

Polk County Observer

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EDITOR AND PUBLISHER

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DALLAS, OREGON, DEC. 6, 1910.

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



AUTHORITY ON ADVERTISING.

In his recent address before the Oregon Development League in Salem, Howard Elliott spoke enthusiastically of the benefits to be derived from continuous and well-planned advertising. Among other things, the great railway president said:

"The earlier forms of advertising had to do with the creation of markets and sales for specific commodities in general use. Even in Pompeii the dead walls still show a crude form of display advertising, calling attention of the passerby to the arguments of the vendor, and very recent discoveries prove that this form of publicity was used for political advertising in ward elections."

"The essential purpose of an advertisement, to obtain attention, create an interest and promote a desire to follow suggestion, although in a primitive way, was evident in this ancient advertising. In the earlier business history in this country, commercial advertising had not freed itself entirely from the crudities of Pompeii. The advertising of today is different, and is applied to the creation of markets for new and previously unthought-of goods. It follows the course pioneered by Jay Cooke when he first undertook the sale of government bonds, which he placed through a publicity campaign, and is becoming in this present day a recognized method of placing securities."

"Hardly a commercial business is without some assistance from advertising. It helps to secure travel for railroads; to sell lands; to people new country; to influence public opinion on great national questions and is even a great party weapon in our national political campaigns. With more scientific knowledge of business forces, has come a more intelligent, accurate and thorough understanding and application of the principles of advertising, publicity and promotion. Advertising in itself is founded upon only a limited number of basic principles, and has no established rules or technique, recognized by all advertising men in common, except as their experience teaches them the value of certain rules found to be desirable. These, however, are broad in their application, and the manner in which they are applied depends almost wholly upon the knowledge of humanity, judgment and discretion in the mind of the individual who applies it to his purpose, and upon the amount of money that can be used."

"The past quarter century in the United States has witnessed the highest development of advertising has received in any country."

The publisher of the Corvallis Gazette-Times will put his team in the Dallas, Portland and Salem class by adding a lino-type to his office equipment. He will never have cause to regret the investment. The days of hand composition are numbered.

If the indoor carnival to be given by the boys of Company H, December 16-17, does not attract the greatest crowd of visitors seen in Dallas in many a year, it will not be the fault of Captain Walter Toose, Jr., who has charge of the advertising. As a publicity promoter, Captain Toose has a special cover on the talented gentlemen who juggle the superlatives for the three-ring circus, the Wild West shows, or the Summer amusement parks. Indeed, it is not improbable that the little boys show will combine the attractive features of all these amusement enterprises. Many a member of the local railroad, has kindly consented to run special trains from Falls City and Black Rock during the carnival, and a record-breaking crowd is expected for both days.

Walking down to the office the other evening, the writer surprised five little boys in the act of smoking cigarettes. Not one of them appeared to be over 10 years of age, and two were very little fellows—mere toddlers, who should have been at home in mother's lap, instead of on their way to the picture show, to which place of amusement they were bound. Owing to the darkness and the fact that the little lads ran away when discovered, the writer was unable to identify any one of them. Here is an opportunity for some real reform in Dallas. If investigation should prove that any merchant is selling cigarettes to children, such merchant should be taught a lesson he will remember the remainder of his days. The depraved wretch who will sell or give tobacco to mere babies is entitled to no place in a decent community. Gentlemen of the police force, a little quiet investigation is in order.

Good for Congressman Hawley! His first act when Congress convened yesterday was to introduce a bill for the relief of the early settlers of the Siletz country. It will be remembered that Congressman Hawley's bill was passed by the house and senate at the last session, only to be vetoed by President Taft after Congress had adjourned. Being thoroughly familiar with local conditions, and realizing that the failure to enact a law for the protection of these early settlers would subject to serious injustices many poor men who settled on these lands in good faith, Congressman Hawley is not willing to see them deprived of their rights and will renew his efforts in their behalf. Oregon Senators have also showed their friendship for these homesteaders, and it is hoped that the new bill will be passed and that the President will be led to see that it would be but a simple act of justice to permit the measure to become a law.

Charles E. Hicks has sold the Independence Enterprise to Henry E. Browne, a former publisher of the Silverton Appeal. Mr. Browne took charge of the property last week. He is an experienced newspaper man and will doubtless make many changes and improvements in the Enterprise. The Observer extends the glad hand of greeting. The retiring owner of the paper will continue to make his home in Polk County, being engaged in the real estate business in Independence.

(Woodburn Independent)
Senator Bourne is one man who can come back. He can affiliate with any old party and thrive. All the same, he is a one-term senator. If he had been up for senator this year he would have stood no more show than a snowball in hades. In 1912 he will have dropped much further down in the estimation of the voters, both Republican and Democratic, in Oregon. If he wanted to, Governor West could not bring about the re-election of Bourne. The direct primary will be his cemetery. He will not get as far as Statement No. 1.

Bourne may not spend much in the next senatorial campaign, but he will have a friend who will. West did not blow in much, according to his statement, but a manager dropped \$1500 and a West booster club expended \$2254. A candidate is permitted to spend only a certain percentage, but the corrupt practices act allows others to crawl over the fence. A candidate without liberal friends is somewhat at a disadvantage. In one respect the corrupt practices act is a fraud.

MAIL-ORDER "MELON."
The directors of a big Chicago mail-order house have decided to divide a \$10,000,000 melon among the stockholders. Presumably to cover up the enormous profits as well as they can, they have also recommended a stock dividend of 23 1-3 per cent on the common stock amounting to \$20,000,000. Such great dividends even when divided by a big railroad system embracing thousands of miles of tracks and employing thousands of men and indirectly affecting the welfare of hundreds of thousands, even millions of people, never fail to bring forth unfavorable comment from the very class on which the eastern mail-order business levies its greatest toll.

In producing the \$10,000,000 "melon" which the mail-order millionaires are about to cut, Oregon, Washington and Idaho contributed heavily, along with every other state in the union, and the contributors incidentally received no benefits, financial or otherwise, from the transaction. There are so many reasons why a consumer living thousands of miles away from eastern mail-order houses should not send his money to them that it is an economic mystery how they annually wheedle so many millions out of victims scattered from one end of the country to the other. To begin with, quality and quantity considered, every order sent out of the Pacific Northwest to the eastern mail-order houses could be duplicated here at a saving of from 10 per cent to 25 per cent for the buyer.

In specific cases, which have been reported in the Palouse and in the Big Bend country, the loss to the mail-order patrons has run as high as \$40 to \$100 an order. In such circumstances, it is easy to understand how \$10,000,000 dividends can be rolled up in short order. Aside from this actual loss in first cost to the mail-order patron, there is a heavy indirect loss. The eastern mail-order houses sell more goods in large quantities at higher prices than Pacific coast merchants can secure in small quantities. The Pacific Northwest, which made liberal contributions to that \$10,000,000 "melon," will not share in the benefits, but numerous local merchants will probably enjoy the blessed privilege of extending credit to many of the contributors who paid cash for their share of the \$10,000,000 Oregonian.

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; 10 words or less, \$1 per month. No advertisement inserted for less than 15 cents.)
For Sale.
Fine bird dog for sale. Phone 1014. 12-4-11.
Sewing Machine For Sale.
New \$25 sewing machine for \$22.50. 203 Clay Street, Dallas, Oregon. 12-6-11.
For Sale.
New Remington No. 10 Visible Typewriter, two-color ribbon and all latest improvements. Best of condition. Also typewriter stand. Inquire at this office. 12-6-11.
For Sale.
Farm bargain. 342 acres choice fruit land, 2 1/2 miles from town. Has six acres oak timber and a spring. L. Lough, 510 Shelton street, Dallas, Oregon. 12-6-21.
House and Lot Wanted.
I have a client who wishes to purchase a house and lot in Dallas. Call at my law office or phone 1892. L. B. Brown.
Typewriter for Sale.
For sale, \$150 Oliver typewriter, in good condition. Used less than a year. Will sell for \$15. Inquire at this office. 12-2-11.
For Sale.
For sale, two Palomina brooders, 100 and 200 chick size. Also, one Mann's green home cutter; cost \$23; will sell for \$15 if taken at once. C. L. Ballard, Rickard, Or. 11-25-11.

For Sale.
For sale, a fine corner. \$8 takes it. Inquire at this office. 11-29-11.
Lost.
A medium-sized dog, of bull terrier type. Color, yellow, and hair short. Liberal reward for information leading to his recovery. J. B. Embree, Airfile, Oregon. Phone 2 on Camp. 11-25-11.
For Sale.
General merchandise store; invoices about \$500. Would take some real estate or trade. Address Box 142, Independence, Oregon. 11-25-11.
A Bargain for Cash.
Two 5000 lots for \$350 each, on Main street. Pavement, sidewalk, nice fruit trees. The best buy in town. See E. B. Taylor, 901 Jefferson street, Dallas. 11-23-11.
For Sale.
Oak and Cedar posts. Soehren Warehouse Company. 11-18-11.
Jerseys for Sale.
Two Grade Jerseys for sale; one large, mature cow, testing 5.5, and one 3-year-old, testing 5.4. Both will be fresh in February. Two miles Southwest of Perrydale. G. G. Rempel, Dallas, R. 1, Box 55. Phone Pink 152.
Employment Wanted.
Man and family want work on farm, or will take charge of farm. Man understands caring for stock and general farm work. A. R. Stout, Dallas, Oregon. 11-18-11.
Board and Lodging.
Board and lodging house two blocks north of Courthouse on Jefferson St. Mrs. C. Freeman, 207 Jefferson St. 11-22-11.
House for Sale.
Good, new 9-room house on Shelton street, for sale; woodshed and out-buildings; city water. Apply at this office.
Wood For Sale.
For sale, 16-inch, dry Oak wood. O. DeHaven, two miles Southeast of Dallas. 10-25-11.
New Photographer.
Portraits, views, postcards, copying and enlarging. Eaton the Photographer, Burns Building, Dallas, Oregon. 10-11-11.
For Rent.
For rent the Francis Wright place of 200 acres, in Pedee precinct. Oscar Hayter, Agent, Dallas, Oregon. 9-23-11.
Wanted.
All kinds of iron, rubber, brass, copper, zinc and hides. Highest cash prices paid. A. N. Halleck, Monmouth, Oregon. 8-12-11.
Your Winter's Wood.
Order your slab wood now and be sure of having a good dry supply for Winter. I can sell you either slabs, blocks, or trimmings. Can furnish any other kind of wood desired. Plenty of good oak and fir, and in your orders by either phone. Mutual, 1126 Bell, 443.
AUGUST BOMAN.
Summons.
In the Circuit Court of the State of Oregon for Polk County, Department No. 2.
George A. Purvine, Plaintiff, vs. William Lawson and John Long, Defendants.
To William Lawson and John Long: In the name of the State of Oregon: You are hereby notified to appear and answer the complaint filed against you in the above entitled court and cause, within six weeks from the date of the first publication of this summons, to-wit, November 8th, 1910, and if you fail to appear and answer said complaint, plaintiff will apply to the court for the relief demanded in his complaint, to-wit, a decree removing a cloud from the title in account of an uncancelled mortgage upon the following described real property: Beginning at the N. W. corner of the D. L. C. of W. B. Walker in the S. 19, T. 8 S., R. 3 W. of the W. M., and running thence S. 55 chains 50 links to a post; thence E. 23 chains 60 links to post; thence N. 55 chains 50 links to the place of beginning, containing 29.21 acres, more or less, situate in the County of Polk, State of Oregon.
You are hereby notified that this summons is served upon you by publication thereof in the Polk County Observer, a newspaper of general circulation published in the City of Dallas, Polk County, Oregon, pursuant to the order of Hon. Geo. H. Burnett, Judge of said Court, made on the 2nd day of November, 1910.
You are further notified that the date of the first publication of this summons is the 8th day of November, 1910, and the last publication thereof will be made on the 19th day of December, 1910.
JOHN H. McNARY and C. L. McNARY, Attorneys for Plaintiff.

of the first publication of this summons, to-wit, on or before the 21st day of December, 1910; and if you fail so to answer, for want thereof the plaintiff will apply to the Court for a decree as prayed for in said complaint, to-wit:
1. That the defendants herein may be required to set forth the nature of their claims in and to that certain parcel of land described as Lot No. 3 of Section No. 12 in Township 8 South, of Range 6 West of the Willamette Meridian in Polk County, State of Oregon, containing 45.75 acres more or less, and that all adverse claims of the defendants may be determined by a decree of said Court.
2. That by said decree it be declared and adjudged that the said defendants and each of them have no estate nor interest whatever in or to said parcel of land and that the title of plaintiff thereto is good and valid; and
3. That the said defendants and each of them be forever enjoined and debarred from asserting any claims whatever in or to said land adverse to plaintiff and that plaintiff may have such other relief as may seem meet with equity.
This summons by an order of the Honorable Ed F. Coad, County Judge of Polk County, Oregon, made at Dallas, Polk County, Oregon, on the 7th day of November, 1910, is served upon you by the publication thereof in a prior of six consecutive weeks immediately prior to the 21st day of December, 1910, in the Polk County Observer, a newspaper of general circulation printed weekly at Dallas in said County. The date of the first publication of this summons is November 8, 1910.
OSCAR HAYTER, Attorney for Plaintiff.

Executor's Notice.
Notice is hereby given that the undersigned, Executrix of the estate of Robert Howe, deceased, has filed her final account in said estate with the Hon. County Court of Polk County, Oregon, and that said Court has set the date for hearing thereon for Saturday, December 31st, 1910, at the hour of 10 o'clock a. m., at which time all persons interested in said estate are notified by this notice to appear before said Court, at the County Court room in Dallas, Polk County, Oregon, and make objections, if any they have, why an order should not be made closing said estate and discharging the executrix thereof.
Dated at Dallas, Polk County, Oregon, this 28th day of November, 1910.
LETICIA MAE SCHWARTZ, Executrix of estate of Robert Howe, deceased.
Stiney & Eakin, Attorneys.

Notice to Creditors.
Notice is hereby given that the undersigned has been duly appointed guardian of the person and estate of Harvey Tingle, an insane person, of the County Court of the State of Oregon for Polk County, and has qualified. All persons having claims against the said estate are hereby notified to present the same duly verified, together with the proper vouchers therefor, to the undersigned guardian at his residence near Airfile, in said County, within six months from the date of this notice.
Dated and first published November 15, 1910.
WILLIAM M. SHEWEY, Guardian of the Person and Estate of Harvey Tingle, an Insane Person.
Oscar Hayter, Attorney.

Notice of Final Settlement.
Notice is hereby given that the undersigned administrator of the estate of William Grant, deceased, has filed his final account in the County Court of the State of Oregon for Polk County, and that Saturday, the 24th day of December, 1910, at the hour of ten o'clock in the forenoon of said day, at the Court room of the said County Court in the City of Dallas, Oregon, has been appointed by said Court as the time and place for hearing of objections to the said final account and the settlement thereof.
U. S. GRANT, Administrator of the estate of William Grant, deceased.
Oscar Hayter, Attorney.
Dated and first published November 25, 1910.

BIG SPECIAL SALE

A Good Line of Ladies' Tailored Suits to Close Out at the Following Reduced Prices:

\$12.50 and \$12 Suits for	\$ 8.25
\$13.50 Suits for	8.75
\$14 and \$15 Suits for	9.85
\$18 and \$16.50 Suits for	12.00
\$20 Suits for	12.50
\$22.50 and \$21 Suits for	13.50
\$25 Suits for	14.00
One \$40 Suit for	20.00

They must all be cleaned up regardless of cost. Our suits must all be new each season, no old goods are held over for next year. Here is an opportunity for you to get a good Tailor-Made Suit cheap. A line of Ladies' All Wool Sweaters on sale at \$1.69.

Dallas Mercantile Company

Make this Christmas an All-Year-Round Christmas and a doubly eventful Christmas, by making it the day on which the

Edison Phonograph

comes into your home

When you select your Christmas gift, be sure it's an Edison instrument, and then you'll be sure of getting your full money's worth—not the gift of the day or a year, but the gift of a lifetime; the instrument that gives more than double the entertainment of all other instruments.
The best Christmas present is something all can enjoy. All can enjoy the Edison Phonograph, to-day, to-morrow and for years to come.
A great feature of the Edison is the fact that you and every member of your family can make your own records at home. With the Edison you just load enough to entertain your don't have to always listen, for when one loud circle.

ALL STYLES FROM \$15 TO \$200
For Sale at

L. D. Daniels Music Store
DALLAS, OREGON

SHERIDAN MEAT MARKET

Dealer in all kinds of Fresh and Salt Meats. I also make a specialty of marketing all kinds of Live Stock, including Dairy Cows, Sheep, Goats and Hogs.
R. A. CAMPBELL, Proprietor Sheridan, Ore.

Lafayette Nursery Co.

Established 1890 by J. S. Brooks
EXTENSIVE GROWERS OF GENERAL NURSERY STOCK
OUR PRICES WILL APPEAL TO YOU
Send for Catalog Address, LAFAYETTE, ORE.

NORTHWESTERN CORPORATION DALLAS, OREGON

For the Ambitious—
A University Education
by mail for those who cannot attend in person. All instruction, including final examinations, is FREE. For brochure, enclosing stamps, please send to University of Oregon, Eugene, Oregon.

DALLAS' POPULAR GROCERY
We carry the famous DIAMOND "W" brand of Extracts, Spices, Coffee, Tea and Canned goods. Fresh bread daily. The very best of fruits and vegetables can always be found at our store.
Simonton & Scott Dallas, Oregon