

GEORGE C. WILL VICTROLAS In All Styles



Make your home complete by the addition of a Victrola
—It instructs, inspires, soothes, entertains—It's impos-
sible for you to be disappointed if it's a VICTROLA—

\$15 to \$400

The Home of Everything in Music

George C. Will

The Large Store 432 State Street

PROOF THAT ADVERTISING DOES NOT RAISE PRICES

Some New Facts and Figures Throw a Flood of Light on this Subject.

The rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all of these exceptions belong to the same great class—that of nationally advertised goods.

The present agitation on the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public. Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 200 of the leading advertisers of the country. Mr. Sullivan, the secretary-treasurer of the association, has given out some vitally important facts concerning the relation of advertising to selling cost.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices."

"But evidence is better than argument; facts are better than theories, and we have been at great pains to collect the facts. We have secured an immense amount of data from our members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. Let me quote a few examples:

"The makers of a famous photographic camera, when they began advertising 28 years ago, made one camera which took a 2 1/2 inch picture and which sold at \$25. Today they make a far better camera which sells for \$10. Another, which took a 4x5 picture, sold for \$60. Today they sell a far better one for \$20. And so on through the line.

"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price, despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specially began advertising, his goods sold at 15 cents a package. Today the package is 50 per cent larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.

"The producer of another well known food specialty is selling his goods at 25 per cent less to the wholesale grocery trade than four years ago.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20 per cent more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all—the automobile business; and compare the \$5,000 of \$10,000 cars of 10 years ago with the equally good cars of today, selling for a fraction of the money.

"And so on through a long list. In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price."

How has he done it? By means of advertising, which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

ROBBERY AT HUBBARD

Wednesday night about 1 o'clock three holdups came near making a haul in Hubbard.

They evidently began operations at the meat market on South Third street. Here they gained an entrance with a pass key and took about \$2 in change left in the cash register. From here they went to E. W. Hoffmann's jewelry store.

E. M. Pierce occupies the room directly back of the store and was awakened by a flash light. He was instantly alert but was looking into a gun barrel and was commanded to keep quiet. Soon two others came to the front door and proceeded to move the safe, using a truck gotten from L. L. Herschberger's seed warehouse. The safe was taken east of the S. P. tracks to the Hovenden warehouse and was piled with sacks to smother the sound of blowing the safe. The man standing guard got nervous at the delay of his partners, stepped to the front and E. M. slipped out and gave the alarm. As soon as the men arrived the safe was returned to the store. There were three of the robbers and their deliberate manner would indicate experienced hands.

The loss at the jewelry store was about \$20. There is no clue to the robbers nor the direction they traveled.—Enterprise.

NEWTON-RASCHE WEDDING

Mr. Harry Newton and Miss Sophie Rasche were married at the Methodist parsonage at Woodburn Wednesday evening at 8 o'clock. Rev. Decker performing the ceremony. Mr. and Mrs. Clyde Jones of Hubbard and the Misses Rasche, the bride's sisters, of Woodburn attended. They at once drove to their home north of town where a surprise awaited them. When they stepped into their new home, shared by Mr. and Mrs. Clifford Newton, they received congratulations of a household of friends who has been waiting. A number of useful articles for the culinary department were presented. A dainty lunch of sandwiches, cake and lemonade was served.

The bride is a graduate of the Woodburn high school and both are members of the Woodburn Methodist church.

Good Clothes



for Men and Boys

Here's one very important point, the style success of

HART SCHAFFNER & MARX

\$20 \$25 \$30

BISHOP ALL WOOL CLOTHES

\$15 \$20 \$25

is due to the quality of materials and fine tailoring—without these things the style would not stay stylish, the suit wouldn't fit you long. Good style calls for high quality, remember that.



Copyright Hart Schaffner & Marx

Men's Shoes
\$5 and \$6

SALEM
WOOLEN MILLS
STORE

Men's Hats
\$3 and \$5

NO WOOLEN SHORTAGE AT THIS STORE

There's a lot of talk about wool shortage—may be so in some places, but not at this store. You never saw a more beautiful collection of all-wool fabrics than we have in these new spring suits.

EAST HUBBARD NOTES

Mrs. Nora Hostetter who has been living in Portland, is visiting her parents Mr. and Mrs. A. P. Troyer, and other relatives.

Mr. and Mrs. Christ Bontrager of Woodburn were dinner guests of Mr. and Mrs. Simon C. Yoder last Tuesday.

Grandma Kauffman of near Needy is visiting at the home of Mrs. Dan Erb several days.

Wilma Yoder and little son Russel, visited at the home of L. D. Yoder last Saturday night.

Mrs. John Egli has been seriously sick the past week with rheumatism.

Mr. and Mrs. Simon Miller and Grandson Schroek of Bethel visited Mrs. Dan Erb last Tuesday.

Grandma Emmert visited J. K. Lehman and family several days this week.

Mr. and Mrs. Menno Bontrager and children who came from Iowa, are living at Woodburn now. They attended services at Zion last Sunday—Enterprise.

University Notes

Among the Willamette folk who went to McMinnville and took an active part in the convention of the Inter-collegiate Prohibition association was President Carl Gregg Doney. In the evening session, Friday, he delivered his address, "War and religion."

In the conference session, Saturday afternoon, Fern Wells, the state secretary, led in the discussion "Conducting a successful membership campaign." Miss Wells also gave a toast at the convention banquet. Her subject was "A nation coming to its own."

In the first annual O. A. C. relay carnival staged at Corvallis, Saturday, Willamette was represented by Brazier Small, Allan Bynon and Sylvester Burleigh. None of the men placed. Multnomah won all the chief events. The Willamette men entered the dashes and hurdles. Most of the varsity's best track men are with company M.

Sylvester Burleigh, Allan Bynon and Warren Booth attended the O. A. C. dance at Corvallis, Saturday night.

In a telegram received Saturday by President Doney from Major General J. Franklin Bell, commander of the western department of the United States army, the enlistment of all capable seniors is desired for attendance at the reserve officers training camp now being established at the Presidio at San Francisco.

This is the message: "War department has suspended further appointments to line section officers reserve corps of training camp now being established at Presidio, San Francisco."

Camp begins May 8, duration three months. Desires to secure attendance 2500. Those completing satisfactory training course will be commissioned.

Object of war department is to select first 10,000 which implies the 10,000 ablest leaders, selected from the country to officer the first one half million troops.

Following are eligible, subject to minimum age limit 20 years, 9 months, maximum age limit 44 years. Members

ASK FOR AND GET
Horlick's
The Original
Malted Milk
Substitutes Cost YOU Same Price.

How To Procure Military Information

Headquarters of the Western department, U. S. army, at San Francisco, issues the following:

Notice has been given from above headquarters that letters seeking information on military subjects should not be addressed by name to General J. Franklin Bell, who has recently been in command of the department. He has gone to New York and if mail be addressed to him by name it will have to go to New York and be returned to San Francisco before it can be attended to.

All communications from California, Oregon, Washington, Idaho, Nevada, Utah and Montana, which states are in the Western department, and, in addition, Arizona and New Mexico, should be addressed to the Commanding General, Western Department, San Francisco, Cal.

Such an address will bring a prompt reply to any one requesting information or corresponding concerning military matters.

FOR DEFENSE CONFERENCE

Washington, April 21.—Secretary of War Baker, chairman of the Council of National Defense, today telegraphed the governors of all states asking each to send a delegate for a national defense conference to be held in Washington, May 22.

ONEGA IS SAFE

Paris, April 21.—The armed American merchantman Onega arrived safely at a French port, it was announced today.

The Onega is a steel screw steamer of 3,636 tons, owned by Barber and company, New York.

Conscription May Be Required to Get Labor

Portland, Or., April 21.—Conscription of labor will be necessary for the government to carry out its program of building one thousand "sea jitneys" a year, according to the opinions of local lumbermen and shipbuilders here today.

Bankers, sawmill men and shipbuilders met late yesterday and discussed the government's ship plans and Oregon's share in the construction of the vessels. With sufficient lumber, sites and machinery for the construction of a great number of ships, the only features that worry those interested in ship building is the lack of men and possible delay in securing some supplies.

PAVING CONCERN'S STOCK DIVIDED AND MULTIPLIED

A meeting of the shareholders of the Warren Brothers' company was held in Boston yesterday to authorize a change in the capital stock from 90,000 shares at \$50 to 45,000 shares at \$100, par value, for both preferred and common issues. The capitalization consists of \$2,000,000 of 6 per cent preferred; \$500,000 of 7 per cent preferred, and \$2,000,000 of common stock, worth in the market from \$10 to \$12 a share. Arrangements were made at the meeting to list the shares on the Boston stock exchange. Reports submitted showed that contracts for 1,274,000 square yards of bitulite paving had been obtained since January 1, of this year, compared with 700,000 yards for the corresponding three months of last year.

Flour jumped 60 cents a barrel, to \$11.20 in Portland Thursday.

HUBBARD ELECTS TEACHERS

At a meeting of the school board Monday night H. H. Dirksen was elected for the seventh and eighth grades and Miss Ruth Rosebrocke, of Marion, for the first primary. Mr. Dirksen is this year teaching the White school and is conducting a very successful school.—Enterprise.

Expectant Mothers Relieved of Pain

Women Use Prescription of Famous Physician

Since the days of our first parents in the Garden of Eden, women have borne the pain and discomfort of childbirth. Science on its part, has worked to modify and to relieve in part, the dreadful suffering at such a time.

The preparation known as "Mother's Friend" is applied by the mother to be her self, externally, night and morning. It relieves the tension on the muscles, cords and ligaments of the abdomen, and the expectant mother is made much more comfortable. The crisis is one of much less pain and danger.

Thousands of women who have used it successfully state that they cannot say enough about the good "Mother's Friend" did for them and refer particularly to the absence of nausea or morning sickness.

Ask your husband to get you a bottle from the drug store. If you wish a valuable book for mothers, write the Bradford Regulator Company, Dept. F, 340, Atlanta, Ga. It is free and will be sent at once.

The Big Joy Show--Tuesday, Wed., Thurs.

Uncle Sam's Favorite Son

GEO. M.

COHAN

In His Greatest Comedy Stage Success

'Broadway Jones'

Same
Prices

The OREGON
"Home of the Big Stars"

Save the
Dates



GEO. M. COHAN
in BROADWAY JONES
ARTCRAFT PICTURES

AN ECONOMICAL, DELIGHTFUL PLACE TO TRADE

Women's Man-Tailored Spring Coat Models

Of a Grade We Are Proud to Offer

BIG REDUCTIONS ON THESE COATS

This group offers a variety of delightful coat models from which to make your choice. Come in to see our large stock of these new coat models. Notice the manner in which the little as well as the big details have been perfected. No made-to-order garments could boast of more attention.



We are making a big reduction on these coats on account of the backwardness of the season. We take our loss now in order to clean up our large stock. These special prices are 25 per cent to 33 1-3 per cent lower than regular value:

- Black and White Check Coats \$ 4.35
- Plaid Coats, assorted colors \$ 5.25
- White Chinchilla Coats \$ 6.90
- White Chinchilla Coats (extra heavy) \$10.50
- Poplin Coats, blue, tan, gold or green \$10.50
- Wool Velour Coats, all the new shades, \$10.50 to \$18

SEE OUR WINDOW DISPLAY.

SEND US YOUR MAIL ORDERS-WE PAY POSTAGE

Kasowry Bros

416 STATE ST. SALEM-OREGON