Ten Reasons

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1. TODAY'S PAPER TODAY. No other state capitol paper delivers its daily issue by rural mail as soon as the paper is printed. Any other Salem paper must wait 12 extra hours for delivery.

2. FULL A. P. WIRE. Associated Press is the best news service in the world. Its hall-mark is one of news quality. The Statesman has the only morning A. P. franchise in Salem.

3. COMPLETE VALLEY NEWS. The Statesman has more than 67 alert, trained, paid correspondents to report daily the outstanding news of nearly 100 towns and communities in the Willamette valley.

4. FORCEFUL BUT FAIR EDITORIALS. The policy of The Statesman is to write truthfully, forcefully, fairly of all matters of public interest. The editorial policies of The Statesman are watched throughout the state.

5. ABUNDANT SPECIAL FEATURES. Serial stories, five daily comic strips, market reports, sport news, a cross-word puzzle, a daily health talk, "Bits for Breakfast", a dress pattern are some of the daily features.

6. THE VALLEY'S OLDEST PAPER. Since 1851 The Statesman has been the leader among the valley newspapers. It is the second oldest paper in Oregon. It has the prestige of an eventful history.

7. ADEQUATE NEWS COVERAGE. Every field of Salem and state captiol news is covered. Special reporters handle the capitol; the courthouse; schools; churches; police station and mortuaries.

8. INSURANCE PROTECTION. The Statesman is the only Salem paper to afford its readers AT COST accident insurance coverage; the best policy in the world for only $1.

9. A GROWING PAPER. The Statesman in two years has made a larger percentage of growth in paid circulation than any paper in Oregon. The reason is the constantly improved quality of the paper.

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