

BUSINESS AND PROFESSIONAL


 Oregon Agricultural College

CHICHESTER S PILLS







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W. C. T. U. WOMEN WHO WORK WITH

YOUNG PEOPLE AND CHILDREN


## Canvas Shoes

Sutable for Hunting and Fishing

## The Lost Needle

THER'S an old English play known as "Gammer Garton's Needle." It's plot is woven around the loss of the family needle-no trifling misfortume in the days of old.

Today, in this era of ours, life is so rich in comforts that we seldom wonder how folks got along in the ancient world And we sometimes forget what an important role advertising
has plaved in making life pleasant and altogether livable.

Advertising has one of the leading parts in the eterna drama of dollars. To it is directly due much of the multipli cation of products and services which has come abont during the last half century

It has smoothed the mechanics of existence-made life easier and more pleasant by bringing countless necessitiesonce considered luxuries-within our easy reach and into continueus use

Think of this when you read these columns. You owe muc to advertising

And you miss much when you fail to read it !

