

Here Are Names of Dallas Business Firms

Prizes to Winners of Knowledge Competition Will Be Awarded Tomorrow --Much Interest in Contest.



No. 1. Where do you get your money? Who brings it into the community? Answer, from the exports. What the county sends to the world is what returns money to the county, which in turn is distributed throughout the county. Who employs men to the largest extent, and sends out the most manufactured products from Polk County? Answer, the Dallas Lumber & Logging Company. Who has the largest payroll in Polk County? A payroll of over \$12,000 per month, all of which is distributed in Polk County? What lumbering and logging company is therefore deserving of home trade? Where can you get No. 3 ceiling for the purpose of lining your house, instead of shiplap, at the same price? The use of ceiling means that your walls won't shrink, the paper won't crack, the building will stay tight, warm in winter, cool in summer. All these benefits to be derived simply for the expense of a little more labor in lining the house. Patronize home industry, and the Dallas Lumber & Logging Company. Who are we? Dallas Lumber & Logging Company.

It is noticeable that nearly every contestant named the liberal users of printer's ink. By persistent and intelligent advertising, these firms have made not only their names but the lines of goods they carry household words in every newspaper-reading family in Polk County. Firms, however, which have failed to advertise, or have used printer's ink but sparingly, evidently will have to give more attention to newspaper publicity if they would have the public become familiar with their names and the lines of merchandise they are offering for sale. No merchant ever did, or ever will, achieve notoriety success in building up his business without the aid of newspaper advertising.

No. 2. This mercantile company is now conducting a "splendid value-giving" sale, preparatory for the fall campaign, and is offering tempting values in men's and boys' Oxford, straw hats, pants, shoes, and in ladies' and girls' colored parasols, silk petticoats, shirtwaists, tan button shoes, summer dresses, ribbons, belts, neckwear, and lace curtains. The high-class Hart, Schaffner & Marx line of gentlemen's clothes are also included in this "low-price" sale. Oxford are the correct thing at this season for young men, and those who care about their appearance are purchasing them now. Years of satisfactory value-giving have placed this store in the vanguard of Dallas' live wires. Now, do you know them? Dallas Mercantile Company.

No. 3. A fine new stock, moving all the time. Ribbons, laces, embroideries, underwear, skirts, ties, and the famous Sorority ladies' shoes. The well-known Walton children's shoes. Complete kitchen lines. Candles, toys, notions, stationery, hand-painted chinaware—a fine line. I am closing out at cost my soaps and extracts. Oxford a woman, I know what she wants. Let me supply you. Dallas Variety Store.

No. 4. Only exclusive plumbing specialists in Dallas. We know how to do work right, and do it that way. All work done by us is guaranteed in every respect. We have a complete line of plumbing supplies, at right prices. Garden hose prices are extremely low with us these days. Pumps and windmills. Don't forget that everything we do or sell is guaranteed. G. W. Vaughn.

No. 5. From the falling of the giant fir in the mountains of Western Oregon, through its metamorphosis in the mills and under the skilled hands of the artist and mechanic till its finish in the form of an American home, the story of the builders is one of inexhaustible interest. Through all its phases the making of a home is a great and a fine art. Men who know what is best in construction, in selecting of materials, and in assisting of others to plan for themselves, men who can help the people money, men who can help the small home-builder, are benefactors of the community in which they live. Polk County is favored by having such men working within its borders, helping create, distribute and increase the wealth of men who specialize in assisting the home-builder, have harnessed the water power of the county, have miles of logging road, employ eight or more donkey engines, besides having a big payroll in other enterprises. This, the Dallas Lumber & Logging Company, will help you plan your home, will give you all the advice and assistance you need. The company then will do your mill work, see that everything is made as planned, and best of all will do this work for you at prices that cannot help but give you satisfaction. One of their chief aims is to suit the pocket book of the small home-builder. The chief element of patriotism today is the patronizing of home industries. Because this company has one of the largest payrolls in the county; because it affords employment for a large number of men; because it is a factor in the up-building of the county and the making of the city; because it is a home industry; because it is a friend of the man with the small purse; and because the best thing for a patriotic citizen to do is to patronize home industries and keep money at home, this company invites you to call at their offices and get acquainted. Falls City Lumber Company.

No. 6. We handle the six different grades of the Baldwin make of pianos—Baldwin, Ellington, Hamilton, Howard, Valley Gens, Monarch. All are high class, ranging from \$600 down. Edison and Victor phonographs and records. Hear our Hawaiian records—something musically good. New Harry Lander records will be here in a few days. Stringed instruments of all kinds, and all late popular sheet music. Now, do you know us? Stockwell Music House.

No. 7. J. I. Case plows, Champion harvesting machinery, Mitchell wagons and buggies, Toledo ranges, Myers pumps and everything you can ask for in the hardware line. Stover for in the hardware line. Stover gasoline engines. "Sunproof" paints.

Guns, ammunition, fishing tackle, High class furnace work. Leader pressure water system. Kelly Columbian axe. Only store in Dallas with an electric sign. We are especially proud of our plumbing department. Skilled workmen; high class materials; right prices. Who are we? Guy Brothers.

No. 8. The famous Watkins Remedies—good for man or beast. Larger quantity and better quality. Extracts, spices, toilet goods, over 80 articles, all better than the best procurable elsewhere, and absolutely guaranteed. If you are not satisfied with them, you get your money back. The Polk County headquarters are located next door to the Observer office, where this fine line can be seen. Give us a call. Try before you buy. We buy and sell second-hand goods. What's the name of our store? Hinshaw's Second Hand Store.

No. 9. I am going to leave Dallas. Interests other than my photography business have kept me here, but as those reasons no longer exist, I shall remove to Portland soon. If you want a good photograph, see me. I have never raised my prices in the past ten years, although prices of everything else have risen repeatedly. My work cannot be excelled anywhere, and its equal is very seldom obtainable outside of the large cities. Take advantage of the few days I shall remain here—you will get better pictures at a lower price if you do. Who am I? T. J. Oerrington.

No. 10. Hosiery, the best that money can buy—"Dogood" children's stockings. Two pairs for 25c. Fresh stock of postcards—not old, picked-over stock. I get a new supply of granite, crockery, glass and chinaware every week. Everything right before your eyes and one price to everybody. Handle the goods, examine them, before purchasing. I study the people's wants. The most popular stores in the country are the 5-10-15c stores. Small profits and continually fresh stocks are the reasons. Big values here. Come in and see. Model 5-10-15c Store.

No. 11. Here are a few of our seasonal goods: Quick Meal gasoline stove; Florence auto oil stove; Boss baking ovens; Jewell refrigerators; John Deere driving buggies; Risk grandeur and fruit bottles. A complete stock, with courteous attention to the public's wants, coupled with right prices, have given this store its deserved and enviable position as Dallas' leading hardware store. Who are we? Craven Brothers.

No. 12. Men's negligee shirts, silk-wool mixture, \$3 values, \$1.89. Men's summer suits, balance season's stock from 35 to 50 per cent reduction. Headquarters for boys' and children's clothing. Largest stock on West Side. All suits now at great reduction. Men's shoes and oxfords, \$3.50 and \$4.00 values, to close, at \$1.89 per pair. Ladies' \$3.50 oxfords, \$1.85. Wash goods, worth from 25c to 35c, now 15c. Wash silks, silk and linen mixed, material 30 inches wide, 49c per yard. Ladies' fancy embroidered hose, 50c values, at 25c. New display of ladies' neckwear, absolutely the latest plan, now on sale at 25c and 50c each, same as last year's white tops, one of each kind, 25c to 50c. The corner store that's as busy as a beehive. The Beehive Store.

No. 13. Tell who we are. We laid in a larger supply of arsenate of lead than we needed, and have some left. We want to put the money into seasonal goods, and will let you have this at a remarkable bargain. You'll need it next year, and can make a wonderful saving by buying now. Come in and talk it over. We are closing out our lines of Dr. Rogers' and Seneca's Stock Remedies. They're O. K., and prizes go with each package of the latter. Here's a bargain for you, for the prices are slaughtered. A fine hair cream separator, almost at your own price, too. We carry International, Dr. Hess, Conkey's Remedies, and hay, oats, mill feed, bee and poultry supplies, and field and garden seeds. We're on Main and Oak streets. S. M. Ray & Company.

No. 14. Five hundred pairs of Florsheim oxfords. Now is the time to wear them. An exclusive line of straw hats; Panama, split and semi-split, and Milans. Light-weight adwear. Special—Wright's undershirt, foremost standard of America; \$1 garments, to close, 50c. Always in lead for style and quality. Largest stock of dress shoes in the county. Genuine kangaroo shoes. Cost more? Yes; but you get the wearing quality. Velvet serape ties, just arrived—something new. Our piano contest is a hummer. Are you in on it? Ask about it. Now do you know us? Ujlow Clothing House.

No. 15. "The Depot Store" is, as its name implies: "A place where many things are deposited." I have here a line of general merchandise of highest quality. Quality, first, last and all the time, at prices the public can afford to pay, in my constant aim. Good value for the money, always here. My building is new, my stock is fresh. Sanitary-pure food laws always complied with at the Depot Store. Let me know what you want. To carry what the public desires is my purpose. Answer from the railway depot—The Depot Store—Dallas' New Store Phone Main 744. What is the name of the proprietor? J. C. Rickli.

No. 16. We are here to stay. If you help us to make our business a success, good! But we shall continue making our homes here in beautiful Dallas, and shall merit your confidence, anyway. We have a splendid stock of furniture, which will be shown to proper advantage when we move into the commodious quarters being prepared for us. We have two warehouses, a wall paper room and a rug and carpet room overflowing with goods not shown in our main stock. Our stocks are new, and we are satisfied with a reasonable profit. Sterling Furniture Company.

No. 17. Varnishes of all grades, enamels, stains, can be had here in quantities from a nickel up. Fix that fishing rod, front door, bike rim, carriage. Paints, wall paper, molding, glass, brushes, gilt, general paper hanging, and painting, kalsomining and decorating contractor. "Durable" wall finish; has the appearance of kalsomine, but washes like enamel. My work guaranteed. What is the name of my store? The Dallas Paint Store—W. P. Holman, Proprietor.

No. 18. What is more enjoyable than to visit a comfortable, cool, play house and witness a delightful photoplay, these warm evenings, or Sunday afternoons? Ten cents is all you can pay for admittance and you can stay as long as you like. Four reels are run at this theatre each show, and foreign films are used almost exclusively—which accounts for the absence of that objectionable flicker so common at most other moving picture houses. Coolest theatre in town. Best ventilated theatre in state. Spotlight songs and tableaux a specialty. The best male singer in this part of the West. What is the name of this part of the West? The Grand.

No. 19. "To illumine the streets or not to illumine" that is the question. Only, there's no question but what they will be illumined. First impressions often convince the progressive investor more than persuasive arguments. The traveler gains his impressions from the city's streets, and remembers best the glittering vistas of brilliant Broadway. No progressive city can afford to be without adequate, artistic illumination. The idea has swept the country. Cities everywhere are asking themselves the question: "Why don't we have a Great White Way?" and merchants are banding together to install special display street lighting, purely to promote better business. Anything that tends to increase the traffic on a business street, and brings the people out on the sidewalks in the evenings, means better business for the merchants, with a resultant influence on property values. We choose the bright and cheerful street, and where we walk we spend our money. Civic pride is the surest step toward better municipal government. Anything which adds to the general attractiveness of the city excites interest in its affairs, and fosters public spirit and civic pride. Every citizen should be able to "Point With Pride" to his own city; but how shall he do this when he sees such a deficiency as poor public lighting? Public lighting is a thing of so conspicuous and evident a nature that there is no escaping the odium of an unfavorable comparison. Light up and keep lighted up. This company is willing to assist in every way possible. We appreciate the patronage of the public and shall continue doing all we can to deserve your good will. An electric fan is a mighty comfortable thing to have around these hot days. And surprisingly cheap to own and run, too. Ask us about them. Now, you know us, surely; but don't forget about our ornamental street lighting proposition. Oregon Power Company.

Satisfaction of Mortgage. The Observer has added Satisfaction of Mortgage to its stock of legal blanks. Notaries and attorneys may now secure them in any quantity desired. Phone orders for legal blanks given prompt attention.

Are You Planning to Build? Bungalows, Mills, Stores, Warehouses, Schools, Brickyards, Creameries, Concessions, or any Engineering Project. IT WILL PAY YOU TO CONSULT US! GEISBREEK ENGINEERING CO. 604 Blake McFall Bldg. 5:30 to 6:30 p. m.

Notice to Contractors. Notice is hereby given that sealed bids will be received on or before July 26, 1911, by the school board of School District No. 27, (Oak Point), Polk County, Oregon, for the building of a school house in said district, according to plans and specifications now on file with the County Superintendent of Schools. Copies of said plans are on file with the clerk of said district, and at Hanna Brothers' hardware store, Independence. The board will meet July 26, at 8 o'clock p. m., to open and pass on bids, and reserves the right to reject any or all bids. M. H. RICHARDS, Clerk, Independence, Oregon. By order of the Board.

Notice of Final Settlement. Notice is hereby given that the undersigned administrator of the estate of Henri Alexander, deceased, has filed his final account in the County Court of the State of Oregon for Polk County, and that Wednesday, the 24th day of July, 1911, at the hour of ten o'clock in the forenoon of said day, at the Court room of said County Court, in the City of Dallas, Oregon, has been appointed by said Court as the time and place for the hearing of objections to the said final account and the settlement thereof. CHARLES P. COOPER, Administrator aforesaid, Oscar Hayter, Attorney. Dated and first published June 27, 1911.

A Woman Wants The Home Paper



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