RED CROWN GASOLINE

The utmost power-value

Pure throughout, dependable always, Red Crown gasoline gives the utmost power-value. It is made to meet the requirements of your engine.

"Red Crown" is all-refinery gasoline with the full and continuous chain of boiling points necessary for ready starting, quick and smooth acceleration, steady, dependable power and long mileage. Look for the "Red Crown" sign before you fill.

STANDARD OIL COMPANY
(California)

The Gasoline of Quality

MICK.....Local Agent.....Independence, Oregon

ANSHIP AND ADVERTISING

sing is salesmanship, and hip is advertising. Every ad man and every salesman is Advertising creates the at- of business, and the sales- follows.

says, "My business is so thoroughly established I do not need to advertise it." He is just like the man with the blue goggles winking at a girl. He knows he is winking at the girl but she doesn't

The foundation of business is confidence. And advertising and publicity are the greatest builders of confidence known to the business man.

Big advertising looks like big sales; it makes the public familiar with the seller of the goods and will create confidence in these goods. Some people mistake advertising for merit, but advertising never added one dollar of merit to any article advertised. Advertising merely tells merit; it does not create it. Goods must have merit in them to sell, and they must also have merit, when sold, to stay sold. A sale does not end nowadays with the making of it; it never ends so long as the man is using the article you sell.

The object of salesmanship and advertising is to distribute goods at a profit. Anybody can give away goods, but to sell them it takes a salesman. When you make a sale of anything, whether in a store or on the road, that sale does not take place in the pocketbook—rather every sale takes place, whether it be a paper of pins or a house and lot, in the mind of the man who buy the goods. The most complete definition of salesmanship, in one sentence, is nothing more nor less than making the other fellow feel as you do about the goods you have to sell.

It is not enough that the people of your community know that you are in business. Tell them what kind of business—tell them that you are handling articles which they should have in their homes and keep on telling them until you get them to feel as you do about the goods you have to sell—and you will be practicing salesmanship in the right way.—Benton County Courier.

The Dalles votes auditorium bond issue of $125,000.

Salem—Jersey bull brings $10,000.

Vale—City to vote on $55,000 water bonds.

YUM-YUM

(An Educational Film)

YES, PAINTING PAYS.

"Can I afford to paint?" is the question the farmer often asks himself. However, the question he should be asking is, "Can I afford not to paint?" The up-to-date farmer is a thinking man, and more and more he is analyzing the things that add to the value of his property.

Paint protects. Moisture, rain, fog, intense sun rays and drying summer winds play havoc with the unpainted surfaces of implements and buildings. The wood loses its life, starts to rot and crumble away. The metal rusts and gradually falls to pieces. Paint fills the pores of the wood and metal and protects the surface so that heat and moisture cannot attack. It is an interesting fact that the annual loss due to need of paint is greater than the annual loss due to fire. From this alone, it is evident that paint is the best kind of insurance.

Paint adds value. Well painted buildings and implements give an air of thrift and prosperity to a farm. Bankers will lend from 5 per cent to 20 per cent more on a thrifty looking place than they will on one that is neglected and in need of paint. Well painted farm buildings and equipments are attractive and easier to sell and command more money

Paint cheers and beautifies. Paint does more than any other one thing in making the farm cheerful and attractive and modern. Even the oldest buildings take on new life when painted and are often most attractive. A coat of white on the sides and a coat of red on the roof gives an air of cheerfulness and comfort that is worth dollars. At the same time paint lessens labor. Painted surfaces are easy to keep clean and are sanitary. A damp rag rubbed over a painted surface cleans it.

Hospitals are kept shining with new coats of paint, inside and out. This is because paint is sanitary, for disease germs do not like paint Railroad rolling stock is kept painted year in and year out. This is for protection and insurance against loss by deterioration. Homes built to sell or old homes up for sale are painted properly, because of the value paint adds to property. Automobiles, given a comparatively inexpensive coat of paint, bring higher prices in the second hand market.

It seems that painting is not a luxury. It is just "out and out good business."—A. M. J.

Roseburg— New $25,000 prune packing plant to be erected by Drager company.

OREGON WEEKLY INDUSTRIAL REVIEW

Baker sawmills close for car shortage.

Salem—70 acres of Loganberries to bring $40,500.

Salem—128 acre prune tr. for $80,000.

Northwest Chemical com- larges plant.

Grants Pass—Work $15,000 garage

Roseburg—Work to begin $100,000 canning plant.

Kenton— king plant under construction

Kl ork in full swi

ine g.

Work on Mt. Hood loop to start soon.

Klamath drillers get signs of oil.

Stay Young

As the years overtake you, reading becomes increasingly difficult without proper glasses. Our Lenses make reading a comfort; prevent wrinkles from eyestrain and preserve perfect and clear vision. Come to us and have your eyes examined and your glasses made—All work guaranteed.

Hartman Bros. Co.
JEWELERS AND OPTICIANS
SALEM, ... OREGON

Finish your walls and ceilings with a beautiful lustreless coating equal in appearance to the soft velvety effects of water color or fresco but possessing the durability of an oil paint or enamel.

ACME QUALITY
NO LUSTRE FINISH

is offered in delicate or rich colors that will harmonize and enrich the furnishings of any room. Dust and dirt do not adhere to its smooth surface. Easily kept bright and clean by wiping with damp cloth. Far more beautiful and sanitary than wall paper stuck in place with germ-breeding paste. Let us show you colors and estimate cost.

Spaulding Lumber Co.

National Price Cutting Sale

Commencing June 3rd and Continuing until June 19th

Fight with us during these days of June 3rd to June 19, inclusive, to beat the continual daily rise of living costs; to bring back prices to normal conditions; eliminate profiteering; prevent having to pay from THIRTY to SIXTY per cent. more for your living necessities, as all indications are now pointing. Manufacturers, jobbers and dealers throughout the country are daily raising prices. To stand with you in offsetting these conditions is our earnest desire. By your personal co-operation of buying from us during this great National Price Cutting sale you will be doing your duty.

Watch Next Week's Issue
of this paper for full particulars of prices

Two Stores
254 Statest.
186-194
N. Commercial

THE Peoples CASH STORE SALEM
Groceries Dry Goods Clothing
"The Premium Store"
Mens Furnishings Hats and Shoes Notions
PHONE 453

Summer Excursion Fares
to
Beach and Mountain Resorts
Commencing Saturday, May 29th
Season and Week-end tickets

Go Where the Ocean Roars
or
UP IN THE MOUNTAINS
WHERE THE AIR IS PURE AND
THE SCENERY INSPIRES

FARES ON APPLICATION

For particulars enquire of local agent.
SOUTHERN PACIFIC LINES
John M. Scott,
General Passenger Agent.