

DON'T GIVE A DOLLAR

"Don't Give a newspaper a dollar." Such is the advice spoken by a well known merchant over the radio recently. He was directing his remarks to business men in small towns and cities. Don't GIVE the newspaper a dollar, he emphasized, "instead buy twice as much advertising as you can afford for a period of one year. Then watch your business grow."

"The newspaper," he said, "is an accurate mirror of the town which it serves. If your town is a live town, one that can meet the intense competition of today, the newspaper will be filled each issue with snappy invitations to trade at the various stores in that town. Your newspaper is your weekly contact with the people of your trade territory. Use it liberally and you will be suprised at the result.

"The merchants in any community where a real newspaper is published could afford to pay the subscription of the paper for every resident within thirty miles—they would get their money back many times over by increasing contacts for advertising messages.

"Boost for your newspaper. It is always boosting the community, and the boosting you give will pay you big dividends."

A Few Sample Prices from Our Job Department to Beat the DEPRESSION

250 Letterheads and 250 Envelopes .	\$3.50
500 " " 500 "	\$5.50
1000 " " 1000 "	\$9.00
500 Statements	\$2.75
1000 "	\$4.75

These Are Special Prices for a Short Time Only

WILLAMINA TIMES