THE OREGON STATESMAN, SALEM, OREGON

SUNDAY MORNING, FEBRUARY 27, 1927

# FIRST WITH PROGRESSIVE SERVICE Advertisers!

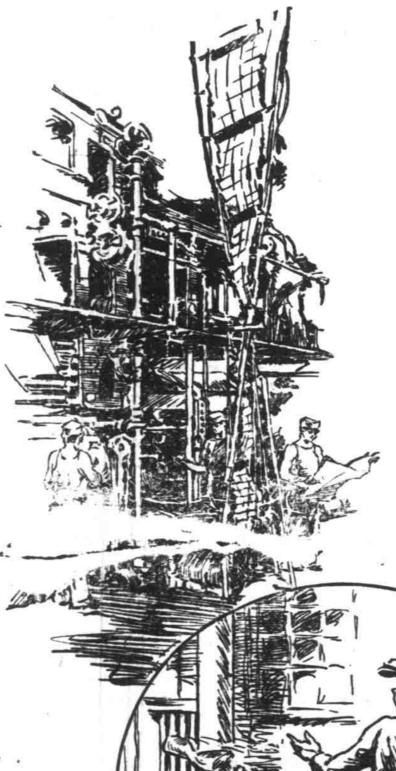
The Oregon Statesman Announces the Purchase of Exclusive Rights in This City from the Chicago Tribune of

## THE WORLD'S GREATEST NEWSPAPER ADVERTISING SERVICE



HE OREGON STATESMAN announces the greatest forward step in advertising service ever taken by a publication in this city.

The World's Greatest Newspaper Advertising Service is now yours. You can use the same high grade of artwork, illustrations and cuts, the same fine copy and layouts which advertisers use in the Chicago Tribune; but in a form especially adapted to your particular needs in this particular town! Think of having your choice of style and fashion illustrations that are up to the latest split-second smartness, borders and heading of force and punch; campaigns on any and every business, that have first been proven and tested for pulling power. Nowhere else can you obtain this service; nowhere else has anything approaching it been devised.



Advertising Scientifically Prepared, Tested

Continued from page

gon City, Mrs. E. E. Bragg, Mrs. Will Moore, Mrs. Molly Breck, Mrs. John Carkin of Medford, Mrs. A. Beals of Tillamook, Mrs. Roy Mills, Mrs. W. E. Crews and the hostess, Mrs. Spaulding.

Pupils of School Provide Program for Hayesville **Community** Club

Hayesville Community had their and Mrs. S. C. Kightlinger, Mrs. regular meeting Friday night. A Irene St. Helen, Dr. and Mrs. O. program given by the pupils of L. Scott and Mr. and Mrs. Bryan Goodenough. the school was a great success.

The teachers and some of the The club will meet in a fortgirls and boys made candy to sell night with Mr. and Mrs. John Jelat the community meeting, to derks. raise money to buy pictures, etc.,

Mr. and Mrs. Lee Unruh needed to make a Standard school. The pupils are very anxious to Entertain With Musicale The home of Mr. and Mrs. Lee make their school one of the best standard schools in Marion coun- Unruh was the scene of a delightful musicale one night last week

Hot lunch is served at the when Mrs. Unruh entertained a school each day. The girls and group of piano students of Prof. boys prepare and serve the lunch and Mrs. Frank Churchill, togethwhich is greatly enjoyed by all. er with the parents of the young musicians.

Rector of St. Paul's Has Grandson

Mr. and Mrs. Leonard M. Hand- of different periods in music. el (Inez M. Chambers) are receiving congratulations on the birth of a son, Ronald Melvin, February Headrick, Elizabeth Brown, Doris 22, at Wilcox Memorial hospital in Portland.

esa Ulrich. The baby is the first grandson At the close of the program of Rev. and Mrs. H. Duncan Chambers of St. Paul's Episcopal Mrs. Unruh served refreshments. Daffodils were used in the dining church.

Mrs. Louise King Is Hostess for WRC Ladies' Aid Mrs. Conner Returns The ladies' aid society of the From Visit in South Woman's Relief Corps met on Thursday afternoon at the home of ner are welcoming her home from Mrs. Louise King. Thirty-two an extended absence in southern members and three visitors were California. Detained by the present. At the business meet- severe storms in California and ing plans were made to serve a southern Oregon, Mrs. Conner was dinner at noon on March 17, St. not able to reach home until Wed-Patrick's day, at the YMCA. nesday, though she had planned

Mrs. King was assisted by her to be here sometime Sunday or daughter, Mrs. Eberhardt, Mrs. St. Helens, Mrs. Ida Traglio, Mrs. Susie Botts, and Mrs. Mary Lickel.

Dinner Guests at Barkus Home

Mr. and Mrs. E. T. Barkus en- day at the F. H. Berger home, tertained as their guests at dinner on Thursday evening Rev. L. J. Miller of Nashville, Tenn., and candles in crystal holders decor-Rev. and Mrs. J. Willard De Yoe ated the refreshment table. and son, Paul.

Mr. and Mrs. William E. Moses Entertain Sans Souci Club

George Nelson, Mrs. Earl Paulsen, Mr. and Mrs. William E. Moses Mrs. Reed Rowland, Mrs. James were hosts to the members of the Sans Souci card club on Friday Marie Briggs, Mrs. E. Cooke Pat-

their guests were delightfully en-Hanna, Mrs. Emma Murphy tertained with whistling solos by Brown, Mrs. Linn-E. Jones of Ore- Miss Ruth Sanders, who has appeared at the Elsinore theater during the past week. The club members enjoying Mr. and Mrs. Moses' hospitality were

throughout.

birthday motif was introduced

The members of the club and

Mr. and Mrs. John Jelderks, Mr. and Mrs. Ernest A. Lee, Mr. and Mrs. Albert P. Ramseyer, Mr. and Mrs. Alfred Propp, Mr. and Mrs.

O. L. Dencer. Guests included Mr.

Elizabeth Brown, Doris Unruh

Those who gave piano numbers

were Zelpha White, Catherine

Unruh, Gatha Bressler and Ther-

The friends of Mrs. W. C. Con-

Mrs. E. C. Charlton Is

Honored on Wednesday

Mrs. Armin Berger entertained

at a delightful affair on Wednes-

Pink and white roses and pink

The guest group included Mrs. Charlton, the honor guest, Mrs.

Edwin Armstrong, Mrs. Glenn

Gregg, Mrs. Oral Lemmon, Mrs.

honoring Mrs. E. C. Charlton.

and Gatha Bressler all gave stories

were used in profusion about the ton, Miss Molly Schwabbauer, Miss Amanda Schwabbauer, Mrs. Jesse rooms George, Mrs. Carl Chapler, Mrs. F.

Monday.

Five hundred was the main di-H. Berger and Mrs. Ralph White. version, with high honors going

to Mr. and Mrs. Ernest A. Lee and Buster Brown Shoe Store. High second honors to Mrs. Bryan Goodclass, stylish looking, comfortenough and Albert Ramseyer.

giving, long wearing shoes for the At a late hour refreshments least money. Come and be con-Washington vinced. 125 N. Com'l. were served. The

Use Your Credit At Kafoury Bros. Merchandise Purchased Now Payable April 1st.

#### The Trim, Tailored Suit Is a Favorite for Spring

There's something about the trimness and smartness of a suit that makes it the ideal costume for traveling, for shopping and for office wear.

Spring models in Tweeds, Flannels and Twills in both single and double-breasted styles have short jackets with bindings, pipings, and fabric insertions while skirts are usually wrap arounds. Well tailored and boyish, fashioned of durable fab-rics, you'll like their simplicity and jauntiness.

Priced From \$12.75 up to \$39.50



### and Proven Beforehand - Now Available to Merchants Only Through This Paper

We secured the exclusive Salem rights to this new and better advertising service after an investigation covering every angle of newspaper advertising. And we selected this service because it is the product of the country's foremost artists and advertising men. In contact with retail advertisers and backed by the resources of the Chicago Tribune, these stars of the retail advertising field are producing a new kind of advertising, based on sound principles of advertising, employing the fundamentals of successful selling, rooted in the psychology of making readers respond.

> Advertising matter scientifically prepared in this manner, much of which is proven and tested before it is offered to you, is naturally better advertising and the merchant who uses

it secures better results. Thus, we insure for you each time you advertise, the maximum amount of pulling power obtainable from our columns.

The time is not far distant when all newspapers will realize that merchants want to be sold results instead of white space. Long ago this paper decided to sell results and service - - - our connection with the Newspaper Advertising Service of the Chicago Tribune is the final link in the chain of events that make

#### The Oregon Statesman "The Best Advertising Medium"

Remember this service is exclusive only to this newspaper in this city. Grow with us in 1927 by using this service to obtain maximum results from your advertising appropriation.



Ask Our Man to Call and Show You

The Oregon Statesman

