

Newberg Graphic

NOTTAGE & DIMOND
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WHO WILL GET THE BUSINESS?

Last Friday morning the local post office received an unusually heavy mail. In fact there were two big truck loads of the pouches thrown off the train at this place. Investigations revealed the fact that it was mostly composed of a shipment of mail order catalogues from Montgomery, Ward & Co. It is the custom of these large mail order houses to send out their huge catalogues each fall showing the public pictorially and by printed word what they have to sell and the price of the various articles. Montgomery, Ward & Co., Sears, Roebuck & Co., The Larkin Soap Co., the various coat and suit houses and in fact many of the larger business institutions of the country have built up their national reputations almost solely upon advertising. They realize its value and that instead of being an added expense, it is one of their greatest money making agencies. Advertising pays the largest returns on the investment of any single item of expense charged off by the merchant. And yet there are those merchants in every town who will say that advertising does not pay.

It all depends upon the advertising. We will agree with any merchant that there is little value in advertising, providing the advertising does not tell in an attractive style what the merchant has for sale and at what price. Too many merchants have the idea that advertising means telling the public that John Smith deals in general merchandise, or that Henry Jones sells gents' furnishings. Probably ninety per cent of the reading public knew that to be a fact already, but what they do not know, is what John Smith or Henry Jones has in stock this week that he did not have last week, or what article they are offering today as a leader, or what the present price is on this or that article. John Smith and Henry Jones are not trying to sell themselves, they are trying to sell beans, potatoes, dresses, hosiery, shoes, socks, etc., and if they will consistently use proper advertising methods, they will have the bulk of the business coming their way.

Look your home town over. The merchants who are doing the largest business are the largest advertisers, but do not stop there. Take Portland as an example and you will note that the same is true there and if you will pursue your investigation to its ultimate conclusion, you will find that it is universally true, that

the world over, the largest advertisers do the largest business.

And it reacts to an even greater extent than merely individual cases. Go over the length and breadth of the state and you will find that the towns which are best known have newspapers whose columns are well filled with advertising. We have often heard it said that Hillsboro and McMinnville were much better business points than Newberg. If it is so, it is not hard to find the reason, for the merchants of Hillsboro and McMinnville carry large ads in their home paper and make a bid in this way for the business of their entire community. Furthermore they cooperate among themselves in sending out literature to other nearby communities and it is a known fact because of these efforts business goes from Newberg to these other towns.

Is it because they can get better prices than are to be found in Newberg? We think not. Just a few days ago a man came into our office from a nearby town and said that he found he could buy cheaper in Newberg than he could anywhere else and another man who lives about half way between Newberg and Hillsboro said he found prices in these two places about the same.

Are you one of the merchants of Newberg who does not believe in advertising? If so, we will venture the assertion that you have never given it a fair trial. Do not expect one four inch ad. to bring you in a thousand dollars worth of business and feel disappointed if it fails. But follow a carefully persistent advertising campaign, listing new and seasonable goods, and quoting prices, and you will find that it will pay you the greatest returns of any investment you can make. This is the season of the year when mothers are thinking of outfitting their children; when housewives are thinking of their winter supply of foods of various kinds. It is the season when families are laying in their supplies of all kinds. Mail order houses are making their bid for this business; Portland merchants are making their bid for it; merchants of nearby towns are feeling out for it. Will the merchants of Newberg be content to do nothing to get their own home town business and let it go to these various outside firms, or will they wake up and let the people of Newberg and surrounding country know that they carry just as good stocks at just as low prices as do any of these other bidders for the trade? This money can just as well be kept at home where it will help build our roads, fund our schools, support our lodges and churches and do all of the other forms of community activity, which is never helped in the least by any of these outside bidders, but it will not be unless the merchants adopt a different policy and through proper advertising let the people know that they want their trade.

According to the recent census taken by the state highway department, there were 1185 vehicles of all kinds passed over the highway at a point about a mile and a half east



In your planning, do not overlook the great assistance you can obtain from allying yourself with a strong well managed bank. Open an account with us today and thus begin a business acquaintance which will stand you in good stead during years to come. We are always ready to advise with you concerning investments and to assist you in every way in our power. Our motto is service and small accounts as well as large are welcome.

United States Nat'l Bank of Newberg
ESTABLISHED 1889

of Newberg as compared with 1347 on the Pacific highway at Aurora and 1146 at Cascade Locks on the Columbia river highway. There were only 282 passed the census taker at a point near McMinnville. This census was taken over a period of three days and represents the average number of vehicles passing the taker per day.

The Graphic Job Department is prepared to print all kinds of office stationery, wedding invitations, etc. Nothing but first-class work.

Have You Tried US?

GROCERIES,
CANNED GOODS,
LUNCH GOODS,
FRUITS, ETC. *

Fresh Vegetables are coming in.
Get them Fresh.

Kendrick's Grocery
Corner First and Meridian
Phone Black 14

Portland-Newberg Motor Bus Schedule Effective August 15, 1919

Subject to change without notice.
Leave Portland Leave Newberg
4th and Alder Imperial Hotel
8:00 a. m. 8:00 a. m.
9:30 a. m. 10:00 a. m.
11:00 a. m. 11:00 a. m.
1:00 p. m. 1:00 p. m.
2:30 p. m. 2:45 p. m.
4:15 p. m. 4:00 p. m.
5:30 p. m.
6:30 p. m. 6:30 p. m.
Sat. and Sun. only Sat. and Sun.
11:15 p. m. 8:00 p. m.
Reservations for Theatre Parties, etc., or for Special Trips call: Portland, phone Main 3314; Newberg, phone Black 120.

A GOOD DANCE
Saturday and Sunday Nights
Lafayette Mineral Springs
on a good new floor
50 x 100

PEARL OIL (kerosene)
is clean-burning. For use in oil heaters, cook-stoves and lamps. Ask your dealer for Pearl Oil.

PEARL OIL
(KEROSENE)
STANDARD OIL COMPANY
CALIFORNIA

THE HOME OF FLOWERS

SEASONABLE CUT FLOWERS—Plants in pots, cypripediums, (fine plants), cinerarias, primroses, ferns, fern dishes, geraniums, calla lilies (hardy flowers), hydrangeas, peonies. Rees our specialty (strong plants). Low prices.

Phone Blue 202 **JOHN GOWER** Newberg, Oregon

Chehalem Valley Mills

Dealers in

Flour and Feed

HAY AND GRAIN

ALL KINDS OF MILL FEED AND POULTRY SUPPLIES
NEWBERG, OREGON



Our Entire Time Is Occupied

In establishing a reputation for furnishing everything that is the Best in Drugs.

AT THE SAME TIME

KEEPING PRICES DOWN WHERE THEY BELONG

We are not substitutes. You can get exactly what you ask for at this store.

SPECIAL CARE AND ATTENTION
PAID TO YOUR EVERY NEED

ACCURACY SERVICE COURTESY

Parlor Pharmacy

PURE DRUGS AND RELIABLE REMEDIES

Added Features of the NEW—

490



Model

Make It the Car For You!

Rear Axle—Entire reconstruction rear axle—spiral ring and pinion gears—new departure ball bearings and propeller shaft—rigid construction throughout.

Emergency Brake—Hand lever brake eliminating service brake on clutch pedal.

Timken Bearings—In front wheels, eliminating ball and cup type.

Battery—Willard thread rubber batteries used in all models.

Steering Arms—Straight taper, eliminating shoulder.

Headlight—No-glare prism glass.

Carburetor—Improved Zenith, enabling great efficiency on high gear at slow speed—a great advantage in downtown traffic.

Clutch—Improved, with device that eliminates all grabbing or slipping.

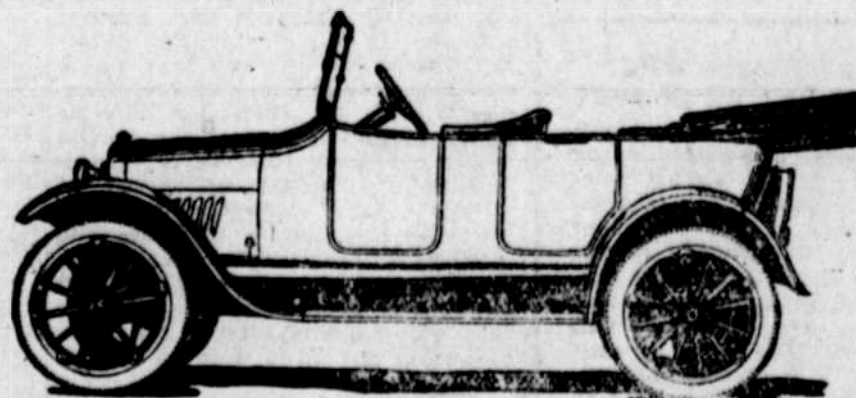
Vacuum Feed—New Vacuum feed with gas tank in rear.

Come in and Look Over the NEW 490 Models

\$625

F. O. B. FLINT,
MICH.

The Product of Experience



Anderson Motor Co

Newberg, Oregon



Service to Customers

It has always been our policy to help customers save money, avoid waste and get complete satisfaction in the purchase of all kinds of building material. When they tell us their plans we tell them how to buy economically and what to use. When their plans are indefinite, we frequently make suggestions that suit the need.

Our Customers Are Friends

because we are friends to them first, last and all the time. With a high quality for a fair price guaranteed, profits take care of themselves. Come in and get acquainted.



C. K. Spaulding
Logging Co.

