



..GREETINGS..



We take advantage of this opportunity to thank our many customers of the past year for their liberal patronage and for the many friendships made with good people. As in the past, we will continue to cater to the best and have stocked up for the

CHRISTMAS TRADE

with the very best obtainable. For gifts we suggest

Candies; The best line of Box Candy in the Valley **Smokers' Articles, Tobaccos,**
Flashlights, Books, Drinks, etc.

REMEMBER US FOR DRINKS, ICES AND REFRESHMENTS

We take great pleasure in wishing all a very Merry Christmas and a Happy, prosperous New Year.

THE VERNONIA HAZELWOOD

J. P. McDonald

Lloyd Thomas

SPECIAL:
CHRISTMAS PACKAGES OF CIGARS
EXTRA FINE BOXES OF CANDY



To Our Clergymen

Did You Ever Think What Advertising Would Do To Build Up Your Church?

You know that churches in all the big cities advertise, and they have found it most profitable to do so.

If it is a success in the city, why wouldn't it be a success right here in our home town?

You know it would be if you only had the nerve to try it.

Let's reason the thing out. Every Sunday morning you speak to about the same people. That isn't growth. That's hardly holding your own. You know the people you want to reach are the people who never come to church.

If they don't come to church, how are you going to reach them?

Through this newspaper, that's how.

Supposing you got your official board to approve of a moderate expenditure of say \$100 a year. That's a small sum when you spread it over 50 weeks of advertising. That would give you a \$2 space in this newspaper every week.

There are special agencies which prepare church advertisements, if you don't feel capable of doing it yourself and your church will give you this information. *BUT we think you can write the best advertisements yourself, for you know your town.* Supposing you only increased your congregation ten per cent the first year, wouldn't it be a fine investment? Of course it would. And it can be done.

But don't try it for a month and then stop.

That would be wasting your money.

Ivory Soap, Cream of Wheat, H-O and all of those other well-advertised articles that are household words did not achieve their success except after years of advertising.

That old motto, "Keeping everlastingly at it brings success," applies to advertising.

The road is open to you. This paper stands ready to help.

You want to grow.

You want to reach out.

Advertising is the answer.

Fill those empty pews with new people.

MERRY X-MAS

AND A

HAPPY NEW YEAR

To each and every one in the Nehalem Valley.

I Wish to Thank You For your more than liberal patronage of the past year.

I will endeavor to serve you in the future as I have in the past with the best that money can procure

Paints for Your House,

Both inside and outside.

I am equipped to hang paper, kalsomene and finish the finest interiors.

Consult me in Regard to Painting your Automobile, as I Know How.

REMEMBER also that a poorly executed sign is a reflection on your business and the observer eludes you with your sign. A salesman without a shirt and in his bare feet would not get an audience when he presented his goods. A good sign is your salesman and if it is not painted properly it will be in a class with the shirtless salesman. If you were sick, you would hardly consult a horse doctor, simply because he was a doctor. The same applies to signs when you want a sign,

Consult a Sign Painter.

McLEES, The Dauber.