Kelly to Address Ad Meeting Today

John W. Kelly, political writer on the Oregonian, who is covering the legislature, will tell members of the Ad club something of his experiences and observations while representing his paper at the national capital last year. The club will hold its regular luncheon today noon at the Marion hotel.

Interesting Facts

The distribution of The Statesman Advertiser (Green Section) today is

13,254

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Mrs. E. S. McCrae, route 2, Scio, who is a Statesman subscriber told a Statesman representative that many of the people from that district are now trading in Salem instead of Albany. She says that since the Sanderson bridge has been out they have to go by the way of Jefferson and that Salem is only 10 miles further than Albany and they find that by watching The Statesman they can save more than enough to afford them to go the extra distance.

Good advertising and good merchandising will help any city to grow and bring people in from a wider trading area.

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Raw meat will digest and disappear from one's stomach in 2 hours. Half boiled meat in 2½ hours, well boiled 3 hours, very rare roasted 3 hours and well done roasted 4 hours.

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We were looking through the Ladies Home Journal of 30 years ago and noted some of the following national merchandise advertised at that time which goes to show that well advertised lines Jell-O, Bon Ami, Gold Dust, Swift Hams and Bacon, Karo Syrup, Uneeda Biscuit, Baker's Coco, Ivory soap, Cream of Wheat, Lifebuoy, Pillsbury's Best flour, etc. etc. . . .

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The Spa management tells us that they sold more Valentine boxes of candy this year than ever stay in the picture. Colgate's, before. Last year they put on a campaign and advertised their boxes in Salem papers and sold 90 more boxes than the year before. This year they again advertised and the sale exceeded that of last year. If you have something that the people want and you want to sell it you must tell them about it and the newspaper is the best medium to reach the buying public. . . .