(Continued from Page 1.)

einborately bound and illustrated auto graph book bore the inscription;

"To F. Wayland Aver, who made a motto and has lived it, who evolved a principle and has practiced it, who set au ideal and has attained it."

The agency was the first to adopt the open contract plan, with a fixed comother agencies, which quickly revolutheir ageacies, which quickly revolu-rionized American advertising and placed in on a high plane. The plan originated by N. W. Ayer & Son con-cedes the right of an agent to a reason-able profit and places the agent and the advertiser on the same side of the counter as sellers. The modern advertising agency is as different from the old as a department store is from a pack

The Ayer agency made the first suc cessful venture into advertising a staple as a branded, trade-maked product. That was with Unceda Biscuit. Since then they have developed suck famou products as "Doning Sugar," 'Prince Afbert Tobarca," "Carool Cigarettes," "Karo Cora Syrup," "Hires Root Beer Beer," and "1847 Rogers Broa." Among other well known products advertised by Ayer are "United States Tires," "National Cash Registers," "Stellaway Pianos," "Life Saver Mints," "Seth Tolimus Clocks," "Blue Buckle Overalls," "Dixon Beneils," and "Coaklin Fountain Pens."

Having won its place as the toronto. advertising agency in the country, N W. Aver & Som has set its nim upo still greater things for advertising busi Recently it started an advertising entaphiga to "Advertise Advertispointing out to the render of the newspaper the benefit to be de for one piece of forty-inch copy once a week, over a period of at least fifty artists. weeks. According to announcement made

A glimpse into the future of adver-tising was given by Wilfred W. Fry, an-other member of the firm, in a talk on "The Next Fifty Years."

Numbered among the guests at the banquet were representatives of each of the clients of N. W. Ayer & Son, and the four hundred employes of the firm. Page boys and page girls were ranged behind the chairs of the speakers as living "place cards," Esconced behind



LATEST PARISIAN FASHIONS OF BLACK VELVET. ---Left, black velvet gown trimmed with jet black beads. Right, gown of black velvet with a blue-black embroiderrived from reading carefully every ad ed tunic. The belt is of blue velvet, with buckle. They vertinement. This reading provides are the creations of Paguin one of Pagic famous decreases

### at the banquet, by William M. Armi stead, member of the fign, over nine hundred newspapers have neepted the TURNER BOY SCORES THE ASSERTION THAT MEN SEEK TO REMAIN IN U. S. ARMY

Page boys and page ciris were mage behind the shallow of the space of In a letter to the Capital Journal vate in the national army never made

one the first year today it noises of usacy millions. With amount business of usacy millions with a principle of the world, this great national army. Men taken the lead it ever since. Since its founding the amount of business placed, and has kept to have the article recalled and rebuilding roads in German villages, instead of putting all of our resources back of the United States.

"It was one of the wonders of the world, this great national army, Men taken the lead it ever since. Since its founding the amount of business placed, and has kept to have the article recalled and rebuilding roads in German villages, instead of putting all of our resources back of the United States.

What Rank is That?

"You do not know them as well as according to your paper and taken of the United States."

"You do not know them as well as according to your sytlele or have

The House of Reliability The "Shop" where shopping is a pleasure



We are showing "Exclusive Merchandise" and our prices are right.

## Dresses, Coats, Suits, Capes and Dolmans



Our lines embody a splendid extensive and exclusive selection of smart new models. They include "Dolmans" the hit of the season, in the newest cloths and weaves. Three styles,

## Butterfly Dolman, Chicken Dolman, Novelty Dolman

Are very new creations, the last word. Our buyers this season have most certainly out done themselves, not only with the "Dolmans" but with the most exquisite

## Waists, Stylish Suits and Coats and the New Swagger Capes

We invite you to come in and inspect our showing, whether a purchaser or not



This cut shows one of our lines of CORSETS. This department is one of which we are justly proud, carrying 4 of the leaders. We can correctly corset any figure.

Nemo, Ben Ten, Sahlin,

### Easter Togs For Boys

The boy deserves his EASTER SUIT and SUN-DRIES equally with the girl. Our line of BOYS' SUITS is the best made in America .-- A big claim, but they are the "Xtra good" kind, that says it all

## Shirts, Hats Underwear.

We carry everything to dress up the bey, and all GOOD GOODS.

You can always do better at

The house that has something new every day. We can please everybody. Why not you?

Where do you get that affines below bursting with satisfaction and glad-

the states or the ones willing to stay here and let the army regulate their lives and give them \$30 pocket money

per month in exchange.

(Continued from Page 1.)

(Continued from Page 1.) valls to most outfits. How far that maneuvers against us. money reaches in France or over here

"The agent that we have one paper with the proper spirit back of us, the Chicago Triboan. And we all hope that your good paper will take the amountained for the boys as did the Chicago Tribune, with its steries. "The missry in Russia has deither take the county that the road would prove of great benefit and neither asked any gan. Bring home the boys—tout secret. And it will not be forgotten by the boys in the A. K. F. A. O.

"This affirer that you received this. (Bela Kun formerly was an aide to loon Tratsky.)

"We will try soon to send our representation from knew better than to have his name mentioned, if he really existed. He surely never centered to the county of the paper with the county that the road would prove of great benefit and neither asked any discass at the county. In fact, no parties interested have filed any objections this first the boys in the A. K. F. A. O.

"We will try soon to send our representation of the writ for a review will result in the holding up of all work on the road would prove of great benefit and neither asked any discass at the county. In fact, no parties interested have filed any objections that the road would prove of great benefit and neither asked any discass at the county. In fact, no parties interested have filed any objections of the American army, the long of the county that the road would prove of great benefit and neither asked any discass at the county that the road would prove of great benefit and neither asked any discass are parties. The missry in Russia has dether the missry in Russia has dether army that the road would prove of great benefit and neither asked any discass are parties. The missry in Russia has dether army that the road would prove of great benefit and neither asked any discass are parties. The missry in Russia has dether army that the road would prove of great benefit and neither asked any discass army that the road would prove of great benefit and neither asked any discass army that the road would prove of great benefit and neither asked any di

he really existed. He surely never centhe men. It probably was only a pipe professor of zoology at Oregon Agrical choic a number of cuts, fills and dream of an idealist reported in Paris. for away from the place and condi-parasites is France.

boys. ''You do not know them as well as "You wrote—I mean this Mr. Mae I do according to your article, or how Kensie—I do not believe that the average American officer, certainly up to the rank of licatenant, and so on. The same the licatenant and so on the licaten

Where do you get that affice below the rank of licutenant? Just where do you got the rest of the bunk you are trying to give us? Every soldier that I have spoken to thinks your article like your deserves so much of the picture a little of France, Belgium, Luxemburg and techning and all one can hear expectably since the armistice was signed, it where a many and all one can hear expectably sing seen him for a leng time in a civilized manner, 'How are you, or something its well with that hut' when are you, or something home,' or 'What's the dope, or 'That linky division is home.

"It wou think I am wrong just put a coupon in your paper regarding the question of going home and see who wins, the men anxious to go back to the states or the ones willing to alsy here and let the gray requise their the struction and glad with a fairly pack and thought in the same anxious to go back to the states or the ones willing to alsy here and let the gray requise their the string and thus helding up all work until aft.

P. Corpstein.

P. Corpstein.

P. Corpstein.

P. Corpstein.

P. Corpstein.

P. Corpstein.

Among those who are familiar with the situation, the opinics, is generally the study of Mr. Corpstein, who owns some prune ratics near the Sunnyside school house, asking for a review of the order for taying out a new road to avoid the given begins. Every sort of fun is stopped and techning and terminal property of Mr. Corpstein, who owns some prune ratics near the Sunnyside school house, asking for a review of the order for the situation, the opinics, is generally the study of Mr. Corpstein, who owns some prune ratics near the Sunnyside school house, asking for a review of the order for laying out a new road to avoid the date of the like situation, the opinics, is generally the study of Mr. Corpstein, who owns some prune ratics near the Sunnyside school house, asking for a review of the order for laying out a new road to avoid the date of the lity.

Mr. Corpstein, who owns while Main property of the city which a fun division i

### HUNGARIANS

"It is a good thing that we have state. Internationally it is free trade:

# JACKSON HILL ROAD

# P. Corpstein.

In his suit against the county court Mr. Corpstein alleged that the proceed ing were erroneous and that his propety had been seriously affected by Ifav-ing the bard surfaced highway cut off

surfaced highway through the property "Our program provides for monopolization of internal commerce by the can for a 60 foot rand, state. Internationally it is free trade:

Charles H. Taylor and the estate of

April 28. The new road will extend about three miles but will be rather ex-

The road as new located over the

15 per cent grade. The hill has been known to travellers since the day of the stage rough as it is said to be the highso point in the valley. The new rand around the kill as surveyed by the highway department will all be of

Yesterday was the date of the final hearing on the roud and Mr. Corpstein waited almost to the final hour before filing his petition for a west of seview, and thus helding up all work until aft-

or April 28, the date of the hearing.
Among those who are familiar with

## CURED?" SAYS , THE SUFFERE

How often have you hears, that a cry from the witting of cliester P. haps the disorder has a me loss to help, but oftener it is just in its n help, but oftener it is just in its a stages and the pairs and a him are we nature's first or one for subsection of the pairs and a him are we nature all the help you will repay you will be lift to be a will repay you will be lift to be a well as overworked argues of the bare as and when they fall in the historian and when they fall in the filtering and three ing that constantly account give almost homediate to the above and bladder to the body from pain is at the same to get GOLD the name on every to the description of sealed packages. Mystag resumbed they do not help to me.

