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## CHEVROLET 490 \$675.00

Salem Delivery

We have no excuses to offer for the material, workmanship, performance, or price of the 490 Cherrolet.

We can look a man squarely in the eye when we sell him this car for it is right in every way.

And more than this we know that the 490 Chevrolet, at the price-the new and better Chevrolet-is the most economical method of transportation in the world.

It is an undisputed fact that the annual depreciation on cars selling from $\$ 1,500$ and upward amounts to more than the cost of the 490.

Drop in to our store and lets talk it over.
Salem Automobile Co.
F. G. DELANO
A. I. EOFE.

## cercellooren

Music Store

## the homeor the

Victrola and Sonora

Have You Investigated Our

## Xmas Club?

Pay a little each week (nothing down) until Christmas at which time your Victrola or Sonora will be delivered. Then Spay a little each week or month. That's all there is to securing a wonderful lasting gift for the loved ones at home. We carry a complete stock of

## Musical Merchandise

-from a Mandolin pick to the best band instruments.
Our Sheet Music Department contains all the latest hits. If we do not have what you want in stock we will get it, at no extra charge to you.

## W. W. Moore

## MUSIC STORE

## "We Do Not Advertise"

Such is the response of the down-and-outer when approached by the advertising solicitor of the newspaper.

When pushed further the non-adxertising merchant usually pretends that he can sell cheaper because he does not have to pay advertising bills.

Every now and then one of these down-and outers listents to the arguments of the advertising solicitor, puts on a trial campaign, gets satisfactory results and becomes a regular growing concern.

If the down-and-outers would only take the trouble to study the story of the successes of the advertising retailers in their town they, would quickly get into the game and do more business.

The store which has won success through advertising would as soon consider the possibility of discontinuing to advertise as to try to do business without clerks.
1 'Advertising is not an expense, but a stimulus to sales paid for by the consumer.

Capital Journal Advertising Pays

