## FIREWORKS



NEW DEPARTMENT
OPENS THIS FALL

Money Savers

##  <br> Pare Porks Bent Hamity Winerwurs Belogna

Independent Meat Market


SALEM
WOOLEN MILLS STORE


## Reilnare' $S \frac{\text { The Quality Shoe Store }}{444 \text { STATE STREET }}$

## LUCKY OFFICER MAY

CAPTURE BIG REWARD




## Official Program

Salem Chautauqua, in Tent on University Campus
$\qquad$
$\qquad$
tonight
$\qquad$
TOMORROW

## Business Insurance

In a ietter to a Ncw York newspaper the manag o talking machine company wrote:

[^0]
[^0]:    -We advertise as a sort of business insurance, in winter and summer, in good times product fameus the world over."
    This advertiser uses the newspapers very largely and has secured splendid co-operation from local distributors.
    Business is so good that his factory, even in the duilest season, is far behind in its orders.
    Business insurance through newspaper advertising has made dull times something unknown to that concern.

