

The Last Chance

Aurora, Oregon, Sept. 22, 1921.

DEAR FRIEND:

I am agent for The Oregonian. My home is at the Observer Office in Aurora. I am 13 years old and in the 7th grade and I will make enough to buy my school clothes, if the readers will send their subscriptions for that paper to me, or to the Aurora Observer office, where I will get credit for them and it will cost you no more. The Oregonian is Oregon's biggest, best and oldest paper. The Oregonian is going to put on a big

BARGAIN SUBSCRIPTION OFFER

Oct. 25 to 31st inclusive, 1921. If you are an old subscriber, it is the chance to save dollars by pushing your subscription ahead now. If not a subscriber at present, it is certainly a good chance to get in on these bargain prices, but you must send me your address and money before Oct. 30th. Here they are:--

\$5.00 for Daily only, for one full year

\$7.00 for Daily and Sunday, for one full year

Won't you send me your subscription, or renewal to Aurora, or the Observer Office, please, so I can get the prize? If your subscription runs out next Jan. Feb., or any time soon you will get a full year from the time it is paid to.

Thanking you very truly,

BERTIE HELTZEL,
Aurora, Ore.

STRONG FOR HOME PAPER

"No, I don't take the local paper any more," one farmer said to another as they were waiting at the creamery to unload their milk.

They had just been looking at a poster advertising "Subscribe for Your Home Town Paper Week, November 7-12." I take a daily paper, and that's about all I need. It has a few items every week from our community, and I feel that I save two dollars a year by not subscribing to the home paper."

"Well, that's one way to look at it," said the other farmer, "but I've always felt that a local newspaper was a pretty valuable asset to any community, and if everybody took the attitude you do, there couldn't be any local newspaper. Of course we could not get along without our daily papers, because they keep us informed about what's going on throughout the nation and throughout the world, but when you say that they take care of our local news, I don't think you are sticking close to facts. They simply can't, and the publishers haven't any personal interest in our community the way the editor has.

"I have always felt that I got value received for every dollar I've paid out in subscriptions to the local paper and I don't have an idea that running a country newspaper is any more of a wealth-producing proposition than running a farm. So long as I've got two dollars I intend that the rural mail carrier is going to tuck a copy of the home paper in my box every week."

That farmer knows that the community newspaper is a necessity in his home; that without it his home would be incomplete and his part in the community would be unsatisfactory to himself and his family. He knows the full value of the local newspaper as an institution.

November 7 to 12 is National "home-town paper week." This week every reader of the home paper is kindly asked to see your neighbors and friends on your route, in town, or back east, and every reader to this paper is asked or invited to send us during the week from one to three new subscribers. This paper is only \$1.50 per year. Won't you ask an acquaintance or two to subscribe?

Aurora has the best water system in the world for towns three her size; and pure water.

Aurora has splendid roads leading in all directions.

Aurora has five rural mail routes. Fair prices rule at all Aurora business houses.

Aurora has free auto camp ground.

Aurora is a good town to live in and there is room for you.

C. A. HODSON Funeral Director

Complete Auto Equipment, Experienced Lady assistant. Known for years in north Marion County, where calls will be made. Equipped to conduct complete services, Modern Chapel and Parlors at NEWBERG, ORE. Calls will be promptly answered night or day. Call, or phone Res. Blue 118, Office Red 100, Newberg

Prices always Very Reasonable

A Community Servant

The local newspaper is the servant of the community in which it is published, but to be a good and efficient servant it must be fed by the people it serves. It is an institution of the town quite as much as are the schools and the churches, and quite as much entitled to support.

A Necessary Luxury.

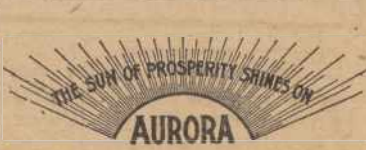
The town newspaper is both a luxury and one of the family necessities.

Auto Truck E. M. HURST
Proprietor
Frequent trips between Aurora and Portland.--Will Haul To Any Place in the Willamette Valley.
Satisfaction Guaranteed.
Phone 6-52 AURORA, OREGON

Ask your Grocer for
**Mother Hubbard
BRAND
BUTTER**
Hubbard Creamery Co.
HUBBARD, ORE.
We buy Butterfat and Eggs at
Highest Market Prices

**GIANT
STUMPING POWDER**
non-freezing; the fumes don't cause
headache. Every user a booster.
J. R. PITTS
Phone 52-5 Canby, Oregon

Order Your Trees
10,000 Number 1
Italian Prune Trees
also several varieties of
PLUM and PEACH TREES
Commercialize Your Orchard
A. B. KAMMERER
Canby, Ore., Route 1
1 1/2 miles south of town



Farmers, Do You Want Money?

I will loan you money on Twenty year plan with privilege of paying all or part at any time. Interest and one twentieth part to be paid each year; liberal appraising extended you. Write to me--I can help you.

LEWIS MONTGOMERY
1029 E. Madison St. Portland, Ore.



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**PAINTING
PAPER HANGING
AND TINTING**
All Work Neatly Done
Aurora Oregon

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To the Best That's Made."

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**Ed. P. Heim
TAILOR**

100 1/2 Fourth Opp. S. P. Ticket Off.
PORTLAND, OREGON

**INSURE
YOUR HOME**
against loss by
**FIRE IN THE
LARGEST**
Insurance Association in Oregon
**Farmers' Mutual Fire
Relief Association**
I. Wheeler, Agent Canby, Ore.

AUCTIONEER
LIVE STOCK SALES
FARM SALES.
OUR SPECIALTY
Terms Reasonable
WM. HEINZ
Canby Phone 13-15 (Mail--Aurora, Route 1)

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.

PAUL C. FISCHER
ATTORNEY-AT-LAW
Beaver Building
OREGON CITY, OREGON

**Stone Jars
AND KEGS**

for Preserving and
Pickling

Larsen & Co.
Groceries, Produce and
Commission
1001-1003 Main Street
OREGON CITY
Phone: - - Pacific 70

THE STORY OF HOME TOWN PAPER WEEK

By M. V. ATWOOD.

Once upon a time a country editor had a great idea. This is not the first great idea which has been evolved in a country print-shop, but most of these ideas in the past have been of benefit to some one other than the editor. But the idea was to benefit editor as well as the whole community and nation.

This was the idea: Why not have a "home paper week?"

We have had every kind of a "week" from soap to electric cleaners.

Taken together, argued the editor, the country newspapers are quite the most important in the nation, even if judged by numbers; the ten or fifteen thousand of them make the four hundred big city papers and magazines seem inconsiderable, indeed.

The reason most folks do not realize the importance of the country newspaper is because they think of them individually instead of collectively; even the Atlantic ocean doesn't look very impressive when you view it merely as a cupful of water scooped up at the beach.

So this country editor began to talk about the idea and to write letters to any one who he thought might be interested. But like all great ideas, it took a long time for it to grow.

Finally a company which has done much to teach country publishers the value of system and of knowledge of costs took it up, as did also the National Editorial Association; then the state colleges of agriculture saw its possibilities because of the effect on community life; another great concern which furnishes thousands of country papers with syndicate news and features became interested; and, of course, the publishers' trade journals fell into line.

Thus a great chain of interest in "Subscribe for Your Home Town Paper Week" has been stretched across the country, each of the thousands of country papers, of which this paper is one, a link in the chain.

November 7th to 12th are the dates set for "Subscribe for Your Home Town Paper Week," and all who believe in the home town paper, in its possibilities for helpfulness, for creating community solidarity, for the cherishing of the homely and sacred things of the country, are being asked to help--to help not because the country editor needs charity, but because the country newspaper is a great service agency, dignified, stable, worthy of every cent which the community invests to make it possible.

So you are asked to help make "Subscribe for Your Home Town Paper Week" the big success it is going to be. If you do not now take your home paper, don't delay subscribing later than the week of November 7-12.

Everything For The Farmer

**J. C. MOORE
Machinist**
Oxy-acetylene welding
a specialty
General Repairing, Farm
Machinery, Etc.
Donald, Oregon

Westco

Electric, Tankless Water System
"THE WATER SYSTEM WITHOUT A TANK"
also

The Vaile-Kimes system for domestic water Supply

E. S. WOLFER

Plumbing, Heating and Sheet Metal Works
Hubbard, Oregon Work Done Out of Town Phone 4103

AURORA MEAT MARKET

An Uptodate Sanitary Meat
Market that handles every-
thing best in meats
fresh and cured.

WURSTER BROS. Aurora, Oregon



Subscribe
for the
**Home Town Paper
Week**

November 7-12



PREPARE

for the damp and chilly

weather with

A Good Heater

we have them

in different styles

and prices

Hardware **G. A. EHLEN** Implements

The Wide Awake Hardware Store

WILLAMETTE VALLEY Mortgage Loan Co.

Our mortgages are all absolutely guaranteed and we make all collections of principal and interest. This collection service relieves the investor of the annoyance and trouble of making collections and payment is made on time.

Our guarantee will relieve you of worry over the safety of your investment, as we stand back of every loan.

Office at Aurora State Bank