## MOVIE

Went One Roulid Late Last
Evening on the Hoke Farmm
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Machine Is Success





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$\overline{\text { BLIGH }}$ The Greatest Menace," A
dramatic expose of the drug
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## Another Opinion Holds Th Astoria Shall Receive Tax Commission

## The theome tax rererendum

 the spectal eleption bill ballot $n$ nextNore















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Alcohol and Gasoline Mixe
Will-Be Put on Market as Will- Be Put on Market as
National Fuel

PaRIS, July ${ }^{\text {br }}$ 31.-Alcohol and saboine, mixed th equal quany Long teats and a multtude
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Interesting Relics are

## Rome, Juy ${ }^{31}$.-Interesting eilices in the form of two large

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| Ingston, Robert Gordon, Harry Nortrup, Rhea Mitchell, Andrew MacClennan, Mildred June, "Red" Kirby, Gordon Mullen and Lew |
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| IMPROVEMENT SHOWN BY PRES. HARDING (Continued trom page 1.) |
| ounced, and no formal statemen of the president's conditions wil be issued untl 9:30 tomorrow. |
| $\begin{aligned} & \text { Marios anxiovs, (By } \\ & \text { MaION, Ohio, July 31_(By } \\ & \text { the Associated Press)-Home } \end{aligned}$ |
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## OREGON

NOW SHOWING
A Spectacular Reproduction
The secrets of Chinatown-
The workings of Barbary

## "The SHOCK"

wit
LON CHANEY
Virginia Valli

HAWLEY AT THE
WURLITZER
COMEDY
"BACK TO THE WOODS

STARTING TODAY.

Fifth Industry



## Not Every Mouse Can Scare an Elephant

T
HERE is a legend that elephants are afraid of mice. The contrast is amusing. It tickles the funny-bone and interests folks. Hence, it gains belief. Yet circus men will tell you that there are many safer places than an elephant's pen for a mouse bent on bullying.

But the fable lives as persistently as another fiction-the one that advertised goods cost more than goods not advertised. Here, too, the truth is the other way around.

As a matter of fact, manufacturers who advertise, increase the demand for their goods, which naturally increases their production. This means that each article they make is made for less money than otherwise would be possible. This in turn means that they can sell for less.

Merchants who advertise, bring crowds of people into their stores. The more customers, the quicker the merchant's stock is sold, the sooner his cash is available for reinvestment. All this means that he can afford to do business on a smaller margin of profit than the man who depends on fewer sales to pay expenses and give a profit.

If you want to buy economically, buy advertised goods, and patronize merchants who advertise.

Advertisements tell you where to get your money's fullest worth

