

MARKET QUOTATIONS

Table with 2 columns: Item Name, Price. Includes Salem Livestock Market, Wooded Lambs, Feeder Lambs, Calfs, etc.

Table with 2 columns: Item Name, Price. Includes Portland Eastside Market, Wholesale Produce, etc.

Table with 2 columns: Item Name, Price. Includes Portland Produce, Eggs, etc.

Table with 2 columns: Item Name, Price. Includes Portland Dairy Market, Butter, etc.

Table with 2 columns: Item Name, Price. Includes Live Chickens, Rabbits, etc.

Table with 2 columns: Item Name, Price. Includes Country-Killed Meats, Lamb, etc.

Table with 2 columns: Item Name, Price. Includes Portland Livestock, Cattle, etc.

Table with 2 columns: Item Name, Price. Includes Chicago Livestock, Hogs, etc.

Table with 2 columns: Item Name, Price. Includes Portland Grain, Wheat, etc.

Table with 2 columns: Item Name, Price. Includes Portland Grain, Cash wheat, etc.



Obituary for Joseph Heuberger, Sr., detailing his life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

OBITUARY

Obituary for Joseph Heuberger, Sr., detailing his life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Albert L. Harrison, detailing his life and passing.

Obituary for Margaret A. Gilchrist, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

Obituary for Margaret Jane Settlemyer, detailing her life and passing.

Obituary for Vincent J. Tomshaw, detailing his life and passing.

Obituary for Edward Hall Smith, detailing his life and passing.

Obituary for Clara Osborne Fry, detailing her life and passing.

One of America's Greatest Retailers Points the Way to

MORE SALES TODAY AT LOWEST COST

By RICHARD H. EDWARDS, JR., Vice President, Jordan Marsh Co., Boston

Pearson Files for Governor of Oregon

State Treasurer Walter J. Pearson today filed his candidacy for governor of Oregon.

STOCKS

Table listing stock prices for various companies like American Can, Am Tel & Tel, Anaconda, etc.

Now, the purpose of all advertising primarily is the creation of traffic and resulting sales.

SALEM MARKETS

Completed from reports of Salem dealers for the guidance of Capital Journal.

WOW! Lookit them teeth! A Waco, Texas, fisherman claims it's the real McCoy and says he bagged the piscatorial novelty in the Colorado River near Buchanan Lake.

WHY SUFFER ANY LONGER

When others fail, use our Chinese remedy. Amazing success for 6000 years in China.

Hemorrhoids (Piles)

DR. R. REYNOLDS, Naturo-Surgical Specialist, 1144 Center St., Phone 3-9460

READY FOR TRIANGLE Chick Starter

Triangle's amazing new chick starter in Krumhilt form is making new records for healthier, faster growing chicks.

I believe television is a good and growing and coming medium, but I do not think it will take away anything from the newspapers.

NEWSPAPERS REACH MORE PEOPLE

Also, newspaper advertising... is the only medium which permits an advertiser to reach the greatest and most complete cross-section of the public.

BIGGEST COVERAGE AT LOWEST COST

Further... the newspapers offer the greatest coverage at the lowest percentage of cost.

SALES RESULTS GOVERN DECISION

Costs being dependent on sales volume, if that volume continues at a high level, so will the advertising use of the medium.

WHAT ABOUT TELEVISION?

... what effect is television... a presentation both visual and auditory... going to have on the advertising dollar?

USE ORGANIC Fertilizer

The Right Way to Rebuild Soil. Free of Weed Seeds. Odorless. 6 sacks \$5.00. 1 ton \$17.50.

A lot of cold-blooded analysis of results has gone into the calculation of the advertising appropriation.

NEWSPAPER TIMING FAR SUPERIOR

Another vital factor is timing. Merchandise which arrives in our store this afternoon can be, by dint of hard work on the part of the newspapers, presented to the public within 24 hours in the newspaper.

AGENCIES SHOULD NOT... BE EXCLUSIVELY RADIO OR TELEVISION AGENCIES

Remember, the newspaper is the one great advertising medium that awaits the convenience of the reader.

REMEMBER, THE NEWSPAPER IS THE ONE GREAT ADVERTISING MEDIUM THAT AWAILS THE CONVENIENCE OF THE READER

Now I would like to address the advertising agencies. I think the agency has an obligation to guard against permitting a client to put too much advertising money into an unproven medium of any kind.

AGENCIES SHOULD NOT... BE EXCLUSIVELY RADIO OR TELEVISION AGENCIES

Agencies should not... be exclusively radio or television agencies or magazine agencies or newspaper agencies.

THE CAPITAL JOURNAL

The Capital Journal is equipped to give you—and all advertisers and advertising agencies—substantial practical help toward more efficient use of your advertising dollar.

Agencies should not... be exclusively radio or television agencies or magazine agencies or newspaper agencies.

BUREAU OF ADVERTISING

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION. of which The Capital Journal and approximately 1,000 other outstanding newspapers are members

USE ORGANIC Fertilizer

The Right Way to Rebuild Soil. Free of Weed Seeds. Odorless. 6 sacks \$5.00. 1 ton \$17.50.

WHY SUFFER ANY LONGER

When others fail, use our Chinese remedy. Amazing success for 6000 years in China.

Hemorrhoids (Piles)

DR. R. REYNOLDS, Naturo-Surgical Specialist, 1144 Center St., Phone 3-9460

READY FOR TRIANGLE Chick Starter

Triangle's amazing new chick starter in Krumhilt form is making new records for healthier, faster growing chicks.