

Midway Between Portland and Salem, on the Pacific Highway and S. P. Ry. Five Rural Routes, City Water, Electricity, Auto Camp Grounds. 5000 buyers in this field

Aurora, the garden spot of the Willamette Valley--rich lands, fertile fields, fine farms, prosperous people, happy homes. Situated on the Southern Pacific Railroad and on the Paved Pacific Highway midway between the metropolis of Oregon and its Capital City--Hop market, banking center for rich territory, shipping point for hops, lumber, poles, piling, cordwood, hay, grain, potatoes and other farm products.

Presbyterian and Lutheran churches, seven fraternal orders, third class post office, five rural mail routes, municipally owned and operated water works, fine artesian water, electric lights, and power, telephone system, graded streets, cement walks, municipal sheds, fine public hall, and efficient city government.

Excellent shipping facilities by railway and truck lines, 2 strong progressive banks, enterprising newspaper, physician, dentist, notaries, farm loan companies, hop dealer, hardware, implements, drug, confectionery stores, up-to-date garages and auto agencies, hotel, warehouses, commission men, feed mill, modern meat market, barber shop, shoe shop, undertaker, gravel plant, chemical fire engine and truck, two big general stores, attorney.

This city has long been the trading point for portions of two counties.

"Come to Aurora. We will welcome you as a neighbor. We will serve you as a friend. We will prove to you that no business transaction between us is satisfactory unless you are benefited as much as we are, and that neither of us can afford to deal on any other basis."

Most Eagerly Awaited
Entertainment Ever
Presented in
Marion Co.

AND IT'S FREE TO ALL

Big County Sing Wednesday Night

All Aurora should turn out to the big County Sing, at the Armory in Salem, next Wednesday night, Oct. 19. It is an opportunity of a lifetime. The singing will be led by Mrs. Carrie B. Adams of not only national, but international fame. Mrs. Adams is the writer of more church music than any other individual in the world and 35,000 church choirs in America sing from her books every Sunday. Mayor Geo. L. Baker, of Portland, will introduce Mrs. Adams. By all means mark the 19th and drive down to Salem that evening for the big County Sing.

The County Federation of Commercial Clubs makes the announcement and perhaps Aurora can secure the big County Chorus for her big Fourth of July celebration.

Be Loyal

[Durand (Ill.) Gazette.]
Don't go abroad to buy something when you have a few dollars to spend and then ask your home merchants to sell you on time when you are broke. If you have bills with your merchant who has given you credit and an extension of time and accepted small payments, add take your cash to the city to spend with a stranger who has no interest in your town, nine times out of ten he will "do" you because he never expects to see you again. The home merchant will save you money with reliable goods, which he guarantees with his reputation.
A town that is large enough and good enough for a man to earn his living in is good enough for him to give his provisions in. If he does not think so, both he and the town would be better off if his tent were pitched on other prairies.

The young son of Mr. and Mrs. Pelletz, was buried last Monday.

The of voice the community, the record of its history in the archives of state and nation, is the Home Town Paper.

Subscribe for Your Home Town Paper Week, Nov. 7-12

\$5.00 REWARD for any information as to who took the Pampas Grass from the property of Mrs. Rookledge.

LUCKY STRIKE CIGARET

It's toasted

To seal in the delicious Burley flavor

Once you've enjoyed the toasted flavor you will always want it

The First National Bank OF AURORA

At least twice a year, on dates unknown to us beforehand, a National Bank Examiner walks into this bank, takes temporary charge of its books and makes a thorough investigation of its affairs, to see that it is obeying the strict national bank laws. Five times a year, at irregular periods and at dates unknown to us beforehand, we are compelled to forward to the Government authorities at Washington a sworn statement of the condition of this bank. All this is for your protection.

These are only two of the many safeguards afforded money deposited in The First National Bank.

Over fifty prosperous farmers are stockholders in this institution, and you will find a cordial welcome.

Exchange, For Sale and Want Ads.

Auction block. Make your wants known here. One cent a word each week. Send money with ad. They pay you.

FOUND--A bicycle, near the depot. Whoever can prove ownership and pays for this ad, may have the bicycle. Call on George Miller.

Dr. E. G. Ward, Dentist, is now permanently located in Canby, Ore. Phone for appointment.

Old hop houses for sale for the lumber. Henry J. Keil, Rt. 3 Aurora. 2t

FARM FOR SALE

61 acres, 3 1/2 miles north of Aurora; 40 a in cultivation, extra good bldgs. on good road, 15 acre in hops, phone or write to Otto Knorr, Aurora, R. 3. 3t

Fifteen Acre home 2 miles north of Canby, 1/2 mi. of river; fine soil, buildings, 2 1/2 a clover for next yr. \$5000, half down, balance easy. Joy Anderson R 2, Canby. 4t

80 acres, only half mile from Aurora, half of place under cultivation rest in brush and timber, 20 a. bottom land, some good level bench, 200,000 feet fir, river and creek touch place. 2 a. orchard cedar post and poles, berries, 24x54 barn, 20x30 house and basement, on main road. Water in buildings. \$9,500. Enquire at Observer office. 4t

159 acres, 4 1/2 mi NW of Aurora, 45 a in cultivation, 25 a timber, balance all slashed and in pasture. 8 room house, barn, outbuildings, all fenced, good water, \$20,000, half cash. Call at the Observer office. 4t

Want to buy several fresh milk cows Oregon City, Route 5. 4t

FEW HORSES 1,100 lbs. with light wagon and good harness, \$100.00 also a 20 inch Disc for 4 horses, only \$45.00 Edward Koebel, Aurora, Route 4, south of Macksburg. 4t

Wanted

100 loads of well-rotted barn manure to apply on hop yard near Aurora. For particulars write or phone Henry L. Bents, Aurora, Ore.

FOR SALE--Team of matched horses 5 and 6 years old, also two registered Holstein bull calves. H. P. Keil, Rt. 3 Aurora. 4t

MONUMENTS

If your monumental work is solicited, kindly ask the solicitor for our business card.
Capital Monumental Works, 2210 S. Com. St. Phone 689, Salem

Home for Sale: Good location in Aurora; five room house wired and water. Very reasonable. Enquire at this office.

SPLENDID BUY

When this is read it won't last long, as good small tracts are in demand. 21 acres, just off Highway, 1 1/2 miles from town, level, good soil, 15 acres in cultivation, 3 1/2 in timber, rest pasture, near school, good well water, all fenced, 3 room house, 20x30 barn, wood shed, chicken house. With place we throw in good team, 5 and 6 years old, 4 year old cow, wagon, new plow, walking cultivator, harness, hay, etc. All for \$4,300. Inquire at Observer Office.

We are selling our entire stock of prize-winning Geese, Ducks & Guinea. E. M. Bothwell, Troutdale, Ore. You saw me at the Fair. 4t

Dr. Osmar K. Wolf, Woodburn, Ore. is fully equipped to fit your eyes with proper glasses. 4t

Preaching morning and evening, in the Aurora Presbyterian Church every 2nd and 4th Sunday. All welcome; and urged to come. 4t

We now know of 2 or 3 Aurora homes you can buy. Call see us. Observer.

Uses big town selling plans; Holds the Trade in Suburbs.

Holthausen's department store in Union Hill, N. J., has shown the advantage of the small town merchant seriously considering himself as big as town shopkeeper. Holthausen's has solved this problem.

Intelligent merchandising, clever advertising, prompt and efficient service and a refusal on the part of Carl Holthausen to regard himself as a "small-town merchant" have made it possible to compete with the big city stores.

Holthausen takes the view that just because a store happens to be located in a small town, adjacent to a big city there is no reason why its proprietor should think of himself and his establishment in terms proportionate to his surroundings. If he persists in regarding himself as a "big-town merchant" that attitude will be reflected in the conduct of his business and his trade will come to regard him in that light too.

The window displays of the Holthausen store are just as attractive as those of the big retail establishments located "just across the river." Its advertisements in the weekly paper occupy as much space as those which its Manhattan competitors use in the metropolitan dailies, and what is even more important than the matter of space used--the copy is as clever and as efficiently prepared as any written by the publicity experts of New York's leading stores. No "small-town" advertising copy for Holthausen. He never loses sight of the fact that, even though the local newspapers are being used as a medium, the people he is addressing are accustomed to the ways and standards of the big city on the other side of the Hudson river, and he makes it a point to get his "Broadway" appeal into all his publicity.

"Lower prices than Manhattan, faster service than Manhattan," is the slogan he uses, and the argument has been particularly effective in building up a male following for the store.

The Hometown Paper

Subscribe for YOUR HOMETOWN PAPER WEEK November 7-12

D. J. Farmer, of Canby, called yesterday and left us a big head of cabbage from his large patch. They are dandies.

An Opportunity For Someone

WANTED IN AURORA

Here in Aurora is an opening and a splendid opportunity for a lumber yard. A place in town where one can buy lumber, lath, shingles, brick, cement, tile, etc. None here and one wanted bad.

Robert R. Rankin Attorney at Law

Offices with The First National Bank of Aurora and 510 Platt Bldg., Portland, Ore. 4t

Morris Optical Co.

Eyesight Specialists
204-11 Salem Bank of Commerce Bldg.
SALEM, OREGON
Oregon's Largest, Most Modern, Best-Equipped Exclusive Optical Establishment.

Hartman's Eyeglass Service

KEEPS AN EYE ON YOUR EYES

HARTMAN BROS.
Jewelers & Opticians
SALEM, ORE

Service Is Our Slogan Safety Is Our Watchword

WHAT DO YOU WEIGH?

A little boy was watching the people get on and off the weighing machine.

Each one put a penny in the slot, then the needle spun round and told him what he weighed.

The little boy saw his chance and jumped on the scale. He felt in his pocket, but he found no penny. The needle of the scale did not move.

"I haven't a penny and so I don't weigh anything," said the little boy.

That's the way it goes, all through life. If you want to weigh anything in the estimation of those around you, accumulate some money.

There's no better way to do it than to become enthusiastic about your bank account.

Aurora State Bank

Capital and Surplus, \$40,000

Time Savings Checking Account (Under Exacting State Supervision)