's office here as to

mak an announcement within the next that Greece will remain friendly to the

FROM THE PEOPLE

Dec. 30, 1910.

Allow me to congratulate the East Oregonian on the manner in which is gets behind every progressive move-

I have read your various, articles, on who has been here for several days the much acceded development of our past, has organized a special class of natural resources, namely. The John Day and Columbia River Water Power

I have been in tocalities where the worst progress was not in the diction-ary, where roads, hub deep in mud, have moved among stumps the past twenty five years because they were in the way, where gravel has been lacking for the reason that the road Greatien firm, have put up some lacking for the reason that the road was not made down the stream bed, forty tons of see, which they found at was not made down the stream bed, where progressive movements, such as

Such localities within our state, and every other state of the union are sorely in need of a hypo injection of Easierp Oregon spirit.

Nature has provided the foundation for an era of intense development AFTER YEAR'S ABSENCE within our midst and Eastern Oregon spirit will not leave it to the coming generation to accomplish

Let the good work go or

GREECE REPLIES TO ALLIES whether he intends to resume his seal ATHENS, Dec. 11.(-U. P.)-The in the senate at this time and the Greek government today replied to the ing to say as to his immediate plans. King Constantine, Greece insisted that



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 the pleasure of home and leved ones, friends and prosperity.

