

THE OREGON STATESMAN

THE WORLD AT YOUR FIRESIDE

It has been rightly said, "A man's judgment is no better than his knowledge." Not a very great number of years ago knowledge was a possession of relatively only a favored few. The judgments men made about their affairs and their daily lives were often wrong. Their viewpoints were narrow. They lacked knowledge of what the rest of the world was doing and they failed to profit by the experience of mankind as a whole.

Today, however, a daily newspaper that is unprejudiced, that takes pride in publishing all the news that's fit to print, and keeps its columns free from the kind of news you do not want your children to read, provides an intimate contact between yourself and the rest of the world--a means whereby not only you but all members of your family receive right at your own fireside, entertainment, education and amusement of a value far beyond the actual price of the newspaper--and such a paper is the Oregon Statesman.

Here are Some of the Features that make the Oregon Statesman a Constant Companion in Good Standing in So Many Willamette Valley Homes:

An Interesting Newspaper

All the important news of the day is told briefly; charming short stories and features, exclusive reading matter for the women folks; attractive market and financial reports; classy sport news, all about the theaters and movies. Not too bulky, handy to read. It's the home paper par excellence.

The Morning Oregon Statesman is the best daily and Sunday newspaper published in the Willamette valley--with complete dependable news, features and editorials.

A Local Newspaper

Somebody said, "Most people are more interested in a dog fight on their own road if the dogs belong to their own community than they are in a war in China." And this is true to a considerable extent. We like to hear most of all about the things that are happening in and around our own home. The Statesman tells you all about the doings right around where you live.

Essentially a community newspaper, owned by people in the community and published entirely in the interests of the local districts, (Marion and Polk counties). It fights your battles and the battles of the community in which you live, and is your best newspaper friend.

Here are a few good slogans which are used by some large concerns. They may suggest something to you.

"Every Line a Leader"—Fairbanks Morse Co.

"The Sweetheart of the Corn"—Kellogg's Toasted Corn Flake Co.

"The Trade Mark of Quality Made Famous by Good Implements."—John Deere Plow Co.

"One Policy, One System, Universal Service"—American Telephone & Telegraph Co.

Watch The Advertisements and Save Money

Listen! By watching the bargain advertisements carried from time to time you can save many times the subscription price. Some of your neighbors save as high as 35 per cent of their annual buying costs each year. It pays to watch the advertisements in The Oregon Statesman—they are wonderful savers for our readers.

A Booster

The Statesman is first in the development of the Willamette valley—in agriculture, horticulture, berries, livestock, roads, industries, education, social welfare and all that tends to develop and build up. The Statesman stands forth in unqualified support of every movement or undertaking in the best interests of the Willamette valley.

News

The Oregon Statesman's exclusive right to The Associated Press dispatches in the Salem morning field gives it an undisputed lead in the publication of the most up-to-the-minute news.

The Statesman's news columns are unprejudiced. They present both sides of all controversies. You are the judge. Local and state news reported truthfully, completely.

THE MORNING OREGON STATESMAN
TODAY'S NEWS TODAY