## When You Are Dry WHY NOT BUY

Made of the Choicest Malt and Hop Grown in Marion County

Salem Brewery Association

## Rigid Rules

UNITED STATES NATIONAL BANK SALEM, oregon
E. ECKERLEN

## Wholesale

Family Liquor Store
144 Commercial St. Free Delivery
Phone 103

## Unless It's a Good Store It Will Not

 Pay to Advertise It! U[^0]
## PILES QUICKIY CURED AT HOME

## MAKING THE STATEMENT A MISDEMEANOR

\author{
PUT TO SLEEP IN THE HOUSE OF REPRE SENTATIUES....MOST ELOOUENT ARGUMENI MADE BY DIMIGK OF CLACKAMAS <br>  of Southern Californta was worth
$\$ 40,000,000$ a year. The more me advertised Oregon, the more tourists ve would get, and 'each tourlst became a traveling representatyve to
boost for the state. The great Cumboost tor the state. The great Cum-
berland turnpike was the forerununer Pland turnpike was the forerununcer
our whole present raflroad system.
w of our whole preaent rallroad system.
W. Wotton spoke next, and said
he had never been at Crater Lake,
because there was no decent way to
 do. He was onthustastlo for th
Crater Lake road. This money would
return more cash for the Investmyt
than any other that coold be made
Now you can not go to M. Hod, to
Crer


[^0]:    desirable or objectionable
    desirable so with a sto e nothing abour it exist-for them. But-when they are per-spot-light of their attention on it-when es to have a part in their lives, as some stores s to have a part in their ives, as some stores
    have in all lives-then it's different; then it S matter whether it strives to win confidence; es matter whether or genuine, dependable.
    it meets all tesis that a good store must stand in it is advertised-when it thus invites the ical attention of people-then advertising akes" the store. If it fails in most of the vital ngs-if it proves, under the light of publicity, to be much of a store, THEN ADVERTISING NOT PAY-for it will emphasize shortcomas well as merits.
     mis to avolat close mompection and cemperitoon, and thg to avoid close inspection and comparison.

