## MOVIE GOSSIP



WILLIAMIS.HART TiNadont Tracke


PLIAE MD, 170 POCTHMO MAN

## L. Siegmund of Stayto one of First Drawing



| T Mature |  |
| :---: | :---: |
| More Loans Are Made By State Bonus Board |  |
|  |  |
| \$100.00, and 36 cash payments for 87,700 , were allowed by the |  |
| state bonus board at its meeting. |  |
|  |  |
| meeting twice a week, making an | pleted on Pine street. |
| average, of almost 100 loans a week. The cash claims have drop- | Lif |
| ped to almost nothing as compared to the lowns. | In Japan Shows Increase |
| Out of the first 3,000 aocepted |  |
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| of these appications, and titieshave been approved for 2750 of |  |
|  | during the last few years. |
|  |  |
|  |  |
| 2100 loans. | too late to |
| Gasoline Tax Act Will Be Appealed for Test | BUICK FOUR 1922 SEDAN, LIKE |
|  |  |
| ham |  |
| cuit court yesterday allowed a demurrer of the Associated Oil com- |  |
|  |  |
| - $\begin{aligned} & \text { pany to the complaint of the city } \\ & \text { of Portand asasaling the consti- }\end{aligned}$ |  |
| tutionality of the gasoline tax |  |
|  |  |



## PL


ICAL TURNOVER PASSE
(Centive wás his address that he
feas at once asked to serve as the
principal speaker at the next reg
pular luncheon of the salem Real.

$\qquad$ following.
Mise Ruby Rosencrantz an
Miss Ruth Hill, of the Witlamette Gris' ${ }^{\text {Glee }}$
ous readings


## With its monthly dinner. W. Jenks, who tas been prestent the Brotherhood for the pas yea <br> DARING AMERICAN GIRL IN BERLIN RACE.



# $\mathbb{T}^{\mathrm{ROOI}}$ TWO BIG SPECIALS ! <br> AS LONG AS THEY LAST 



## BEDROOM SPECIAL \$25

Consisting of large continuous post steel bed with steel spring and extra
uality mattress. We just received another shipment of mattresses and will
LIBRARY TABLES


## SPECIAL \$16.50

Same table in another pattern $\$ 17.50$
OUR SHIPMENT OF BUFFETS HAVE JUST ARRIVED; QUARTER OAK,
evelled plate mirrors. Three styles from which to choose. These buffets will be sold at the same low price as the last shipment.

## C.F.GIESE FURNITURE CO.

Phone 464

## Watch the Man With the Advertising Idea

--he may be the coming brains of your butiness

Look over the young executives who direct the retail and the manufacturing businses of New York.

## A surprisingly large percentage of

 them have reached their goals by advocating advertising, by directing the advertising and by making the advertising work.If yours is a busniess which doesn't advertise, don't close your ears to the story of your young men. Help them to think it out-listen to their plans and their hopes. Add the counsel of years of experience to the minds of the men who are planning the future of your business.
tising men did. Did you ever expect to eat trade-marked grape-fruit? It is an accamplished fact at thousands of breakfasts this morning. Did you ever think the dairymen could profitably use the forces of publicity, or that a barber shop could grow to twenty-five, largely by the power of the written word and an ideal of service.

The coming executives realize that a business exists, in the last analysis, in the minds of its customers, rather than in four walls and a roof, and, perhaps, that is why they are the coming execu-
(Published by the Oregon Statesman,
Did you ever expect that iron could
be advertised profitably? Few adver-
in co-operation with The American Association of Advertising Agencies.)

