

## Your Summer Vacation Where to Go and What It Costs

Newport
"Oregon's old Favorite Resort" $\$ 5.05$ Good $\begin{gathered}\text { On } \\ \text { Sale Fri. } \\ \text { days: }\end{gathered}$ and Sat.

Oregon's Caves
"Nature's Subterranean Wonder-
$\$ 19.80 \begin{gathered}\text { oirs sale Fri. and Sat. } \\ \text { Good } 15 \text { days. }\end{gathered}$
$\$ 21.25^{\text {On Sole Dale Daily. }}$ Good m.
San Francisco
"The City $\begin{gathered}\text { Loved Around the } \\ \text { World" }\end{gathered}$
$\$ 40.25{ }^{\text {Round Trip. }}$ Sale Datee Daily
Good Untill Oct. 31st.

Tillamook Beaches "Portland's Popular Resorts"
 $\$ 7.45$ on Sale Daily

Crater Lake
The Sapphire Sea of Silence" $\$ 28.60^{\circ}$ Good Sale Fri. and Sat. $\$ 30.80$ Gn Sale Daily.

## Los Angeles

 ${ }^{\text {and }}$ City" Ideal Tourist$\$ 62.50 \begin{aligned} & \text { Round Trip. } \\ & \text { Sale Dates. } \\ & \text { Dat }\end{aligned}$ Good until Oct. 31st.

## PORTLAND - "THE CITY OF ROSES"

## \$2 Round Trip Sale Dates Daily

EXCURSION TICKETS Also on sale to Oregon's Mountain, Lake and River Resorts, nearby outing places-Yosemite National Park-Shasta
Mountain Resorts, and Eastern Cities, one or both ways through California FREE-"Oregon Outdoors," "California For The Tourist" and other booklets. Get your copy now

Ask our agents for further particulars or write
JOHN M. SCOTT, JòHN M. SCOTT,
eneral Passenger Agent,
Portland, Oregon

## SOUTHERN PACIFIC LINES



## The "Ad" that Saved a City

ROME was being attacked. The massive walls were breached. The Lt enemies.pressed hard on every side. To the north, the invaders crept stealthily through the night to storm the gates. In the dark, crept steaithily through the night to storm the gates. In the dark, -the sentries heard-and Rome was saved.

Advertising is continually saving something for someone. It will save for you, too, if you use it properly.

It will save you money by pointing out real bargains, by telling you of true values, by giving you prices to compare and by telling you how much you should pay.

It will save you time and effort by telling you exactly where and when to go for what you want to buy. You don't have to "shop
around."

It will save you disappointment by telling just what guo can expect from your purchases. Every time a merchant or manufacturer advertises, he obligates himself to sell you goods that fulfil his claims. He knows it doesn't pay to advertise unworthy wares.

Read the advertisements as a plain, every-day business proposition. It is a duty you owe yourself and your purse.

The advertisements will help you save

