## Local News Briefs

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| NITEGKER JUTLIIES | HERE MONDAY |
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| CUSTOMER APPEAL |  |
| Originality in Displays in Store Windows Given As Chief Point | , editor of the Ore- <br> is to speak to the <br> of commerce nest |
| Car1 V. Haecker, assistant sales promotion and advertising mana--ger of the nation-wide organiza- |  |
| tion of Montgomery-ward \& Co., |  |
| eon Friday noon. The meeting wrasattended by a considerable group |  |
|  |  |
| attended by a considerable group of merchants who wire which Mr. in the general topic whin |  |
|  |  |
|  | sity. was for a time a railtation agent at Corvallis. |
| The windows, he declared, are the most valuable parts of the store and should be dressed with <br> ter editing The Times at Corvallis. |  |
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| Another factor of importance. according to Mr. Haecker, was store lighting, and related howone store by multipying by three | can cut the cost of |
|  | colds in your fam |
| the amount of illumina | ily. You have Vicks |
|  | mination yesterday of 150 VapoRub, now get |
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|  | that about 85 per cent were sus- ceptible to diphtheria. This is the |
|  | normal average for children |
|  | have not been immunized. The for Better "Control |
| honest about it," Was Haecker's advice. Spasmodic adreltising fails in | tests wero made by Dr vernon A. Doukfis, county health officer. |
|  | and Dr. William Leven of the |
| every instance,", vas one of his declarations. store should be |  |
| lar program of advertising, build ing up individuali'y and distinc | given the toxoid immunization will lessen the |
|  | weeks. ${ }^{\text {treatments }}$ within the next three number and sever- |
| tiveness. Since the buying impulse is determined 87 per cent of the time by sight and only 7 per cent chief importance in planning displays,forts. | Salem grade school children are the best behaved of all met in the |
|  | the best behaved of all met in the eilnics which Dr. Leven has at- |
|  | tended throughout the state, he told Dr. Douglas. Because of the department, the Salem children <br> your family's <br> "Colds-Tax." |
| High School Has |  |
| Best Record of |  |
| Attendance Now |  |
| High school students attendedclasses more regularly during No-- |  |
|  |  |
| classes more pupils in anyo otherrember thanSalem sehool, the monthly report Salem school, the monthy repaze |  |
|  |  |
| issued yesterday reveals. Average attendance at the high school was 98.2 per cent, while for the |  |
| 98.2 per cent, while for the other schools the average was 96 per |  |
| cent and the highest in any one,slightly above 97 per cent.Girls registered during the |  |
|  |  |
| The total registration was 1355 and the average attendance. |  |



## The Gay Bandit of the Border by TOM GILL <br> serial of love and high adventure

Begins Friday, December 11, in The (1) regoungustategnan

