

Dregon One of the DISTINGUSSHED Northwest

## Distinguished

 for
## $\checkmark$ EDITORIAL PRESTIGE!

One of the oldest papers in the northwest, founded
1851 , a powerful, constructive force in northwest

## $\checkmark$ NEWS COVERAGE!

$\dddot{y}$ Associated Press ful feased wire, State Howee news,
Valley news from 80 correspondents, City news by
trained and alert reporters.

## $\checkmark$ PICTURES!

Service, pioneer in news new pictures, using sound-photo

## $\checkmark$ FEATURES!

comics, Cunfuly selected features, local and national. Best
columists, informative articles on

## $\checkmark$ TYPOGRAPHY!

$\underset{\text { graphical contest. }}{ }$

## Sour Dwn Great Newspaper

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Salem, fresh as your morning coffee. and as insispensable.
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Previous Gains in
Wheat Nearly Lost
Gardeners' and
Ranchers' Mart

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\begin{aligned}
& \text { 4 Cent Advance for Week } \\
& \text { Are in Jeopardy When } \\
& \text { Prices React }
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Trading Slow as Mercury Ascends

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Business Directory


Cross Word Puzzle


By EUGENE SHEFFER




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