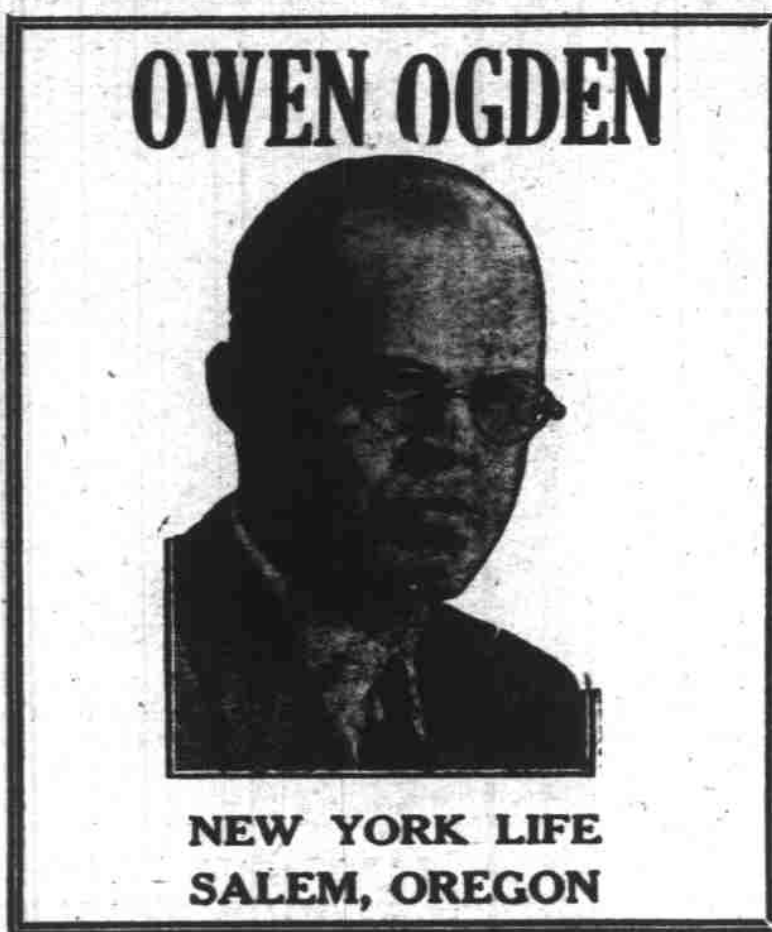


Tell the WORLD ABOUT SALEM

Even the man in Vancouver, Washington, that Ogden is taking the WORLD'S RECORD away from hopes that he wins. Ogden is trying to write 312 APPLICATIONS for New York Life Insurance in 31 days, and he has only until Nov. 23rd. Ogden is an asset to Salem. He knows how to advertise and the publicity methods he has used are far better than any insurance man ever used in breaking a world's record. He has made a National affair of this and his campaign is watched with interest all over the U. S. The publicity already given him by his company has gone to every part of the U. S. He has received the endorsement of the Oregon State Officials, Salem, Chamber of Com-
organizations. He has received letters and PRESIDENT COOLIDGE'S SECRETARY, VICE-PRES. THOS. A. BUCK- from New York Life Officials through-
other companies. He is expecting appli-
BERT E. SMITH, TEX RICKARD and record he will have no trouble in getting
ION COUNTY with pictures of all State
est in a MAGAZINE with A NATION- far greater publicity for Salem than the
for his town. Remember that you help
Penney of the Penney Stores carries 6
Salem recently and he said that it would be impossible for him to express in mere words how wonderful Life
Insurance is. 85% of the Estates left at Death is Life Insurance money and only 2% of our National Wealth
goes into Life Insurance Premiums. The majority of people are under-insured. Most any one can take a
small Policy. When a Life Insurance man wants to do something like this that means a lot for Salem and
Marion County--he should be admired for his efforts and energy--CERTAINLY 312 PEOPLE OUT OF 26,-
000 SHOULD SAY IT WITH AN APPLICATION, as Salem and Marion County Financially and Otherwise
are far ahead of Vancouver, Wash., and Clark County and should naturally have more PUBLIC SPIRIT
AND CIVIC PRIDE.



merce, American Legion and Civic Or-
 wires expressing well wishes from
TARY, SENATOR CHARLES L. Mc-
NER OF THE NEW YORK LIFE,
 out the country, and from Head Men of
 cations for Insurance from GOV. AL-
GENE TUNNEY. If Ogden breaks this
 this story about SALEM and MAR-
 Institutions, and other things of inter-
AL CIRCULATION. Ogden will get
 Vancouver, Washington, agent got
 yourself when you help him. Mr. J. C.
 Millions of Life Insurance. He spoke in

From Holder of World's Record, Vancouver, Wash.

Mr. Owen F. Ogden,
 Salem, Oregon.
 My Dear Mr. Ogden:—

Vancouver, Wash.
 Nov. 10th, 1927.

Have just been informed that you are out to break the New York Life Insurance World record and I wish you the best of success. I have now held that record over two years, during which time Vancouver, Washington, and Clarke County have received many thousand dollars worth of free advertising, the kind no one can buy, such as front page space in daily papers and from half to a full page in many magazines. One very fine write-up appeared in a publication edited in London, England. A cut of a Clarke County prune orchard was often printed with the article and orders for our "BESTWEST" prunes have more than doubled since that time.

You can put the Salem Cherries or Hops over in the same way or any other home product that you would like to tell the World of. Yes, Mr. Og-

den, I am pulling for you to win as we across the Columbia have had our share of real advertising the past year or two. Of course the Washington spirit is pretty hard to beat and it all depends on how the people back you up and if they have sufficient pride to want all this publicity for your locality.

With the wonderful advertising that you have done your town should get far more publicity than Vancouver, Wash., received and when Vancouver realized what I was doing for the town they came to the front and in one place of business I closed as high as 12 applications.

I am sure that the Salemites in that beautiful City will see the value of your success at this time and, last but not least, it will in each case, mean more protection for "Mary and the Babies."

Sincerely yours,
 ARTHUR G. BERRY.

SALEM BOOSTERS

OGDEN DESERVES
 SUCCESS
 MARION GARAGE CO.

Salem Can't Throw You
 Down On This.
 C.S. HAMILTON
 FURNITURE CO.

LET'S ALL BACK OGDEN
 UP
 GABRIEL POWDER
 & SUPPLY CO.

JACK MARTIN
 Back at Hollywood Theatre
 Is For Salem All the Time

GASKILL AND EARL
 Real Estate
 Hurrah For Salem

Compliments of
 MARTIN ADVERTISING
 SERVICE
 Oregon Bldg.

STUDEBAKER
 DICTATOR
 He Drives Courtesy
 MARION GARAGE CO.

WE'RE FOR ANYTHING
 THAT HELPS SALEM
 LADD & BUSH TRUST
 DEPARTMENT

SPAULDING LOGGING
 CO.
 HOPES YOU WIN

THE JOHN HARBISON
 SERVICE STATIONS
 ARE SURE WITH YOU

WHAT OWEN OGDEN SELLS

The Finest and Largest
 Home Office Building
 of any Life Insurance
 Company in the World

Now Being Erected on
 the Famous old Madis-
 son Square Garden

Site—

Covers 2 Acres of
 Ground 5 Times as
 high as the Bunker Hill
 Monument.

34 Rentable Floors—
 5 Basements reaching
 70 feet below the street
 level.



36 Elevators—estimat-
 ed occupancy of the
 building about 7000
 people. The New York
 Life will occupy half
 this space.

New York Life—The
 Leader for over 82
 years. Assets over 1
 Billion, Insurance in
 force over 6 Billions
 and no group or Indus-
 trial Insurance written.

SALEM BOOSTERS

THE HILLMAN FUEL CO.
 Knows That Salem Won't
 Be Sorry In Backing
 Ogden

LAFAR & LAFAR
 Loans—Bonds—Insurance
 Ladd & Bush Bank Bldg.

SUCCESS TO YOU
 CENTER ST. VALETARIA

BEST WISHES
 NELSON BROS. INC.

BOOST SALEM
 LARSEN AND RICE
 Real Estate—Oregon Bldg.

SALEM WINS
 BLIGH'S CAPITOL
 THEATRE

WE ARE WITH YOU
 OREGON STATESMAN

KNOCK 'EM DEAD
 SALEM LIFE
 UNDERWRITERS

PUT IT OVER BIG
 CAPITAL JOURNAL

YOU CAN'T LOSE,
 OGDEN
 GIESE POWERS
 FURNITURE CO.

WELL WISHES
 FROM
 PRICE SHOE CO.

FROM A FRIEND WHO
 WON'T PUBLISH NAME

BEST WISHES FROM
 THE
 NEW YORK LIFE

SUCCESS TO OGDEN
 W. T. RIGDON & SON

Remember Ogden Sells as Low as \$500 on Boys' or Girls' Ages from 10 to 65. Be One of the 312 Applicants
 He Must Get Them by November 23rd

OWEN F. OGDEN, New York Life, 216 Oregon Bldg., Tel. 2477, Res. 357