

THE SUN OF PROSPERITY SHINES ON
AURORA

The cherry and loganberry crops will come together this year and growers who have not engaged their labor report considerable alarm over the scarcity of help.

The Berrian band will furnish music for the day and will give a spectacular concert in the evening and the American Legion will give a dance in the evening in their new auditorium building. Newberg extends a hand of

A gentle buggy horse for sale, \$30.
Earl Grim, Hubbard, Ore.

10¢
They are GOOD!

A TWO 6-COL. PAGE DIAMOND Press, been working fine, for sale cheap. Come get it at Observer office. tf

DONT COME DASHIN' IN HERE,
VA POOR PRUNE, EVRY TIME
YA FIND A LETTER OUT OF
PLACE IN TH' PAPER, FER
WE AINT GOINTA BUST OUT
INTO TEARS OVER IT! TH'
ONLY FELLERS WHO NEVER
MAKE NO MISTAKES ARE
THEM WHO NEVER DO
NUTHIN', LIKE YOU!



Service Is Our Slogan
Safety Is Our Watchword

Vacation time is approaching and you will need money to travel. There is no more convenient form to carry money than in travelers' checks. We shall be glad to issue them to you in convenient denominations.

How about a safe deposit box for your papers? A fire may ruin or destroy many valuable documents if they are not properly cared for. Our rates are very reasonable.

Aurora State Bank
Capital and Surplus, \$41,000

Time Savings Checking Accounts
(Under Exacting State Supervision)

MR. MERCHANT
You Need the Newspaper

The newspaper of today is the most powerful medium of advertising on earth. In the old days the merchant may have thought he was a benefactor and that he was contributing his bit "as a public-spirited citizen" when he carried a two-inch space in the village paper every week in the year and generally without change of copy. Possibly he was.

But that is changed now. A new order has arrived. People read advertisements. Many find their greatest interest in looking over the advertising pages to get news that will save them money, and, take it from John D. Rockefeller, the way to save your dollars is first to save your penies.

* Advertisements today are right up to the minute. They are as fresh as the news of the world or the latest baseball score. Live merchants cater to live people and they know they must not alone be up to the minute, but they must be some distance ahead. They must anticipate the wants of their customers.

And they do. Turn to the advertisements in this paper *right now*. Just read what the merchants are offering. Notice the invitations for you to do business with them. Notice how attractively the advertisements are set up and how inviting they are.

Do you know that some firms think so much of a style of type that they buy series of it just for their advertisement? You can never mistake B. Altman's advertisement. As soon as you see the open type you know it is Altman's advertisement without looking for the name. This is true of many firms.

Business men—that is the successful ones—know advertising pays big returns. Unsuccessful men don't advertise because they are unsuccessful. That's the answer. Look over your town right now and pick out the big firms. They're the advertisers. Advertising is the tonic that puts dividends in the banks.

Everybody reads advertisements today. Mr. Merchant, is your advertisement in this newspaper?