## Rostein \& Greenbaum

We redace our prices on all merchandise, whenever we get lower quotations from manufacturers and wholesalers.
Nice colored Silk Petticoats a
Beautiful colored Jersey Silk Petticoats
$\$ 7.50$ and $\$ 6.50$
Jap Table Covers and Napkins, very neat, new patterns and new prices.
Bed Spreads, scalloped and cut corners, size $80 \times 90$, weight 3 pounds, priced spe
Bed Spreads, of good quality size, $80 \times 90$, weight $23 / 4 \mathrm{lbs}$. special low prices $\$ 3.75$

We have cheaper ones, but these are special fine ones, filled with fine white cotton Siik Umbrellas, colors and black, fine handes and ivory tipped. Swell umbrellas

## 240 and 246 Commercial Street

## To keep in touch with the

 business world--READ ADVERTISEMENTSYou can learn more from the advertisements in your daily newspaper than you could in weeks spent in visiting stores, shops and offices.

If you did not read the advertisements, you might go to a store and come home again and never learn about some new goods in that store that would interest you. But the storekeeper knows and he publishes the news in an advertisement for you to read.

If you did not read advertisements, you might go on purchasing one article for voars when a new and better article has come to take its place.

It pavs to keep in touch with the business world by reading advertisements.

It pays if you have nothing to buy but your own clothes and shoes and candy and books and other personal things.

It pays even more if you are buying for a household.

By keeping in touch through reading advertisements you can buy to more advantage, find our where and when to get the things you want, and avoid regrettable expenditures.

A large part of our world of today is the world of business and commerce. And the voice by which it speaks is advertising. It has a message for you.

Keep in touch by reading this message -by reading advertisements.

ARMISTICEDAY IS CELERRATED
Armory Filled to Overflow ing When Judge Butler
of The Dalles Speaks

DOVE HOVERS OVER BASEBALL
Reorganization With Judge Reorganization With Judge
Landis Board Chairman is Favored











##  <br> 

Wage Reductions Will
Be Resisted by Lo

## A Six Cylinder Parable

## By the

BUSINESS MANAGER


Yet a Lot of automobile advertisers and other advertisers are Just Like Him. Last fall and winter when Demands (the Going was Good) they advertised on a very Large Scale (used Six Cylinders). Now that they have Struck the Upgrade, quite a Few of them are Deliberately getting out and taking the Wires off two of their Spark Plugs. Just like the Grocer who Pulled Down the Curtains in his store because his groceries Weren't
Selling. selling.
Another automobile company Took
an Opposite View. They ran on Six Cylinders in good times; now they are running on Six and Giving her a lot of Extra Gas. When others are Dropping Out they are going Strong. Here's what they say:
"With summer coming on and the
market slowing up we've started adver-
tising big. We are running more and tising big. We are running more and
larger copy than we used last winter Our business is brisk We sold
cars in August than in June."


A lot of Pessimists say we are in for a business depression This Winter. Those who Discharge their Best Sales-
men doubtless will find business slow. But think-how much Better it would be for Everyone to keep On His Toes and when business shows Signs of Slowing Down, step on the Gas, keep Hitting on All Six-and take the Hill on High!
MORAL:-The purpose of Advertising is to Sell Goods and
the time to Push Advertising is when Sales Don't Como Easy.


