

COUNTY NEWS

(Continued From Page Two)

Dick Crowley and sister, Mrs. G. J. Bevens, visited their mother a few days last week at Independence. Arthur Winterstein left Saturday morning for Tangent, to be gone a few days.

Andy Turner is helping D. O. Brown, of Lewisville, to get his fall work done.

William Shewey is doing some carpenter work for W. C. Williams. There was a large attendance at Sunday School in the school house last Sunday.

Mrs. Winsey Rose is visiting with her daughter, Mrs. Hedgpath, at Lewisville.

Mrs. Canaghey's daughter of Albany, is visiting relatives at this place.

OAKDALE

The Richardson sisters, of Independence, are visiting at Mountain View, the home of J. W. Robinson.

At the Sunday school election held recently O. E. Dennis was chosen for superintendent, Mrs. Heist and assistant superintendent, Mrs. E. Jolly secretary and Mrs. T. J. Card, chorister and treasurer.

O. E. Dennis and son Newman, went to Salem to see the President.

The school boys are building a log cabin on the school grounds.

Alvin Kimball of Rock Creek, has been visiting here a few days.

John Dennis spent Sunday at the home of Mr. and Mrs. Roy Bird in Pioneer.

Joe Murphy, Willis Frink and William Graham are sowing vetch.

Mr. and Mrs. Sam Bramhall are on a visit to Portland.

Joe Wright is clearing off the old vines in the Hubbard hop yard and George Wright is getting in wood for Mr. Hubbard.

C. A. Bruce is putting in oats and vetch on the old Farley place which he has rented.

C. J. Burley and Mr. Heistand are plowing.

Mr. and Mrs. M. D. Miller have been visiting their daughter, Mrs. H. A. See at Perrydale.

Don Miller is cutting wood and M. D. and Bruce Miller are preparing Mr. Sundberg's place for setting fruit trees.

Mr. and Mrs. George Robinson are back to Highland Home once more.

J. D. Macomber is painting the new woodshed at the school house.

Mr. and Mrs. D. Sellers of Siletz, spent Sunday with their son, Clarence Sellers.

PERRYDALE

Oscar Youkam, who has been stopping in Dallas, is visiting at the home of Charles Bratcher.

Misses Elsie and Ola Keyt were Portland visitors Saturday and Sunday.

Mrs. Charles Snelling returned home Monday after a visit with her son, who lives near Willamina.

Charles Bratcher is having an addition built on his house.

Fred Helling was a Portland caller the last of the week.

Mr. and Mrs. A. Baxter and daughter, Mrs. George Woods, were among those who saw President Taft at Salem Thursday.

There will be a play entitled "The Spinners' Convention" given Friday evening, October 20, at the Christian Church, by the Loyal Daughter class.

Mr. and Mrs. Elmer Enes were Mc Minnville callers Tuesday afternoon.

Mr. and Mrs. George Werner were called to Dallas Tuesday on account of the illness of the former's father.

I. Jones, a brother of Mr. Alph Jones, arrived here Wednesday morning from Tennessee, expecting to make Oregon his future home. His family accompanied him.

MOUNTAIN VIEW

Miss Fox and Miss Flora Grice attended the teachers' institute at Dallas.

Miss Lucy Hanley visited Miss Mae Lynch and Mrs. J. K. Chapman last week.

Mrs. J. P. Blankenship of Goldendale, Washington, is visiting in this neighborhood.

A. R. Southwick is having his spring cemented and piped to the house.

Mrs. Mary Wilson and daughter Nan, are soon going on a visit to the East.

Miss Bertha Cannoy is visiting her brother, J. P. Cannoy.

Mr. Thompson has gone to Portland to visit friends and relatives.

Mrs. Ramp has moved back on her place which has been rented to Mr. Will Byers.

Mr. and Mrs. M. K. St Pierre visited the latter's parents, Mr. and Mrs. L. Grice Sunday.

Chauncey Putman and Glen Johnson are going to take a trip to the coast.

Will Byers was called to the Salem hospital last night to see his father who is very sick.

C. W. St Pierre and family have gone to Salem after being on the farm picking prunes.

LUCKIAMUTE

Fred Arbi has been sawing wood in this vicinity with his gasoline outfit.

James Hiltbrand lost a good horse last Saturday. While plowing it dropped dead in the harness.

Mrs. Jack Moore, who was taken

suddenly ill at E. J. Steele's, was better Monday.

E. A. Pagenkolp is blasting rock preparing to cover the fill he put in on the M. Scraftord place.

William Murphy of Washington, has rented the E. J. Steele place and will soon be moved in.

Mr. and Mrs. F. M. Skinner of Salem, and Mr. and Mrs. J. B. Hiltbrand and daughter, of Independence, spent Sunday with James Hiltbrand.

Jessie Yost went to Airlie last week.

Mrs. Ned Freer and Burnie were guests at Willie Bush's last Tuesday.

Harry Lacy went to Kings Valley last Monday.

Eldred Pruiett has been on the sick list.

Mr. Rex Womer and family have moved down on their farm near Airlie to do some farming.

Willie Bush's family visited at Ned Freers last Sunday.

Miss Elsie Bush visited Myrtle Pruiett last Tuesday.

Leo Condon and Gordon Powell went to Pedee last week.

Frankie Rowly is going to leave here.

There was a surprise party at Jessie Yost's last Saturday night for Willie Yost and Georgie.

HARMONY

Mrs. J. Flannery and Mrs. J. Talbot of Butler, visited Mrs. W. A. MacLean last Thursday.

There was a large attendance from here to the fruit exhibit at Sheridan last Saturday. Fine exhibits were taken from this part of Polk county.

Floyd Hayes, Elvin Porter and John MacLean were Highland visitors Sunday.

BOWERSVILLE

Mr. and Mrs. G. H. Beeler of Rickreall visited at the home of their uncle, Mr. W. H. Cadle, Sunday afternoon.

Mr. Bailey, a prosperous hop grower of Bridgeport, has moved to his farm which he has purchased of W. H. McDaniels.

Mr. Mangus who was hurt recently is improving slowly.

Charles Whaley of Rickreall, is sawing wood in this vicinity, using G. H. Beeler's gasoline wood saw.

Elbert Hayes called at the Stinnett home Sunday, after which in company with Maude and Fred Stinnett he attended the baptismal services conducted by the Church of Christ, at Dallas.

The following were present at the home of Mrs. G. J. Rempel, Sunday in honor of Mrs. G. J. Rempel's sixty-sixth birthday. John G. Rempel, A. G. Rempel and family of Polk, J. P. Neufeldt and family and J. H. Rempel of Smithfield, Elizabeth and David Rempel of this place.

SALT CREEK

Otie Foster is taking medical treatment in McMinnville.

School started Monday with J. Montgomery as teacher.

L. H. Conner sawed wood for H. J. Bissell last week.

J. H. Foster made a trip to Dallas last Saturday.

Mrs. Bessie Reddicopp visited at Savery's Sunday.

Charles Snelling is helping Mr. Foster with his farming.

Miss Enid Hayes of Kansas City, has been visiting Mrs. Homer Foster.

Roy Stockton of Ballston, has been hulling clover in this neighborhood, but the occasional shower makes it slow work.

Miss Mabel Eatou of Dallas, is helping Mrs. Foster with her work.

Mrs. Van Sears and son and daughter called at Savery's during the week.

Mrs. Henry Clamfield was in Dallas during the week.

FALLS CITY RESIDENTS ENTERTAINED AT DINNER

Dr. and Mrs. F. M. Hellwarth Hold Pleasant Reception in Hon-

or of Friends.

FALLS CITY, Or., Oct. 19.—(Special)—Dr. and Mrs. F. M. Hellwarth entertained the following guests at dinner at their home Friday evening, October 13: Mr. and Mrs. H. E. Starr and family, Mr. and Mrs. W. T. Grier, Mr. and Mrs. A. B. Servey, Mr. and Mrs. Paul J. Sheppard, Mr. and Mrs. W. F. Nichols, Mr. and Mrs. W. L. Tooze, Mr. and Mrs. I. G. Singleton, Mr. and Mrs. N. Selig, Mrs. Mary Halsey, and Messrs. Frank Barber, and Glenn Clemens.

Small tables were arranged about the rooms at which the guests were seated and served to a delicious four course dinner. Mrs. Hellwarth was assisted in serving by the Misses Sibyl Wilson and Helen Treat.

After dinner the tables were cleared and Five Hundred and Jack Straws were enjoyed until a late hour. Mrs. W. F. Nichols winning the prize at Five Hundred and Mrs. I. G. Singleton at Jack Straws.

The rooms were prettily decorated with nasturtiums and asters. Vocal and instrumental selections were rendered by Mrs. A. B. Servey and Miss Sibyl Wilson.

Diarrhoea is always more or less prevalent during September. Be prepared for it. Chamberlain's Colic, Cholera and Diarrhoea Remedy and castor oil. It is certain to effect a cure and when reduced with water is pleasant to take. No physician can prescribe a better remedy. For sale by all good dealers.

Business Building

By DUNDAS HENDERSON

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



THE EVOLUTION OF RETAIL ADVERTISING

Recently before the Rochester (N. Y.) Advertising Club, Julius Schneider, for some time advertising manager of "The Fair," of Chicago, and one of the best known retail advertising men in the country, gave a lecture on "The Next Evolution in Advertising." He stated that, in his opinion, this was the awakening of local advertisers to the absolute necessity for high grade advertising service such as had made fortunes for the large stores in the big cities.

He advised the merchants in each locality to join forces and engage the best advertising talent on a co-operative basis, and pointed out that this really must happen in a very short period as a natural advance of the times.

Mr. Schneider and others, evidently do not know that this evolution towards high grade special service has been taking place for some time. It began with what are called "Cut Services." That is, an engraving house in one of the bigger cities would get out a number of more or less comic advertising cuts, wretchedly drawn by a tenth-rate artist, which it sold to a retailer, sometimes with a little advertising matter, in a series of 26 or 52, one cut for each week in the year.

While this was all educative, and as such deserves some credit, it has probably done more harm amongst retailers, to the value of real publicity, than anything else.

Much Old Junk.

There are a great many of my readers who now have boxes of such cuts lying around their stores with no clear idea of what to do with them, and even yet those small cut "services" are being sold to deluded merchants by glib traveling salesmen.

Another herald of the new special retail advertising was the local writer. He also is evolving. He has been getting better every year till now, in some ways, he is quite accomplished. In the majority of cases, however, the local ad writer has been somewhat like "Our Johnnie" who has won a prize for drawing b'gosh! and who forthwith blossoms out into a famous artist—locally. This class of publicity has likewise done its share in giving the retail merchant cold feet. The local advertisement writer has been mostly a shining example of the trite saying "a little knowledge is a dangerous thing."

The next phase in the evolution was one that bid fair to solve all difficulties. About a year or two ago a famous artist, who had made a reputation for a comic series of newspaper pictures, was induced to draw his comics into advertisements. These were syndicated in electrotype form all through the United States and Canada to all classes of retailers, the large quantity sold of each electrotype making it possible to quote extremely low prices to the local merchants. That was the next rise in grade from the old comic cuts of the local engravers, because these drawings were well done by a first class artist of acknowledged standing.

Still Advancing.

We have now advanced one step further. The idea that it is necessary to have a comic drawing to attract attention is exploded. As a matter of fact, a comic cut does more harm to the advertisement than good for it makes the whole advertisement laughable and when people laugh at a thing they seldom buy it. It is unfortunate that many merchants do not realize this even now. A good joke in picture form still appears to many of them to be the acme of successful publicity. But they are learning.

There are now one or two concerns who, with strong financial backing, supply retail merchants with advertisements, illustrated by the best artists and written by advertising experts who have specially

to practice law or medicine.

When your body is sick you do not try to cure yourself, you take medical advice and apply the treatment that is given you by the trained physician. If you are wise, you apply the same principle to your sick business, you use the medicine—successful salesmanship in your local newspaper—prescribed for you by the advertising expert.

The highest grade of expert publicity service in this country today is embodied in this new syndicated advertising service. High priced men with national reputation in the retail advertising field are constructing these advertisements, and the merchant who uses them persistently and constantly in his local newspaper, is a long way on the road to financial independence.

Full particulars of this new syndicated advertising will be supplied by the editor of this paper. Get them today. Their application will materially increase your business and give your newspaper space 100 per cent value as a business puller.

What makes Cleveland's Baking Powder sell? Quality and price. 3-lb. cans, \$1.00; 5-lb. cans, \$1.65. Ask for the cans with the screw top and metal handle under regular cover. 8-25-2m

Engraving.

Orders for engraved visiting cards, invitations or announcements, may be left at Observer office. Prompt deliveries and reasonable rates prevail.

Best Ever Used.

A. B. Heinlein, Harrison, Idaho, says: I have used Dr. Bell's Pine-Tar-Honey for coughs and colds, and it is the best I have ever tried. Look for the Bell on the Bottle.

Head Cut By Axe.

While splitting wood with a double-bitted axe last Saturday morning, Herman Muller cut his forehead so severely that it was necessary to have him brought to Dallas for medical attention. The accident happened at the home of his brother on the Zumwalt place. He was brought to town by J. L. Brown and the wound was dressed by Dr. A. B. Starbuck.

Law Office Is Moved.

Have moved my office to rooms 8 and 9, new Williams building. Walter L. Tooze, Jr., lawyer.

RUNAWAY BOY HEARD FROM

Howard Day Safely Reaches Home of Aunt.

Mrs. Ed Day was greatly elated a few days ago when she received a telegram from her sister in San Diego, California, saying that Howard Day, the runaway Dallas boy, had just arrived there safe and sound, after being absent from here since Sunday, October 8. Mrs. Day and her sons, Ray and Kenneth, were planning to start in a short time for a visit to San Diego, and Howard wanted to go with them. Not being granted the privilege, he decided to go on his own initiative.

As usually treated, a sprained ankle will disable a man for three or four weeks, but by applying Chamberlain's Liniment freely as soon as the injury is received, and observing the directions with each bottle, a cure can be effected in from two to four days. For sale by all good dealers.

SALEM HOP OFFER REFUSED

Grower Believes They Will Reach Higher Figure.

SALEM, Or., Oct. 17.—George Rose, one of the leading hopgrowers in the Valley, refused an offer today of 36 cents for 800 bales of hops, the balance of his crop. He declares that the offer is bona fide, but refuses to give the name of the man who wished to purchase. He has already sold 105 bales for 30 cents.

He says he expects the market to go to 50 cents and that he will not sell for less than 40 cents and probably for not less than 50 cents. He expects the market to reach 40 cents by January 1 and 50 cents by April 1, at the latest.

Digestion and Assimilation.

It is not the quantity of food taken but the amount digested and assimilated that gives strength and vitality to the system. Chamberlain's Stomach and Liver Tablets invigorate the stomach and liver and enable them to perform their functions naturally. For sale by all good dealers.

"I have a world of confidence in Chamberlain's Cough Remedy for I have used it with perfect success," writes Mrs. M. I. Bastford, Poolesville, Md. For sale by all good dealers.

Lot For Sale.

Levins street, near mill. Finest residence location in Dallas. W. R. Howe, phone 563.

GRAND SPECIAL OFFER!

Cut Price Until Nov. 15

Semi-Weekly Observer

AND

Semi-Weekly Oregon Journal

Both for only

\$2.50 the year

On New or Old Subscriptions to this Newspaper. Don't Delay