Newberg Graphic

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ADVERTISING OREGON

In this issue of the Graphic appears an article from the Oregon Journal of Commerce which is the organ of the Oregon State Chamber of Commerce, which tells of their plans for giving this state a wide many natural advantages not shared by her sister states both on the because these states have been more our own state.

The people of Oregon are apparently just waking up to the fact that going to regain the place which she states as well as individual business has already lost. She must make a institutions must advertise if they Herculean effort for the next decade would succeed. Just as the heavi- in order to overcome the ill-effects est advertisers in the business world of her lethargy in this respect in the nearly always are the best patron- past. Even so small a community as ized, so the best advertised state-California—has had the greatest tising Oregon, and for that matter growth in population.

The Northwest Tourist association has done a great deal for this two splendid floats at the Rose Fesstate in the way of advertising, but tival. But this is only a beginning no more than it has done for Wash- of what we should do, and although ington and British Columbia. As a sometimes we are inclined to become result Washington has today a much discouraged, we should look to the larger population than has Oregon, greater accomplishment ahead and although she has perhaps a smaller area of really good productive land. Oregon needs industries, she needs the development of her vast resources in the way of uncultivated advertise Oregon. lands, but before this is done, she needs industries to give employment to large numbers of more people who will come to Oregon and become consumers of the produce raised in is at hand. The stores everywhere of a few flakes which melted as fast this state.

through national advertising and the buying public have some defiwhich in California, we believe that this is not considered at all. this condition will be reversed.

\$10.00 a box.

that we were willing to sacrifice out and underneath advertising everything else for the sake of put- a much lower price. We have seen ting our prunes on the market in articles thus marked in Port the easiest and most profitable way, land stores, which Newberg merwhich was in bulk

Sunmaid raisins or the Sunkist the Portland merchant. This is not orange? Simply because they buy fair competition but too often the them under that label. That is in- buying public is inclined to take the tensive advertising and Oregon word of the absolute stranger growers must come to it, or accept against that of his local merchant the bitter medicine of having to whom he knows. The local mer-\$2.00 PER YEAR IN ADVANCE take second place in the world with chant could not adopt such tactical all that goes with it, It is a great and weather the future in a city deal more work to put prunes up in where everyone knows him and small cartons under fancy labels, knows his regular prices. we admit. But has it not paid the California grower for his trouble?

Oregon has scenery scattered all over this vast state which is not excelled anywhere, yet very few people know anything about it. Why should he is purchasing and is duped into campaign of publicity. This is sure- they? They have been hearing for taking a poorer quality than his loly something in which every citizen years and years of the wonderful of the state ought to concur. There scenery and climate of California, he may realize that he has been is no question but that Oregon has but never a word of Oregon's wonderful scenery and wonderful climate. They think of Oregon as a north and on the south, and yet, land where it rains all the time, and one would have a difficult task in widely exploited and developed they convincing many an easterner that are today much further along the there is more rainfall in New York road to perfect development than is City than there is in the Willamette valley.

Oregon must advertise if she is Newberg can have its part in adverhas already done a small amount of it in the advertising derived from her strive for the great advancement which our state deserves. By all means let's back the state chamber in this last very laudable effort to

CHRISTMAS BUYING

Oregon needs wider markets. Cal- goods to attract the buying public of the Willamette valley has always ifornia through her cooperative as- and bring them to their counters to been a favored spot and it is never sociations, such as the citrus asso- purchase gifts. It has long been the quite as cold here as at other points, Oregon rain. ciation and the raisin growers asso- spirit of Christmas to give and re- because of the protection afforded by ciation and others has reached out ceive presents and as a result this the hills and the general contour of period of the year has develop created a demand for her products, to a buying period. As a rule the which Oregon does not enjoy. We stores which can make the best dishave yet to see the prunes from Cal- play of their goods and which can ifornia which could equal our own carry the best looking advertise-Oregon prunes and yet if you go ments in the papers, are the ones. through the east, to a very large ex- which get the greater amount of the tent you will find all of the prunes business. There is something about advertised as California prunes. mingling in a large crowd and se-Why? Simply because there is a lecting from a large array of goods demand for California prunes. When which appeals to the average buyer. the truth becomes known and when Oftentimes under the spell of this mesmerism one is led to pay even nite way of ascertaining which larger prices than they might be prunes are raised in Oregon and asked at other places, but too often

The attention of the writer is at-However, this is a long ways off. tracted to the advertisements of To bring it about the demand must many of the Portland firms both in be created for Oregon prunes. First newspapers and in window displays national advertising will go a long and otherwise, of their goods and way towards creating an interested prices. We are not surprised that in public. Then a good standard pack a great many cases these prices are and one which goes out with an Ore- higher than are charged by the local gon label on it, so that it reaches merchants for the same goods. Somethe buying public so labeled, will go times this fact is camouflaged. The a long ways towards creating confi- Portland merchant often resorts to dence in the Oregon prune. One of the ruse of marking a high price on

For the

Christmas Trade

Forty Varieties of Fine Candy

We are well supplied on the very best line of

CHRISTMAS CIGARS

From 25c a box, 50c, 75c, \$1.00 to \$5.00

Cigarettes Also

The Famous Newberg

Candy Shop

Special Orders Accepted on Two Days Notice Packages Well Wrapped for Mailing

tity and at prices 10 per cent lower than others, try

For Candy and Tobacco, with Service, Quality and Quan-

Fine Candy Canes-Best Box Candy, from . 25 cents to

our troubles in the past has been his goods and then crossing this chants were selling for a lower price Why does the public recognize the than the low cut price advertised by

Another thing which the average buyer fails to consider, is the quality of the article purchased. He says, I can buy that cheaper in Portland, but fails to realize that he is not an comparatively in the entire country expert in quality of the line of goods cal merchant is selling. Too late, cheated. This is particularly true in some lines, but is often likewise true in lines where we least expect it.

At Christmas time, as at all other times, the writer believes that the buying public should feel wary of buying goods from strangers and should also feel some sense of obligation to buy at home. Be fair to quality. You should be willing to the level and still snowing hard. do this for your own protection. The whole. Make a shopping tour of mas day. your home town, see the splendid goods which the merchants are showing this year and be sure that you here at home.

While all around us the country has been blanketed in snow with its accompanying inconvenience of slush, Newberg has been entirely the college on Monday evening. The season for Christmas buying free from snow with the exception are displaying large quantities of as they came. This particular part Christmas fund yet?

EVERYONE WELCOMES IT EMPHATICALLY!

THIS new discovery puts the teeth (not the patient) to sleep. And while they sleep I can perform the most delicate dental operation and-

There Is No Hurt

I am the only dentist in this city licensed to administer this incomparable anesthetic

Dr. E. H. Utter Newberg, Oregon

the local merchant. Do not stop the country. Later-Snow comwith giving him first chance, but be menced falling early Thursday mornsure if you do price goods in Port- ing and at this writing the ground is land that you are getting the same all white with about a half inch on

fact is that the enormous overhead | About all that Christmas means to maintained by the Portland merchant some people is a lot of extra hard makes it an impossibility for him to work. Don't wait until the day besell cheaper than does the local mer- fore Christmas to buy your presents, chant and while there may be and but try and have everything on hand probably are some exceptions to before that so that the clerks won't this, yet the rule holds good as a have to feel all fagged out on Christ-

There's a vast difference in viewpoint. Father and mother are thinkwill really save money by buying ing "What a short time till Christmas," but the small son says, "I just can't wait, the time goes so

Don't forget the musical concert at

Have you given anything to the

As for us we prefer a good old

B-r-r-r-r! !! !!!

MISTING Toys and Gifts

PRICES

Shoes and Everything to Wear Going at a

Big Saving



Men's Good Work Shoes Yard Wide Heavy Quality White Outing Flannel, per yard Christmas Holly Boxes, each

Stationery, One Lot, per box .

GOLDEN RULE

See-Valiton Company, Inc.

"Where Your Dollar Has Always Done Its Duty"

Tomato Soup

One quart can of tomatoes, half I wish to express my thanks to my teaspoon soda, fourth teaspoon salt, friends and neighbors for the kind-one small onion, half cup fat, half ness and sympathy and their kind spoon pepper, half teaspoon celery my kind and loving uncle seed, a bit of bay leaf.

Mrs. Emma Trumi

CARD OF THANKS

cup flour, six cups milk, fourth tea- help during the illness and death of

The City Grocery

For Service - Quality - Prices

Fine Fresh Vegetables and Fruits.

714 First Street Phone Black 231

Free Delivery Four Times Daily.



100% POWER

Fill your tank with "Red Crown" and nothing else, and you won't have any trouble starting, no matter how cold it gets.

"Red Crown" vaporizes readily, even in zero weather -yields 100% power at the first jump of the spark. Look for the Red Crown sign displayed by service stations, garages and dealers everywhere. They carry quick-starting insurance—the quickest-starting gasoline on the market today.

STANDARD OIL COMPANY

RED CROWN DEALERS

NEWBERG, OREGON McCoy Bros. Garage

West End Garage Larkin-Prince Hardware Co. Newberg Cyclery E. A. Ellis Newberg Motor Co. D. A. Hart Garage

Palmer's Buick Garage.

DUNDEE, OREGON-Groth Hardware Company.

DAYTON, OREGON-C. S. Detmering Garage.

ST. PAUL, ORE .- P. A. Bernard Motor Co., Groceteria Stores Co.

REX, OREGON_J. H. Sturgis.



fectly in zero weather—pro-tect the bearings—increase the power and flexibility of

Zerolene good cold-test oils flow freely and lubricate per-