

### STANDARD FEED COMPANY

#### THE WORLDS BUSINESS IS DONE ON CREDIT

Your CREDIT should be your greatest asset. Without an established credit your family may suffer when your purse is empty. To build up a credit rating, first decide on some home merchant, in whom you have confidence, open an account, do not abuse it, but pay promptly. Then in times of adversity you can expect co-operation. Do you think you can expect any favors from cash or mail order houses when short of cash? Ask them. If your credit is good with us, it is good everywhere.

CONOVER & CONOVER

## Tillamook Bakery

The home of good bread and fine pastry

Everything Strictly Sanitary

Chas. Vogler

### Tillamook County Bank



A. F. Coats Lumber Company

Edmund's Grocery Store

# BUY IT AT HOME LOCAL DEALERS MUST DO BUSINESS IN OPEN

The Satisfaction Store

## They Realize That They Must Face The Music If Customers Are Displeased

"Anything Made of Wood"  
**Frank Heyd & Company**  
 Incorporated  
 PLANING MILL AND WOOD-WORKING PLANT  
 CONTRACTORS AND BUILDERS  
 Manufacturers of Cabinet Work, Sash and Doors, Interior Finish, Store Fronts, Show Cases, Counters, Shelving, Dealers in Plate Glass, Sheet Glass, Mirrors, Roofing, Paints, Varnishes, Kalsomine, Builders Hardware  
 TILLAMOOK, OREGON

I AM SURELY TRYING TO MAKE YOU BUY AT HOME  
 I make Ice Cream Bricks and Ices a speciality. I have the finest equipped restaurant in the state, the LOUVRE RESTAURANT, where everybody goes.  
 I have my own refrigerating plant for your benefit.  
 I have installed an electric bake oven and give you hot bread and buns at 5 p. m.  
 JOHN R. PATTERSON

### TILLAMOOK SHEET METAL WORKS

**E. E. KOCH**  
 Druggist  
 EVERYTHING IN DRUGS  
 Tillamook, Oregon  
 Phone Main 1 and Mutual

### Williams & Williams GARAGE

### VAUGHN & LARSON Grocers

Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people, when they buy his products, will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but of the manufacturer who makes them. This has been brought about by advertising.

All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalog house is not protected by the manufacturer of the goods for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The greater majority of articles listed and illustrated in the mail order catalogs are included in what is known as "stencil" stuff. These articles bear the name of the mail

order house which sells them instead of that of the manufacturer which makes them. It can readily be seen that any manufacturing concern which turns out goods that do not bear its trade mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its products the only purpose of a manufacturing institution of this character is to make staff as cheaply as possible in order to get the largest possible profit on its products.

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order houses. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded goods. Standard merchandise bearing a registered trade mark sell for the same price the world over and the manufacturers guarantee stands back of them when they are sold in the smallest village as when they are sold in the stores of the big cities.

This is what the national advertising of the manufacturers has done for the consumers of this country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are peddled by the mail order houses they are getting neither kind of protection.

### C. L. LEWIS

Painting — Wall Papering

### TILLAMOOK MEAT COMPANY

## SUNSET GARAGE

Ackley & Miller

RALPH R. EDWARDS  
Shoe Repairing

THE TOURIST'S RESTAURANT

TILLAMOOK IRON WORKS

CITY TRANSFER  
Storage and Shipping

PETER BECKER  
Merchant Tailor

MISS M. PATTERSON  
MILLINERY

### Economy Cleaners

### Tillamook Tire Company

## O. M. COOK

Tillamook Music Company

The Grand Leader Women's Ready To Wear

City Tire Shop  
J. C. HOLDEN