

## First Mational Bank

Pendleton, oregon

ESTABLISHED 1882

Known For It's Strength

## We Can Supply

Building Material


Plans and Specifications Free
Oregon Lumber Yard


## HAVE YOU

a 1 H1LD?



$\square 1$



LANE HAS ORIGINAL
INDIGESTION ENDED STOMACH FEELS FINE

## 

PAPESG DIAPEPSIN MIXES
SOUR, GASSY, UPEET STOM.
ACHS IN FIVE MINTES

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## Opportunity's Knock

When the national manufacturer advertises his product in this new spaper opportunity knocks at the door of every retailer who carries the goods.
The manufacturer's advertising creates a definite demand. It inspires people with a desire to see the goods.
These people will be attracted to the store that shows them.
They will be customers not only for the manufacturer's goods, but also customers for the storekeeper's goods. The modern storekeeper is alert to take advantage of the manufacturer's newspaper advertising.
In the slang of the day-"He boosts when opportunity knocks.

