Social alld Persollal Notes


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Daddy's Bedtime Story $\qquad$ Crows Use
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The Means to the End
'Advertising is nothing in itself. It is only a means to an end-IMPROVED BUSINESS."
"Business is nothing in itself, only a means to an end-IMPROVED LIVING."

These two sentences from a recent address of Joseph H. Appel tell the whole story.

Advertising is the great necessity of improved liv-ing-and newspaper advertising is the mightiest, most mobile battation in the whole advertising army.

The man who intelligently utilizes newspaper advertising is on the road to improved business and improved living.
Eggs, fresh ranch, doz., 40c

Potatoes, large Burbanks, bu., \$1
Sweets, 9 pounds for $-\mathbf{2 5 c}$

Bread | Portland Tip-Top, loaf $:: 5 \mathrm{c}$ |
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| Roman Meal |

WESTACOTT-THIELSEN COMPANY



A STATE SCHOOL CLOSED

LET US BE PROUD OF FOR OUR CRILDREN

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