

Liberty Theatre
Admission 25 c and 10 c
PROGRAM


## Coming Events

Friday evening, January 13-Senior class play at the high
Friday eevning, January 13-Eastern Clackamas Busines Men's Credit association meets at the city hall.
Sunday and Monday,January 15 and 16 -"Miss Brew ster's Millions" at the Liberty Theatre.
Saturday evening, January 14 -Joint installation of of-
ficers of the Odd Fellows and Rebekahs.
Thursday afternoon, January 17-Garfield Dorcas Society meets at the home of Mrs. E. J. Yocum.
Thursday evening, January 19-District meeting of the American Legion at the Odd Fellows' hall.
Fridgy evening, January 27,-Regular monthly m

## EMPHASIZING THE MECHANISM

Between the time one of our feet is pressed down and the man body employes three hundred different muscles. And yet how smoothly and easily and quickly these many muscular pro cesses come into play

The ideal store, like the ideal healthy body must employ many more processes than-those who have never been initiated into the mysteries of merchandising would ever suspect. And Whether or not they may rightly be classed as "red tape" depends
upon two things: the possibility of eliminating each and the lack upon two things: the possibility of eliminating each and the lack
of success with which each is removed from the casual observation of the customer.
It would not be at all difficult to count up at least three hun dred different operations in the putting through of a charge sale start for the purchase of the goods at wholesale until the time they are ultimately paid for after collection methods have been employed by the customer at retail. But it is more ridiculous to think
of concentrating the mind upon three hundred different muscular processes during the act of taking one step than it is to expect the customer to care about or be impressed with a recital of the mer-

These things comprise service and service today is what the public is paying for and expects and must have. Carburetors and Bendix springs and spark plugs do not interest the average pur-
chaser of a motor car today half as much as deep upholstery, a onvenient emergency brake, clear-vision windshield, and so to allow the customer to find out $y$ details of purchasing of which
Then they will be appreciated far more than when you direct the spotlight upon them


## OUR MOTTO IS "SERVICE"

The People's Store
H. B. Snyder, Prop.




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