SOCIETY

 Mrs Avis J．Martin
 THE Daytime IS THE Buying Time Use the Morning Paper

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## WOMEN

read in the morning
Reach the women through the

Oregon Statesman

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## Home

 Peoplein Salem as well as elsewhere use the
morning paper for morning paper for
their buying guide

## 避 <br> USE THE <br> Morning <br> Paper

the people with money to spend
read the Statesman

Statesman ads pull

## Tails，You Lose；

Heads，You Lose，Too！
That＇s the deal you get，when you plant potatoes which，
due to YIELD CUTTING and CULL MAKING diseases， give you LESS sacks to the acre．Small yields mean a LOSS when market prices are high．

CERTIFIED SEED POTATOES ARE
YIELD INSURANCE
Prices on our DIAMOND QUALITY PEDIGREED，CERTIEIED Seed
Potatoes are just a few cents more than you would pay for potatoes which Potatoes are just a few cents more
may LOOK good but ACT BAD．

| Ask your dealer or write or |
| :--- |
| Wire us for quantity prices． |
| Burbank |
| Netted Gem |
| Pride of Multnomah |
| In sealed bags with |
| CERTIFIED TAGS |
| ATTACHED |

It＇s the vine that tells the story Our Stock is Vine tested


## Smashes Sales Re－ cords In April

RETAIL deliveries of Studebaker motor cars in New York during April ex－ seeded one million five hundred thousand dollars，breaking all past records．Chicago also recorded the greatest sales volume in Studebaker history
－in Philadelphia－third largest city in the United States－April Studebaker sales showed an increase of $14 \%$ over April 1925.
－in Fort Worth－Studebaker sales mount－ ed $75 \%$ over April， 1925.
－Boston showed a $28 \%$ increase．
－Portland，Ore，a $61 \%$ increase and the largest month in the history of the bus fines．
－Los Angeles did the biggest April business in three years despite two weeks of heavy rain．
－Rochester，N．Y．，20\％over former years．
－Toledo，15\％over April， 1925.
－in Seattle，April was the biggest month in history－and the first three months of this year exceeded the same period last year by $51 \%$ ．
－Miami showed a sales increase of $20 \%$ over April of last year．
－Syracuse increased 19\％over April， 1925.
－Milwaukee sales showed a gain of $28 \%$ over April of last year．

Excess power，luxurious comfort and 100,000 －mile stamina－all at One－ Profit prices－have made these rec－ ord possible．

## Marion Automobile Co．

Open Day and Night

## 

## special interest to them．

## You＇ll Be

 InconveniencedOf course you know that we are building a fine new
addition to our store；our store is now being extended addition to our WERE ALL TORN UP
5 ix mitaverut 0 ask you to just camp around on boxes so to speak
or the next few days while the rear brick wall is being torn out．As a part compensation for your patience $w$

## Special Discount

DRESS COATS
NOVELTY COATS SILK DRESSES

## Shivers

## JCPemerco

160 N．Liberty Street Salem，Oregon

Like OldFriends
The better yob get ac
 Men＇s Knitted



 98c Now for Athletic
Unit en Site
 59 c
＂where savings are
greatest

Being An Economic Factor In the Community Served

The true function of this Store，as wa see th，is that of serving as a purchasing and dis－ tributing agent for the people o
its and the outlying districts．
When the merchant enters business he as fumes the responsibility of performing a public benefaction－that of providing com－ modities and services to his community in a
way that will afford economy and convenience way of maintaining such environment as is and of maintaining such environment as support him．
If he fails in this responsibility，he ceases to be an economic factor in the community －
Since the first Store in this Nation－wide institution of department stores was opened
in 1902，the outstanding ambition has been serve all alike and well．That we have suc－ ceeded is proved by our rapid growth．In
less than a quarter of a century we have be－ come the World＇s Largest Chain Department Store Organization．



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