

Grants Pass \& Crescent City Stage Co.
(1) Big, Easy Riding Pierce Arrow Cars

SAMMOF FGHTHYYYTIO PRESH MAER LAGOON


## Ft the Churchess Classified Advertising


 Manes on Sunday at $7: 8$
$\begin{gathered}9: 30 \mathrm{a} \\ \text { a m. m. Father J. G. Vien } \\ \text { R. }\end{gathered}$
Rev. Father J. G. Vien.
First Church of Chrise sclentist
Christian Sclence services are beld First Church of Christ Scientist
Christan Sclence services are held
very Sunday. In the W . O . W. hall.
ot 1 g , m. Wednesday evening meet. at 11 a . m. Wednesday evening meet.
(ags at 8 o clock. The subject for $^{\text {and }}$ Reading room is open trom 2 to
4 p. m . dally except Sundays ane A. m. dally except Sundays and
hollidaym Tbe pobitc is cordialiy in-
vited to attend the services and to
vist the reading room vist the reading room.

There are Stores in This City so good that they could use twice as much Advertising Space as they now use-and make it pay!

The better the store the better the advertising pays. Your own observations in the store-world will confirm this truth.

Publicity is bad only for a bad proposition. It is just as surely good for a good one.

What is a "good store?" One that really serves the public, protecting its patrons as to values, not merely as to prices.

There are many stores in this city answering to that definition completely. In every city there are always some stores that do not.

An important phase of a good store's service to its patrons is its newspaper advertising. This should be complete, frank, informing. It should tell the store news as fully as a good newspaper tells the news of the day

Perhaps the best possible new policy for the good stores of this city to adopt would be that of doubling the advestising space that they use-thus giving them "elow room;" giving them bigger opportunities for telling their
patrons, in detail, about every selling event, about every bargain offering, about every dollar's worth of new stocks. Of course, even half enough advertising pay the really good store; but adequate advertising would pay much better.


