

Polk County Observer

J. C. HAYTER,
EDITOR AND PUBLISHER

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DALLAS, OREGON, MAY 13, 1910.

The way to build up Dallas is to put routes Dallas people.



NECESSARY EXPENSE.

An article "On the Selling Line" in the Saturday Evening Post of April 30 should be read by every merchant, as it describes the why and wherefore of profit making by retailers.

In this article it is stated that thirteen of the New York department stores spend \$250,000 a month in newspaper advertising. The average amount spent by each firm is one and a half per cent of gross sales. The test of the advertisement is the amount of business it brings as compared with the amount done on the same day of the previous year.

"The smart advertiser," says the writer, "does not know how much he does spend. If he secures a large volume of business through advertising, he is satisfied. On the whole, the amount of money devoted to advertising in small towns and cities, especially in the west, is too small. An advertising appropriation of \$1000 or \$1200 each year should not under normal conditions be excessive for a town of 6000. There are many legitimate promotion ideas which the public and small towns take to kindly, and they can be put into execution at a cost of not over three to five per cent of the gross sales.

"The successful dealer spends in printers' ink all the way from practically nothing up to five per cent of his annual sales, the former when location and windows are exceptionally good. Under average conditions, beginners should spend from one to one and a half per cent of their annual sales in newspapers; perhaps two per cent would be better.

"When well done, printed matter undoubtedly influences people to come into your store. The right expenditure of a modest amount of money in newspapers not only makes the use of leaders more effective, but to some extent serves to diminish the amount of money necessary to spend in leaders. Advertising copy should be simple and direct—people should be told plainly in the simplest manner what the merchant is going to do. A promise to the public once made should never be broken. The reason that so much advertising is not successful is that it is prepared in a slap-dash and shiftless way by one who has not studied the subject. The advertising is one of the most important tasks in the store."

NORMAL IS NEEDED.

We are needing teachers. The Month Normal has been turning out the right material and supplying our wants—not simply giving students an education. The Independent is not in favor of too many state schools, especially at this period of the life of the commonwealth, but it believes that this institution should receive financial support from the state of Oregon. Yes, such an institution that is furnishing trained teachers for our public schools is assuredly worthy of the support of the voters at the polls.—Woodburn Independent.

IS QUALITY AS GOOD?

Prominent Buyer Says Oregon Hops Are Deteriorating.

(Harry L. Hart in Portland Journal.) The term "choice Oregon hops" has heretofore stood for the highest standard of quality in the markets of the world and a premium of several cents per pound has been paid by the large American and English brewers for this choice quality.

It has been the gauge by which others have been judged and classified, but we are in a fair way to lose this reputation for all time and be relegated to the level of growers of inferior goods in favor of the product of some other section.

This is due primarily to the lax methods of many Oregon growers in their failure to take precautions against the spread of vermin.

Early spraying is essential. Late last August and even during the first few days of September many growers sprayed their yards for the first time, realizing too late that the ravages of lice were threatening the entire crop, but found it of no avail, whereas the same caution and expense applied six or eight weeks earlier would have saved them thousands of dollars and maintained the excellent standard of quality that has always been a byword in the hop and brewing industries.

The general opinion prevails among the eastern brewers, as well as in England, that the Oregon hop crop is deteriorating and that we cannot now raise the quality produced in former years. Dealers are doing everything possible to counteract this sentiment. On the theory that "the proof of the pudding is in the eating of it" it is decided up to the Oregon hop grower to raise the choicest hop possible in 1910, and above all, pick cleanly. Only in this way can the reputation of Oregon hops be restored to its original standing.

Comes Increased by One. Born, Friday, May 6, 1910, to Mr. and Mrs. Arthur Hogan, of Dallas, a daughter.

Esseus. Yields readily to Dr. Bell's Antiseptic Salve. You see an improvement after the first application. We guarantee it. It is clean and pleasant to use. 25c a box.

A Snap.
Take a look in the Red Front Store windows and see those 5-cent Glass Dishes. The greatest snap that ever hit Dallas. This week only.

Vick Bros. are selling fencing and sheeting at \$6 per thousand feet. Other lumber at corresponding low rates.

BUSINESS LOCALS.

(Advertisements under this head are charged at the rate of 1 cent per word, first insertion; 1/2 cent per word for each insertion thereafter; 30 words or less, \$1 per month. No advertisement inserted for less than 15 cents.

For Sale.
Good loose cheat hay. W. P. Miller. Mutual phone 1295. 5-10-1f.

Goats For Sale.
Twenty head of wether goats for sale. John E. Miller. Mutual Phone Green 54. 5-13-1f.

For Sale.
53-acre farm close to Rickreall. All under high state of cultivation; well adapted for fruit or grain; fertility of soil and location cannot be beat. Terms. Also 20 acres 3 miles southwest of Dallas; small part cleared; enough oak wood on place to pay for it. This is a snap for the small investor. Price, \$500. John W. Orr. Rickreall, Or. 5-10-1f.

Wanted.
1500 cords wood, hauled and loaded on cars at Black Rock. Willamette Valley Lumber Co. 5-10-1f.

Will Trade for Goods.
The Red Front Store has lots of new goods, and will trade for second-hand goods in good condition. 5-6-1f.

Strayed.
Bay mare with white spot in forehead, 6 or 7 years old. Mrs. F. W. Mathews, R. R. 2. Phone Mutual, White 25. 4-29-1f.

Folding Beds for Sale.
Two good folding beds for sale cheap at Red Front Store. Want the room for other goods coming. 5-6-1f.

Organ for Sale.
Good organ for sale at a bargain. Miss Belle Elliott, Dallas. 4-23-1f.

Men Wanted.
By the Willamette Valley Lumber Co., for mill and yard work. Telephone No. 401. Both phones. 419-1f.

For Sale.
An Olds gasoline engine. 3-horsepower. Nearly new. Hugh Hayes, Dallas. 1-23-1f.

Land Plaster.
Just received, a car of land plaster. Soehren Warehouse Co. 341f.

Hay For Sale.
About 2000 pounds loose hay, oats and vetch, for sale. Dr. Mark Hayter. 5-3-1f.

For Sale.
An A-1 extra light buggy and harness for sale. M. Hayter, Dallas, Ore. 419-1f.

For Sale.
For sale, a cart. Also, to rent, a three-seat hack and an open buggy. Red Front Store. 5-6-1f.

Room For Rent.
Furnished room for rent. Terms moderate. Inquire at this office. 5-3-1f.

House and Lot For Sale.
New six-room house, with good woodshed; on nice lot, 60 by 150, corner Ash and Ellis streets. Price, \$1400. A. K. Ollar, Mutual phone 375. 5-3-1f.

Pups For Sale.
Thoroughbred Cocker Spaniel pups for sale. Robert Sachter, Mutual Phone 52. 5-3-1f.

For Sale or Trade.
Two light driving horses; weight about 1000 pounds, six and nine years old. Will sell, or trade for heavier horse. Inquire at this office. 412-1f.

Two Bargains.
Good, old wagon for sale cheap; also a good buggy. Will sell at a very low price to move quickly. Apply at this office. 1221f.

Wanted.
All kinds of iron, rubber, brass, copper, zinc and hides. Highest cash prices paid. A. N. Halleck, Monmouth, Oregon. 3-12-1f.

For Sale or Trade.
A first class self-feeding Hay press. Would sell or trade for team of horses. Address I. Schneider, Dallas, Or. 1221f.

For Sale.
Eighty acres of fine land all under cultivation 1 1/2 miles west of North Yamhill. 3 acres in hops, yard trellised. Hop house, dwelling and barn. Close to Yamhill river. Price if taken at once, \$6250. Inquire at this office. 1-21-1f.

Wood For Sale.
Do you need wood? In preparing to place your orders, remember that I am able to furnish you all kinds of slash wood from either of the Dallas sawmills at the best possible rates. Send in your orders by either phone. Mutual 1134; Bell 443. August Newman. 5-4-1f.

\$10,000 SACRIFICE SALE

Still on at Shore's Dept. Store

Special For This Week BLANKETS

| | |
|---------------------|--------|
| \$4.00 Blankets for | \$2.95 |
| 3.00 " " | 2.15 |
| 2.50 " " | 1.75 |
| 2.00 " " | 1.48 |
| 1.50 " " | 1.10 |
| 1.00 " " | .75 |
| 2.50 Quilts for | 1.69 |
| 2.00 Quilts for | 1.48 |

All our Shoes at wholesale cost.
All our Millinery at wholesale cost.
All our Men's Hats at wholesale cost.
All our Boy's Hats at wholesale cost.
Buy your Dry Goods here and save big money.

Shore's Department Store
DALLAS, OREGON

SPECIAL SALE

Ladies' and Misses' Spring Jackets and SUITS

Our Spring Jackets and Suits for Ladies and Misses are moving too slow to suit us. We therefore offer you a special price for 10 Days beginning

FRIDAY, MAY 6th, 1910

All sizes for Misses 13 to Ladies 36 inclusive

| | | | |
|-------------------------|---------|-------------------------|---------|
| All \$ 4.50 Garments at | \$ 3.00 | All \$19.00 Garments at | \$15.00 |
| " 5.00 " " | 3.25 | " 22.50 " " | 19.00 |
| " 7.00 " " | 5.00 | " 25.00 " " | 21.00 |
| " 8.50 " " | 5.50 | " 27.50 " " | 22.50 |
| " 10.00 " " | 7.50 | " 32.50 " " | 25.00 |
| " 12.50 " " | 9.00 | " 40.00 " " | 30.00 |
| " 15.00 " " | 12.00 | | |

For Ten Days Only

Dallas Mercantile Co.

This is What He is Going

To Do:

HE IS GOING TO SELL

| | |
|--------------------|---------|
| \$45.00 Ranges for | \$36.85 |
| 40.00 " " | 31.65 |
| 37.50 " " | 29.90 |

These are the very best single-flue ranges made. Built just like the ranges other dealers ask \$50 to \$60 for.

This sacrifice sale is made to provide room for a new stock of "Laurel" Ranges---the best range on the market. Come in and let us show you. Seeing is believing.

Adams will sell you a Velour Couch for \$4.90 that other dealers would ask \$6.50 or \$7 for.

Adams will sell you a 9x12 Axminster Rug for \$22.50 that selling other places at from \$27.50 to \$30.

Adams will sell you Lawn Hose for 8 1-2 cents a foot. This is good hose and guaranteed. It is the same hose that others ask 10 to 11 cents for.

COMING!

Park's Riding

Gallery

OUR BIG MERRY-GO-ROUND IS COMING TO DALLAS.
36 Galloping Horses,
4 Large Chariots,
16 Folding Chairs,
Military Band Organ.
Fun for Young and Old. Watch for the Date.
A. B. BROWNING & CO.

See Adams About It