

Newberg Graphic

NOTTAGE & DIMOND
Editors and Publishers

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THURSDAY, DECEMBER 21, 1922

\$17,000 FOR AN ADVERTISEMENT IN THE POST

Those who have studied the question of state development and better advertising for Oregon, point to the great need of more national advertising for Oregon products. Many of our readers probably saw in last week's issue of the Saturday Evening Post a double page center spread advertisement in colors for the Oregon City Woolen Mills. In two different issues of the Saturday Evening Post this year the Oregon City Woolen Mills have taken this great advertisement, which is the largest and most expensive advertisement in the world. Its cost is \$17,000 per issue, but the Oregon City Woolen Mills have found, as have many other advertisers, that by putting the merit of their products squarely before the nation, they have enlarged their business and thus absorbed the cost of advertising in the economies of operation.

This advertising for the Oregon City Woolen Mills is handled by Bostford-Constantine company, the leading national advertising agency of the northwest, with offices at Portland and Seattle. Bostford-Constantine company are also conducting large advertising campaigns in all parts of the country for such products as Tillamook cheese, Hood River apples, Snowflake crackers, Albers cereals, Mapleine, Jantzen swimming suits, Goodyear rubber footwear, and others.

Oregon is rapidly approaching the point where we should have many other nationally advertised products, particularly our fruits, salmon, lumber, etc. It is estimated that California cooperative associations and such products as the Del Monte canned goods are spending around six million dollars a year for national advertising. This has helped to build the wonderful reputation for California products which exists in all parts of the world.

AROUND COURT HOUSE

(News-Reporter)

The tentative appropriation in the county budget for \$10,000 to reimburse the timber sections of Yamhill county, was not included in the final budget estimate, an official publication of which was made in this paper this week.

Some shrubbery has been planted on the court house lawn.

County Pays Bounty Money

Yamhill county has recently paid bounty money to the following: Jack Roberts of Portland, \$7 for the skin of a female coyote and a male coyote; to Sam Obye of Yamhill, \$2 for a bobcat pelt; to M. O. Delashmutt of near Yamhill, \$4 for a female coyote.

Probate Matters

The estate of the late Nora Peffer has been estimated at \$3,378 for real property and personal property at \$1,000.

The estimated value of the estate of Margaret A. George who died at Newberg is given at \$1500; the value of the estate of Jens Peter Christensen is estimated at \$6,250 real property; the value of the estate of the late Major Levi Driskell who died in McMinnville on November 3 is given at approximately \$1243.

Petitions have been filed for admitting the estate of Margaret A. George to probate, also that of Jens Peter Christensen.

Suits Are Filed

Edward A. Boyrie, attorney, has started an action for money in the circuit court for the Credit Service Co. vs. M. L. Amy.

Sarah A. Strichler, through her attorney, James E. Burdett, has filed a divorce suit against Steimas J. T. Strichler.

Other Matters

The authority of Alvar Konsta Leppanen to officiate at marriages was filed with the county clerk on December 7.

The will of the late Jens Peter Christensen has been filed with the county clerk. Belva Christensen, the wife, is named executor without bonds and is bequeathed all of the real and personal property. The will was executed March 10, 1914.

A Man Named Dodgin

A man named Dodgin was recently appointed foreman, but his name was not known to all the men under him. One day while on his rounds he came across two men sitting in a corner smoking and stopped near them.

"Who are you?" asked one of them.

"I'm Dodgin, the new foreman," he replied.

"So are we. Sit down and have a smoke."—Chicago Tribune.

CARD OF THANKS

We wish to thank the many kind friends for their help and sympathy during the past week and at the funeral of our loved wife and mother, Fred L. Post and Family.

Make known your wants through Graphic classified.

DAIRY POINTS

BUTTER RATED FOR QUALITY

Producers Lose Much Money Because of Imperfect Conditions and Methods in Making.

(Prepared by the United States Department of Agriculture.)

If you are a producer or manufacturer of butter, were you disappointed in the price you received for that last shipment? Quality is the chief factor in determining butter prices, and according to United States Department of Agriculture circular 236, just issued, even small defects in quality may result in the loss of a sale or a cut in price.

Several million dollars annually are lost to producers and manufacturers because of imperfect conditions and methods in production, manufacture and marketing of dairy products, the circular states. During 1920 the marginal difference in the prices of high and low quality butter amounted at times to as much as 15 cents between 37 score and 92 score. Lack of proper attention or care in the creamery in grading the cream, or in churning, working, salting or packing the butter are stated to be mainly responsible for this condition.

The circular enumerates and describes the various factors such as flavor, body, color, salt and package that influence price. These factors are given specific ratings by local and federal butter inspectors, and receivers, in determining the final score of the product, and the ratings are governed by the absence or presence of certain defects described in the circular.

It is stated that there has never before been a time in the history of American butter making when it paid so well to produce high-quality butter as during recent years. But to secure



Taking Butter From Churn.

an active demand and the largest net return not only high quality and uniformity of the product are necessary, but a knowledge of market requirements and good marketing methods are required.

Circular 236, entitled "Defects in the Quality of Butter," has been prepared so that producers and manufacturers may know precisely how butter is rated for quality in the markets, and how the defects which lower the price may be obviated. Copies of the circular can be obtained free upon request to the United States Department of Agriculture, Washington, D. C.

Influence of Breed

The breed of a dairy cow has a distinct influence on the water content of her milk. For example, Jersey milk as an average contains 14.7 per cent total solids, of which 5.35 per cent is fat, while Holstein milk contains, on the average, 11.85 per cent total solids, of which 3.42 per cent is butterfat. In other words every 100 pounds of Jersey milk contains 85 pounds of water, while every 100 pounds of Holstein milk contains 88 pounds of water. The difference in feeding value amounts to 2.61 pounds of milk solids per 100 pounds of milk in favor of Jersey milk.

There's Money in Milking.

The greatness of the dairy industry is more appreciated now than for several years past. Dairying actually shows a gain during the past year of several hundred million dollars, while most of the other farm branches show losses into the billions.

Dairy Improvement.

Replacing the low producing cows with better ones and later with purebreds is only one of the ways in which a dairy improvement association helps a community.

Proper Feed for Calves.

After a calf is four weeks old it must have bulk in its ration, skim milk and grain will not nourish it properly. At this age the calves should have all the clover or alfalfa hay they want.

Weed Out Unprofitable Cows.

Even in the leading dairy states, probably one-fourth or more of the dairy cows fail to pay for their care and feed, due chiefly to the fact that the owners do not know which return a profit and which are "boarders."

MICKIE SAYS

"Y' BOSS GRZ HE HOPES TH' GUN WHO'S ALWAYS LATE WITH HIS GORN WONT SHOW UP AT Y' PEARLY GATES JUST AS ST. PETER IS CLOSING 'EM, AS HE MAN NOT GET IN SO GOOD THERE!"

Our Bixxy Ads Chase In The Dollars



CHARLES

FIRST BASKETBALL GAME TO BE PLAYED JANUARY 5

Following the interclass basketball series, the Varsity will begin consistent practice for the first game of the season, that with Monmouth on our floor, January 5. This may seem to be a short training period, but with four letter men back, Pacific should win easily over the "school ma'ams."—Crescent.

MARRIAGE LICENSES

Lucy Freeman, McMinnville, to Albert William Younger, McMinnville.

Real Revolutionary Tune

The famous "Marseillaise" is always associated with the beginning of the French revolution, but the real revolutionary tune with which the Terror started, was the "Carmagnole," of which not one man in a thousand has ever heard. The "Marseillaise" came later.

ELECTRIC TRAIN SCHEDULE

The following is the time of electric train arrivals at the city ticket office at Newberg:

To Portland	From Portland
8:06 a. m.	8:58 a. m.
9:05 a. m.	11:32 a. m.
1:21 p. m.	2:31 p. m.
3:50 p. m.	5:50 p. m.
6:53 p. m.	7:01 p. m.

ADMINISTRATOR'S NOTICE

Notice is hereby given that the undersigned, Marion George, has been duly appointed administrator of the estate of Margaret A. George, deceased, by the County Court of Yamhill County, Oregon, and has qualified.

Now, therefore, all persons having claims against the estate of Margaret A. George, deceased, are hereby notified and required to present the same with the proper vouchers, duly verified, to the undersigned administrator at the office of Clarence Butt, in the city of Newberg, Yamhill County, Oregon, within six months from the date of this notice. Dated this 14th day of December, 1922.

MARION GEORGE,

Administrator of the estate of Margaret A. George, deceased.
Clarence Butt, attorney for estate.
First pub. Dec. 14, 1922.
Last pub. Jan. 11, 1923.

Bill Best, the Plumber

SHOP 205 FIRST STREET, NEXT PALACE MARKET

Shop Phone Black 31

Residence Phone White 145

Bill, the Plumber

(Not a partner. Working interest only)

Shop Phone Black 31

Residence Phone Black 31

A. R. Burge

Phone Blue 39

C. B. Souder

West End Garage

AND SERVICE STATION—GENERAL REPAIRING

Touring Cars, Trucks, and Tractors

No Second Charge

Open 6 a. m. to 10 p. m.

We Do Towing

West First Street

NEWBERG, OREGON

C. T. & S.

CENTRAL TRANSFER AND STORAGE

—Light and heavy hauling, general dray business, team work of all kinds. Storage, Etc.

—Horses for Sale. Farm machinery and harness bought and sold.

WALTER WILSON, Prop for
Bara at College and Hancock Phone Red 123

LAST CALL

Christmas Toys AT COST

We are closing out all toys at going out of business prices.

Golden Rule

Where Your Dollar Does Its Duty

See-Valiton Co., Inc.

Watch and Clock Repairing

Watches, Clocks and Jewelry of all kinds. Christmas Supplies, etc. All Repair Work Guaranteed

E. G. REID

Wishing you the Season's Greetings

906 First Street

Next Amy's Confectionery

The Groth Electric Co.

Wishes you all a Happy and Merry Christmas, and may the New Year be ever so prosperous to you.

We thank you for your past patronage and hope that we can serve you and our new patrons to the best of our ability in the new year.

Yours for a larger and better Newberg.

Groth Electric Co.

B. J. GROTH

You'll Have To Hurry

— BUT DON'T WORRY —

We can supply the gift that is sure to

TICKLE THE KIDDIES



See the Foot Power

AUTOMOBILE

All the kiddies are wild about it

TRICYCLES

With rubber tires, ball bearings, adjustable handle bars and seats. All styles and prices.

Coaster Wagons

Roller-Bearing Coaster Wagons, with or without rubber tires, with or without disc wheels. Prices and sizes to suit.

Bicycles—Bicycles

See the Dayton Five-Year Guarantee bicycle. Also the Pierce with Nickel-Plated Truss Forks and Seamless Tubing. All kinds of Bicycle Accessories, Parts, Tires, Tubes, Etc.

Newberg Cycle Company

EARL HUTCHINSON, Proprietor