## The OREGON STATESMAN, Salem, Oregon, Sunday Morning, November 23, 1930

## Soft Coloring Brings Rest and Cheer to Home Atmosphere



Corporations Spending Millions Pay Tribute to Value of Newspaper Space

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Auburn Automobile Company: "We can truthfully state that newspaper advertising has played a major part in Auburn's growth There is no question of the need for newspapers; no question of their value to advertisers. The only question is whether the advertiser has 'news' to give the readers of the newspapers. It is our experience that if you give newspaper readers something that warrants their reading your advertisement, then newspapers can proye a very profitable advertising medium." - E. L. Cord, president.

NEWSPAPER advertising gets results where other advertising fails. Profit by the experlence of the leading advertisers of the world.

