

CLOVERDALE COURIER

Published Every Thursday

Frank Taylor, Editor and Publisher.

"Entered as second-class matter, November 13th, 1905 at the post office at Cloverdale, Tillamook County, Oregon, under Act of Congress, March 3rd, 1878.

SUBSCRIPTION RATES

One Year, in advance.....\$1.00
Six Months......50
Three Months......25
Single Copy......05

ADVERTISING RATES

Displayed Advertisements, 50 cents per inch per month, single column. All Local Reading Notices, 5 cents per line for each insertion.
Timber land notices \$10.00
Homestead notices 5.00
Political Announcement Cards \$10.00

JOB DEPARTMENT

My Job Department is complete in every respect and I am able to do all kinds Commercial Job Printing on short notice at reasonable prices.

THURSDAY, FEBRUARY 22, 1917.

There is nothing mysterious about financial success. It is merely accumulating something and putting that accumulation to work.

It is refreshing to know that a Brooklyn judge has recently upheld with vigor the right of a sailor in the uniform of the navy to go where any other person may go. He imposed a fine of two hundred and fifty dollars on the proprietor of a moving-picture show for excluding one of the bluejackets, and remarked as he did so, "The uniform of a United States sailor must be respected." —Youths Companion.

ADVERTISING PAYS, AND PAYS BIG.

Occasionally a merchant says he does not believe it pays to advertise. This same merchant is conscientious in his views and if he has ever tried advertising has not succeeded. The reason may have been because he did not understand the game or his opportunities for advertising was not good. Advertising pays and pays well, providing, of course, that you know how. Take a look at the magazines that are published and sold for less money than the paper alone would be worth at wholesale on an open market and reason out why you can buy the magazine as cheap as you do. Then look at the numerous pages of advertising the magazine contains. Now let us say, and you won't feel inclined to contradict the statement, that the advertisers are good business men and are advertising because the advertising pays them. Reason will teach us that they are not paying a big advertising bill just to support the magazines.

We have discussed the magazine advertising, now let us hit up with the large daily papers. Not one daily paper comes to Cloverdale postoffice that has less than one-third of its space used in advertising the goods sold by merchants of the city. You wouldn't expect the merchant to throw away his money on advertising to support the big daily papers, not when the dailies charge from \$250 to \$400 a page for the space.

Point out one exceptionally successful business man and you will find that he is an exceptionally good advertiser. He knows how.

You can go along down the line and you will find that the big business men are the big advertisers, it matters not whether they run a mercantile estab-

ment in a big or little place. The merchant in the small town has the advantage over the big town merchant because advertising space in the mediums that he can use to advantage have not the high rate as has the mediums that provide advertising advantages for the city tellow.

Advertising is the biggest paying stock a merchant can invest his money in if he will give it the same careful attention that he gives in the purchase of goods that cost an equal amount.

Why do the railroads advertise in the country papers? Let me answer this question. It is simply because it creates business for them. It simply causes the people to travel more. It gives

them the fever to go somewhere.

But here is the capping climax to all advertising. The public long ago has decided that it will pay no manufacturer or dispenser of goods to advertise a shoddy article. The buying public can sometimes be deceived but the man who tries to deceive all of the people all the time only succeeds in deceiving himself. A result to this way of figuring is the fact that the public has confidence in advertised merchandise and refuse to buy the unadvertised kind. Good quality goods, such as you are not afraid to put before a particular customer, with some gumptional advertising will make the highway paved for trade that is worth looking after.

THE SLAB CREEK SAGE SAYS

One of the most popular forms of light exercise is falling in love.

Though money talks, it doesn't always make a satisfactory financial settlement.

Many a woman wears a drug store complexion while posing as a nature lover.

As a matter of fact your neighbors think just as disagreeable things about you as you think of them.

Tomorrow is the day when people hire balloons and move into their air castles.

Son, learn wisdom from the tailor. When he transacts business with a man he starts by taking the man's measure.

The New York Clothing Store

Tillamook's Greatest Bargain House

For the next few days we are going to offer you the most exceptional bargains you have heard of in many a day—Just received hundreds of dollars worth of good staple merchandise consisting of Men's, Ladies' and Children's Clothing, Shoes, Underwear, Furnishings, etc., which will go during this sale at prices far below actual wholesale cost. The few items below give you an idea of the great bargains we are offering. "Note the Prices:"

Ladies' Suits

\$25.00 Val. to go during this sale special... \$11.48

\$20.00 Ladies' Suits going at..... 8.48

Ladies' Dresses \$17.50 values to go at..... 11.98

All Ladies' Skirts to go at exceptional low prices.

75c Men's Ribbed and Fleece Lined Underwear extra special, per garment..... 49c

Men's Fine Ribbed Union Suits. Buy now at the special price of..... 1.19

75c Men's Work Shirts during this sale at..... 49c

Men's Suits

\$25.00 Men's Suits going during this sale at..... 12.85

\$20.00 Men's Suits now going at..... 9.85

To \$7.50 Boys' Blue Serge Suits. Special at..... 5.48

To \$6.00 Boys' Suits during this sale at..... 3.48

Boys' Knickerbocker Pants

\$1.50 Values at..... 98c

\$1.00 Values at..... 68c

Men's Fine Dress Shirts in a lot of Neat Desirable Patterns. Value to \$1.50. Extra Special at 85c

Shoes

\$5.00 Men's Work Shoes, buy now at per pair..... 3.95

\$4.00 Men's Work Shoes to go at per pair..... 2.95

Boys' School Shoes at exceptional Low Prices during this sale.

To \$4.00 Men's Hats, good styles. Your choice at..... 2.48

To \$2.50 Men's Hats. Extra big values. Special at..... 95c

35c Men's Wool Sox at per pair..... 23c

Ladies' and Children's Hosiery at very low prices for the next few days.

Remember the Name.

The New York Clothing Store

M. GLICKMAN, Prop. TILLAMOOK, ORE.