

## Advertising Is Business Insurance

Your business may be going along nicely today, but there are days ahead when an accident poicy tucked away in your safe able. A dollar spent in advertising the service you render, your reasons why you ask for patronage, and anything that will ask for patronage, and anything that will
individualize your proposition, will further than ten times the amount spent to crowd your establishment with bargain seekers.




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## then










YOU'LL not mind
this rainy wea-ther if you outfit yourself correctly.
Let us fix you up for the fall and winter season. We have exceptional values and immense stocks of winter goods

Hart Schaffner \& Marx
Suits and Overcoats $\$ 20$ to $\$ 35$
Bishop All Wool Clothes $\$ 15$ to $\$ 25$
Oregon Made Cashimers Splendid Values $\$ 12.50$ the Suit
Men's Shoes, Umbrellas, Underwear Hats and Furnishings that will please you.


## New York ${ }^{\text {BY Rall }}$ and Ocean <br> Fare same as All-Rail, includes Berth and Meals

## "SUNSET LIMITED"

Daily to New Orleans
Via Los Angeles, Tucson, El Paso, San Antonio and Houston

