We sincerely thank you for your splendid patronage and friendship for the past year.

MARKET CLOSER ALL DAY MONDAY JANUARY FIRST 1923 Pendleton Cash Market

DANCE TONIGHT At Union Hall PAYANT'S ORCHESTRA Admission 75c Ladies Free

A Happy New Year

We extend the season's greetings and wish you and those whose happiness in yours a full measure of joy and success for the New Year.

BUSTER BROWN SHOE STORE BARBARA BROWN for Women BUSTER BROWN for Men BUSTER BROWN BABIES for Boys and Girls—All Sizes

Happy New Year

We desire to extend to you the compliments of the season and express our sincere wishes for your prosperity the coming year with a continuance of the cordial relations existing between us.

Hanscom's Jewelry Store Home of Gifts That Last PENDLETON OREGON

New Year's Greetings

We extend to all of our customers hearty wishes for a TRANQUIL and PROSPEROUS NEW YEAR.

This is the time of year when one looks two ways—in retrospect and in prospect.

Looking backward, we congratulate ourselves on the warm and loyal support extended to us by old friends, and for the large number of new friends we have made.

Looking ahead, we see a long program of activities in behalf of SERVICE.

We are ever seeking for the best merchandise, and our ideal of quality beckons to ever greater achievement.

We are setting a new standard for service in merchandising and in performance for the year 1923.

STORE CLOSED MONDAY Pendleton's Leading Store

Sir Walter and the Spud

In Ireland, they still point to the place where Sir Walter Raleigh planted the potatoes he brought with him from America. The venustus knight was much impressed with the edible qualities of potatoes and touted them highly to his friends. But in spite of his efforts to popularize the spud, it was half a century or more before it became an article of general consumption abroad.

Today, a new food product becomes nationally known overnight. Modern methods of distribution quickly place it in thousands of stores. ADVERTISING tells the public about it in the newspapers. People try it, like it, and shortly it is in general use throughout the country.

By the same means American manufacturers—THROUGH ADVERTISING—are putting within their reach many of the boons of modern life. Without advertising, we would lack many of the comforts and conveniences that go to make life what it is in this year of grace.

Advertising keeps your information up-to-date on every article of human need, whether it be food, clothing, articles of household utility, necessities or luxuries.

Advertisers deserve your support. Patronize them.