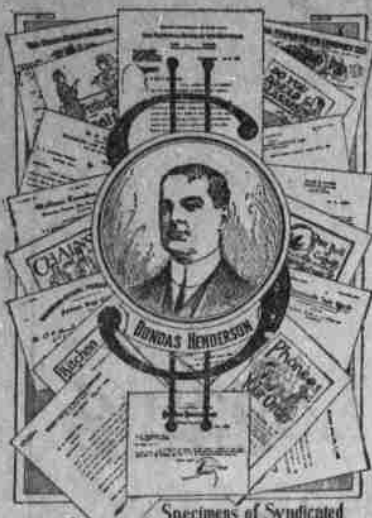


Business Building

By DUNDAS HENDERSON

Advertising Manager of the C. E. Zimmerman Co., Chicago.



Specimens of Syndicated Advertising Service
The C. E. ZIMMERMAN CO. Chicago.

PERSISTENT ADVERTISING BRINGS BUSINESS SUCCESS

If the money that is spent every year by "occasional" advertisers was added up it would be found to amount to a large sum. By "occasional" advertising I mean the using of space at irregular periods in your newspaper. Local publicity is often done this way under the excuse of helping the paper, but the real reason, if the advertiser could be got to admit it, is that he is half-hearted about the matter. He partly looks upon advertising as a luxury anyhow, and so curtails his expenditure on it to the lowest limit. Although the retailer may regard publicity as a luxury, it yet seems to be a dream on his part that one day he will make some real success and a handsome fortune through advertising. They know that huge fortunes have been and are being piled up by retail merchants with the aid of this limitless force, and they have secret hopes that one day they also may strike the royal road to success. If they but knew it that road lies straight and plain before every retailer in the country. All he needs is to open his eyes to see it.

Is a Steady Pull.
John Wamannaker, the "great New York and Philadelphia" retail merchant, on one occasion said: "Advertising doesn't jerk; it pulls." It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls will not budge that load, while one-half the force in steady effort will start and keep it moving.

Here is the solution in a nutshell—steady effort. The merchant who uses newspaper space "occasionally" is simply wasting his efforts. It is the steady pounding—and pounding again—that makes success in advertising as in everything else. All advertising is good in proportion to the degree to which it is done, and even occasional advertising has some value, but to be successful to the point of permanently increasing your bank account, it must be done persistently and systematically.

What would you say about a clerk in your store who waited on your customers for a day or two and then sat down to rest for a few more days, leaving the customers to attend to themselves? You know how long your business would last under such conditions. It is the same with newspaper advertising. Regularity in your newspaper is simply salesmanship on paper, and the same rules apply to it as apply to salesmanship in person.

PHONEREPLACESTELEGRAPH

Southern Pacific Adopts New System in Train Dispatching.

SAN FRANCISCO, Aug. 15.—The work of train dispatching, one of the most exacting in the whole field of railroad management, is to be made much easier for the dispatchers of the Southern Pacific Company. On several entire divisions and on parts of other divisions the work has already been lightened to a great extent. The strain that the dispatchers usually work under is being and will be alleviated by the use of the telephone for train dispatching.

The old method of using the telegraph key for all dispatching has been found too slow. Where it formerly required a considerable time to transmit train orders by telegraph, a comparatively short time is now required. By a system of repeating all messages and writing them down as they are sent and delivered, the operator and dispatcher are able to keep even a more complete record of all that transpires than if using the telegraph. Practically the only difference between the two systems is that the telephone urges direct conversation and the telegraph only written words transmitted by the comparatively slow Morse alphabet. With the telephone the dispatcher gets in closer personal touch with every man on the road, through the use of that instrument than he was ever able to do with the telegraph.

In Use in California.

At the present time telephone dispatching is in operation between Dallas and Santa Barbara on the Coast division of the Southern Pacific lines; over the entire Santa Barbara division; the Sunset, the Sunset and Western, and the McKittrick branches, and will soon be installed between Sacramento and Sparks. Exchanges are being established and any operator on the line need only take down his receiver and pronounce the name of his station to secure the immediate attention of the dispatcher. The dispatcher has full control over the line, and no operator is allowed to call up another station. The dispatcher will do the calling for him if business requires it. It is only a question of time until the telephone will serve only as an emergency service on the Southern Pacific lines. Another advantage of the telephone system is the simplicity, it being possible for any member of a train crew to tap a telephone line and tell of a train wreck, while it requires an expert to tap a telegraph line.

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your store. Continuous effort and eternal polishing up of ideas and methods are necessary to make success either as a personal salesman in your store or as a salesman in your newspaper.

Persistence Wins.

You advertise to sell your goods and keep your name in front of the people. It is only reasonable to suppose that you will be able to do this with persistent effort than with spasmodic attempts. If you were to tell a man or woman daily about the quality and price of your wares you would produce more effect than if you were to talk to him or her at infrequent intervals.

The question of changing the salesmanship or "copy" in your advertising space is an important one. It acts this way. Suppose you had a pile of some special goods for sale. Suppose you were determined to sell some of those goods to some particular customer. After you had asked that customer to buy those goods you would, the next time you approached her, use exactly the same language and arguments? You know you would not. You would hunt up new ideas to attract her attention. You would use new words and new methods to get her to buy. You must apply the same principles to your advertising. You must be continually hunting up new ideas, new arguments and new ways of attracting and holding attention. Salesmanship in newspaper space is just the same as salesmanship behind your counter.

Storekeeper's Trouble.

The trouble the ordinary storekeeper is up against in securing the salesmanship on paper I have outlined. He can purchase advertising space readily enough and so long as he buys enough space for a long enough period to make a successful display he has done all that the successful merchant can do in that respect. But when it comes to filling the space the question assumes a different shape.

Advertisement constructing is a profession like medicine or law. When you are sick you go to a physician. When your business wants toning up, why should you not go to a business doctor?—an advertising expert? There are on the market a number of what are called syndicate advertising services. These can be obtained for as low as one dollar per week. They give you precisely the same service as is given to department stores and national advertisers by first-class individual advertising managers. These services are usually supplied in a series of fifty-two advertisements, one for each week in the year; together with fifty-two copperplate cuts of high grade illustrations, drawn by high salaried artists.

Experienced Writers.

The advertisements are constructed by writers of national reputation and with great experience, men who have made success for thousands of other retailers in the same position as yourself. The low price charged for these advertisements is only made possible because of thousands of the same advertisement that are sold to different merchants throughout the country. One only merchant in each town is allowed to use the service for his own trade.

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.

Summons.

In the Circuit Court of the State of Oregon, for Polk County, Department No. 2.
J. H. Robbins, Josephine Robbins, G. H. Robbins, Louis Robbins, Mary C. Dennis, Oliver E. Dennis, Olive A. Farley, John M. Farley, Ella Kraber, and William H. Kraber, Plaintiffs, v. Carrie E. Skipton, William L. Skipton, Ralph R. Casey, Loraine Casey, Otto G. Muhlig, individually and as guardian of the persons and estates of Loraine Maud Muhlig, Ruth Muhlig, and Edward Herman Muhlig, minors, Loraine Maud Muhlig, Ruth Muhlig, Edward Herman Muhlig, William Tatom, Nellie Tatom, Georgia Walker, S. B. Walker, Mary Campbell, Herbert Campbell, Sarah Catherine Elliott, Fred Tatom, Lillian Tatom, Thomas Tatom, Mary Tatom, Mark Tatom, Mary A. Tatom, L. N. Woods, Eva Woods, Edwin Jacobson, Meda L. Jacobson, William Ross Ellis, Minnie Ellis, Bertha Tisser, Curtis O. Tisser, Cora Ellis Minter, and Haver L. Minter, defendants.
No. 3993.

To Ralph R. Casey, Loraine Casey, Ruth Muhlig, Edward Herman Muhlig, Sarah Catherine Elliott, Fred Tatom, Lillian Tatom, Thomas Tatom, Mary Tatom, Mark Tatom, Mary A. Tatom, Cora Ellis Minter, and Haver L. Minter, defendants above named:

In the name of the State of Oregon: You are required to appear and answer the complaint filed against you in the above entitled Court and suit within six weeks from the date of the first publication of this summons, to-wit, on or before the 30th day of August, 1911, and if you fail so to answer, for want thereof the plaintiffs will apply to said Court and take a decree against you for the relief demanded and prayed for in said complaint, viz:

1. For a sale of that parcel of land described as Lot No. 4 in Block No. 3 in the Gem Addition to the Town of Dallas, in the County of Polk, and State of Oregon, now held by the plaintiffs and the defendants as tenants in common and a division and distribution of the proceeds of sale between the parties to this suit according to their respective rights;

2. That the general costs of this suit, together with the fees of referees and other disbursements shall be paid out of the proceeds of such sale;

3. That the plaintiffs may have such other and further relief as to the Court may seem equitable.

This summons, by order of the Honorable Ed F. Coad, County Judge of Polk County, Oregon, made at Chambers in the City of Dallas, on the 17th day of July, 1911, is served upon you by the publication thereof for a period of six consecutive weeks immediately prior to the 30th day of August, 1911, in the Polk County Observer, a newspaper of general circulation published at Dallas in said County of Polk. The date of the first publication of this summons is July 18, 1911.

OSCAR HAYTER, Attorney for Plaintiffs.

CONRAD STAFRIN

by poisoning, swellings of the flesh, bites and stings of insects, stiff neck and lame back should

COMING PARK RIDING GALLERY

OUR BIG MERRY-GO-ROUND IS COMING TO DALLAS

IN THE NEAR FUTURE

36 Galloping Horses

16 Folding Chairs

4 Large Chariots

Military Band Organ

Fun For Young and Old

BROWNING & CO.

It neutralizes poisons, subdues inflammation, relaxes contracted muscles and restores healthy conditions. For healing cuts, wounds, burns or scalds, there is nothing like it. It is the whole lot of curative agents. It cures by a mild power that is more effective than the strong harsh liniments. When rubbed in for rheumatism, neuralgia, sciatica, its wonderful penetrating and relieving influence is very gratifying. It is an all-around household liniment that is useful in a thousand ways and its application is always followed by beneficial results. Price 25c. See and believe. James Ballard, Prop., St. Louis, Mo.

Use Stephens Eye Salve for sore eyes. It cures.

James Ballard, Prop., St. Louis, Mo.

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Use Stephens Eye Salve for sore eyes. It cures.

James Ballard, Prop., St. Louis, Mo.

Saturday special—Sherbet. We make prompt deliveries to any part of the city. The Bon Marche.

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.

Citation.

In the County Court of the State of Oregon for Polk County: In the matter of the estate of Lena T. Gilbert, deceased.—In Probate. To William F. Gilbert and Paul Thygeson Gilbert, heirs and devisees of the above-named Lena T. Gilbert, deceased:

In the name of the State of Oregon: You are hereby cited and required to appear in the County Court of the State of Oregon in and for Polk County, at the court room of said County in the City of Dallas, in said County of Polk, on Tuesday, the 5th day of September, 1911, the same being a day of the September, 1911, term of said Court, at the hour of ten o'clock in the forenoon of said day, then and there to show cause, if any exist, why an order should not be made by said Court that the real property of said estate, hereinafter described, be sold wholly by Conrad Staftrin as administrator with the will annexed of said estate, at private sale, for cash, as prayed for in the petition of said administrator filed herein on this day, for the purpose of raising funds sufficient for the payment of the charges and expenses of administration and the claims and debts against the said estate; said real property being described as follows, to-wit:

A part of the Donation Land Claim of Leonard Williams and wife, Notation No. 1651, Claim No. 42, in Township 8 South, Range 4 West of the Willamette Meridian, in Polk County, State of Oregon, and more particularly described as: Beginning at the Southwest corner of said Donation Land Claim and running thence East 53.58 chains; thence North 31.48 chains; thence West 54.91 chains; thence South 20.41 chains; thence South 12 degrees 15 minutes East 4.95 chains to the place of beginning, containing 171.70 acres, more or less.

Also, a certain right of way appurtenant thereto, conveyed by Henry Fawc and wife to Waterman W. Lucas by deed dated July 11, 1906, recorded at page 39 of volume 44 of the deed records for said county.

Excepting from the lands first above described:

1. A strip of land on the west side thereof, containing 1.89 acres, conveyed to Henry Fawc by deed dated July 11, 1906, recorded at page 34, volume 44, of said records of deeds;

2. A tract of 100 acres off the South part of said lands, conveyed by Lena T. Gilbert and husband to Inge Thygeson by deed recorded at page 183 of volume 50 of said records of deeds;

Leaving of the tract first described 69.81 acres, more or less, subject to the curtesy estate therein of said William F. Gilbert.

Witness, the Honorable Ed F. Coad, Judge of the County Court of the State of Oregon for the County of Polk with the seal of said Court affixed, this 22d day of July, 1911.

(Court Seal.) E. M. SMITH, Clerk of said County Court.

OSCAR HAYTER, Attorney for Administrator.

First publication, July 25, 1911; last publication, August 22, 1911.

Summons.

In the Circuit Court of the State of Oregon, for Polk County, Department No. 2.
J. H. Robbins, Josephine Robbins, G. H. Robbins, Louis Robbins, Mary C. Dennis, Oliver E. Dennis, Olive A. Farley, John M. Farley, Ella Kraber, and William H. Kraber, Plaintiffs, v. Carrie E. Skipton, William L. Skipton, Ralph R. Casey, Loraine Casey, Otto G. Muhlig, individually and as guardian of the persons and estates of Loraine Maud Muhlig, Ruth Muhlig, and Edward Herman Muhlig, minors, Loraine Maud Muhlig, Ruth Muhlig, Edward Herman Muhlig, William Tatom, Nellie Tatom, Georgia Walker, S. B. Walker, Mary Campbell, Herbert Campbell, Sarah Catherine Elliott, Fred Tatom, Lillian Tatom, Thomas Tatom, Mary Tatom, Mark Tatom, Mary A. Tatom, L. N. Woods, Eva Woods, Edwin Jacobson, Meda L. Jacobson, William Ross Ellis, Minnie Ellis, Bertha Tisser, Curtis O. Tisser, Cora Ellis Minter, and Haver L. Minter, defendants.
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In the name of the State of Oregon: You are required to appear and answer the complaint filed against you in the above entitled Court and suit within six weeks from the date of the first publication of this summons, to-wit, on or before the 30th day of August, 1911, and if you fail so to answer, for want thereof the plaintiffs will apply to said Court and take a decree against you for the relief demanded and prayed for in said complaint, viz:

1. For a sale of that parcel of land described as Lot No. 4 in Block No. 3 in the Gem Addition to the Town of Dallas, in the County of Polk, and State of Oregon, now held by the plaintiffs and the defendants as tenants in common and a division and distribution of the proceeds of sale between the parties to this suit according to their respective rights;

2. That the general costs of this suit, together with the fees of referees and other disbursements shall be paid out of the proceeds of such sale;

3. That the plaintiffs may have such other and further relief as to the Court may seem equitable.

This summons, by order of the Honorable Ed F. Coad, County Judge of Polk County, Oregon, made at Chambers in the City of Dallas, on the 17th day of July, 1911, is served upon you by the publication thereof for a period of six consecutive weeks immediately prior to the 30th day of August, 1911, in the Polk County Observer, a newspaper of general circulation published at Dallas in said County of Polk. The date of the first publication of this summons is July 18, 1911.

OSCAR HAYTER, Attorney for Plaintiffs.

CONRAD STAFRIN

by poisoning, swellings of the flesh, bites and stings of insects, stiff neck and lame back should

It neutralizes poisons, subdues inflammation, relaxes contracted muscles and restores healthy conditions. For healing cuts, wounds, burns or scalds, there is nothing like it. It is the whole lot of curative agents. It cures by a mild power that is more effective than the strong harsh liniments. When rubbed in for rheumatism, neuralgia, sciatica, its wonderful penetrating and relieving influence is very gratifying. It is an all-around household liniment that is useful in a thousand ways and its application is always followed by beneficial results. Price 25c. See and believe. James Ballard, Prop., St. Louis, Mo.

Use Stephens Eye Salve for sore eyes. It cures.

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