## IS BURIEO INOEEBTIS



## DVERTISING TALK NO. 3

Morning Newspapers Are the Best Advertising Mediums

| he at | CLYDE DAVIS FOUND DEAD |
| :---: | :---: |
| after 50 oclock. At that time the housewife is either just returning from an afternoon out or is | and Ingeest wim |
| in the midst of preparing diner for the family |  |
| and is ready to go to the movies, the regular |  |
| nffairs-on clear weather, an auto drive, and the | \% |
|  | Stiche |
| By the very nature of things, the evening |  |
| Paper can get only a hurried perisul, while | alame |
| the mis onderd in the mornime, then by the $n$ |  |
|  |  |
|  | LOSS Of REVENUE |
| The precentage of foternoon newspaper ciren- | Dry Vancouver to Cut Expenses to Stay Within Income. <br> Stay Within Income. |
| greater than the morning. <br> The Oregonian is the best advertising me |  |
| The Oregonian is the best adiertiting med |  |
|  |  |
| it brings that same confidence to the adverisiong |  |
|  |  |
|  |  |
|  | 边 |

ASLASKA'S GOVERNOR HERE





EVANGELIST DRAWS CROWD



 NOOSE RETENTION IS SURE
Mallieur Returns Make count 641
on Hangman's side.


CLYDE DAVIS FOUND DEAD


## Women's Tailored Suits Reduced

A special lot of fine suits bought from a New York suit maker Less Than Wholesale Cost! Regular $\$ 24.50$ to $\$ 34.50$ Suits Regular $\$ 39.50$ to $\$ 44.50$ Suits $\$ 14.85$ $\$ 19.85$
The very newest styles at the lowest prices in Portland. Come See Yesterday's Papers for Particulars
$\$ 10.00$ Peter Thompson Dresses $\$ 4.95$ The Entire Misses' and Women's \$10 Balmacaans \$6.95 Third Floor

BEN SELLING | aorriorn |
| :---: |
| at Fourth |



Here's a New Joy-Peppy-Peppermint!
A new WRIGLEY chewing gum with DOUBLE strength-Peppermint flavor-
DOUBLE wrapped and sealed to keep it good. It is delightful and the delight is long la.s.ting It's like a Peppermint Lozenge that you can chew and CHEW!
It has lots of "Pep" - you can't lose the flavor.
And with each 5 c package you get a uNITED

Try this new joy today!

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