



# 1923

## WILL BE A BIG YEAR IN TILLAMOOK COUNTY

**T**HE BIG AND STEADY PAYROLLS that go with the dairying and timber industries assure a prosperous year ahead for this county. And right now is the time for the progressive merchant to lay plans to get his share of the money that will be spent for merchandise. Exhaustive research work carried on by the big national advertising agencies prove conclusively that the easiest, quickest and cheapest way to turn merchandise into dollars is through a steady and comprehensive use of newspaper advertising. By no other means can you place your message to the public in the homes of this county at the same cost as by advertising in the home newspaper.

To assist merchants in every way to get the most results from their advertising is the plan of the Headlight for 1923. At no additional cost to the merchant we offer the use of merchandise cuts from one of the leading agencies in the United States—the service that is used by metropolitan papers. The Headlight will be issued so as to reach all parts of the county by Friday evening, and last, but by no means least—

### The Headlight Circulation

### Covers the County of Tillamook Like a Blanket