

Polk County Observer

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The way to build up Dallas is to patronize Dallas people.

"Our companions please us less for the charms we find in their conversation, than from those they find in ours."

—Greville.

LET'S GET TOGETHER.

For the purpose of promoting good feeling and assisting generally in the work of the organization, The Observer would suggest a series of monthly dinners by the Commercial club, in much the same manner followed in other cities where the plan has been found to work successfully and where much good has resulted. The plan is for the members of the club to assemble on a given day, once each month, at a hotel or cafe, and pass the time in eating followed by a sociable "smoke." Matters pertaining to the welfare of the city could be discussed at such gatherings and it would tend to make the club more popular and cement its organization. Nothing is better to promote good fellowship and a more liberal feeling among men than a wholesome dinner and these could be arranged so that they would not prove expensive. What this city needs, in fact what any live and progressive community needs, is the promotion of good fellowship among the business men generally, and these series of monthly dinners would go a long way toward this end.

The writer has had considerable experience in commercial bodies where this plan has been adopted and he knows that in every instance they have been the means of augmenting, to a great extent, the work and good influences of the commercial bodies.

VALUE OF ADVERTISING.

The primary motive of advertising is to boost business. Nobody will deny this. Neither will anyone, with business sense declare that advertising doesn't pay. In this modern age every man in business, be his occupation whatever it may, recognizes the value of advertising of some sort. He may not call it by that name but it is advertising, nevertheless. Every article he places in his display window is advertising, every package he wraps up with his name printed on the wrapping paper, each label on his shelves and every decoration in his store is an advertisement and placed there to draw customers and to boost trade.

Men have different ideas about advertising, but the successful merchant, the one who steadily advances in the face of competition, recognizes that there is no medium equal to the legitimate newspaper in reaching the people, no other means at even twice the cost, which offers the opportunity to better trade conditions. This is self-evident. For instance, would the Washburn-Crosby company spend upwards of \$100,000 per year in buying newspaper and magazine space if it didn't secure returns? The argument that "people do not read advertisements in the newspapers" is foolish and clearly shows just how much the merchant who makes it lacks of being in the modern business class. He may plod along and make a living because his competition is likewise old-foggy but, some day, a live man will drop into the community and make him hard to find.

The man who says that "newspaper advertising doesn't pay" is the one who places a display of goods in his window and then attaches a placard proclaiming the virtue of the goods and the inducements to purchase. So far as it goes such advertising serves a purpose but, where one person out of 100 will stop and read the placard, hundreds would read it if the same announcement was printed in a newspaper. Where the articles shown are of such a nature that they do not appeal to the general public but to individuals only, it is possible that not one interested person may view the display, but a newspaper will catch them all.

It costs more to buy newspaper space but, like everything else in the world, you cannot secure something for nothing and that which costs more is usually worth more.

Here is an instance in support of the value of newspaper advertising: A man whom we will call "Jones" had a wagon for sale. He inserted a small ad which cost him 75 cents in a weekly newspaper, but he sold the wagon and received a dozen answers besides. Another man, whom we will designate as "Smith" also had a wagon for sale. He wrote all about it with his typewriter on a small piece of paper and tacked the notice up on his building. That was six months ago and he still has the wagon, but his typewritten notice has been renewed many times. Of course if anybody who wanted a wagon had happened around that way and read that little inconspicuous sign, the wagon might have been disposed of.

"This place for Sale" signs have been nailed upon country roads for so long that they have become weather beaten and dilapidated. To be sure they don't represent the expenditure of much money but, if the owners of the farms really want to dispose of them, they are certainly growing old waiting.

The whole proposition resolves itself to this: Successful advertising is that which produces results, which brings the customer for the articles you have to sell. In order to secure these customers you must talk to a large number of people. An advertisement in the columns of The Observer will reach the eyes of approximately 3,000 readers every issue. If you say something in a generous space in the paper, you are certain to secure results. The placard in the window, the sign on the fence and the poster on the bridge are all right, as far as they go, but they should be supplemented with the liberal use of newspaper space. The man who pleads that he "cannot afford to advertise" is going at the question the wrong way. So long as he is in business and expects to make a success of it, he cannot afford not to advertise.

Another murderer has confessed his guilt. Rev. C. T. V. Richeson, the pastor of a fashionable church in a Boston suburb has admitted that he murdered the girl he wronged and for whose murder he stood charged in court. Under the laws of Massachusetts Richeson has been condemned to die in the electric chair during the week beginning May 19, next, but he hopes for a commutation of the sentence to life imprisonment by the governor. When he came into court to receive his sentence the news dispatches relate that he had so changed in appearance that even his most intimate friends scarcely recognized him, and that the fearful strain under which he has labored during the lonely hours in his prison cell, has left its mark on face and form. While there are those who will demand that the death sentence be carried out, still it is doubtful if greater punishment could be given this man than to permit him to live on to brood over the wreck of his life and of that other, the trusting and innocent girl cruelly murdered by his hand. He confesses that he has already suffered "the tortures of the damned" and to permit that torture to go on until Death in its mercy shall come in the regular way, would be a far greater penalty than even legal murder itself. This is no maudlin sentiment. This is not condoning a criminal. Such sentiments are not conducive to crime. His life is wrecked, his conscience will continue to upbraid him and, during all the dark years of the future, the only hope before him is the peaceful mantle of the destroying angel. Who is there who would not hesitate to murder because, forsooth, if convicted, he would meet only a penalty of life imprisonment?

No, Madeline, the silver thaw is no relation to the silver phizz, although they are somewhat similar in that they both result in "slippery" sidewalks. But the latter happens in the good old summer time when eggs are ripe and lemons are the proper caper.

That kick the Democratic mule administered to its erstwhile idol, William J. Bryan, seems to have been of the regular old 16 to 1 variety. At least the majority against him assumed those proportions.

Wanted.

Young or middle aged man, residing in or near some good town in Polk county, and who has a wide acquaintance and good standing, can have position for one year or more, worth \$150.00 per month. Must be able to invest \$250.00. Address in own handwriting, J. E. Smith, 513 Chamber of Commerce, Portland, Oregon. 1-16

Dr. McNicol, Osteopath, 719 Court Street.

If you have rooms for rent, place a card in your window saying so. For sale at Observer Job Office.

COURT HOUSE PICK-UPS

Court Items, Real Estate Transfers, Farm Names Filed and Other News Briefly Told.

Marriage License.

Clarence C. Fishback, of Carlton, and Addie Clinton.

Walter E. Wren, of Salem, and Mary Hansen.

Hugh Thomas, of Dallas, and Hattie Hunt.

Hop Contracts.

Gregg & Newbull to Klaber, Wolf & Netter, 20,000 pounds 1912s, 15 cents.

Dewey Hill to Hugo V. Loewi, 70,000 pounds 1912s, 20 cents.

Probate.

Estate of Martha V. Whitmer, deceased. Petition to erect monument at grave of deceased allowed at cost not to exceed \$110.

Estate of Herman Sperling, deceased. Inventory and appraisement filed and approved.

Guardianship of Lola P. Perry, a minor. Inventory and appraisement filed and approved.

Estate of Peter Kurre, deceased. Vouchers filed on distribution and executrix credited with \$525.42.

Estate of Wallace Yates, deceased. Charles F. Shagle, George A. McCulloch and Orval E. Foelt appointed appraisers of the estate in Polk county.

Estate of Harvey Tingle, deceased. Final account filed; Wednesday, February 7, at 10 a. m. set for hearing.

Estate of Margaret Wankey, deceased. Final account approved and administrator discharged.

Estate of August Martin Werner, deceased. Will proved, admitted to probate; Fred G. Werner appointed executor on filing approved bond in sum of \$8000, letters to issue.

Estate of Wallace Yates, deceased. Appraisers appointed for property situated in counties of Tillamook and Washington.

Estate of Edna P. Smith, deceased. Will admitted to probate; William F. Smyth appointed executor without bonds; J. M. Briggs, H. M. Brown and J. R. Sibley appointed appraisers.

Real Estate.

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L. A. Mallory to Wallace Yates, land in Ballston, \$300.

Glen W. Percival et ux to Le Roy Pierce et ux, 30 acres tp 8 s, r 5 w, \$2000.

Same to Guy N. Wood, 30 acres tp 8 s, r 5 w, \$2000.

Same to Jasper N. Wood et ux, 40 acres tp 8 s, r 5 w, \$2000.

Martha A. Holman and hus to Junnie Silversen, land in tp 8 s, r 5 w, \$350.

Oscar Hayter et ux to George H. Bronson, lot in Dallas, \$10.

L. A. McNary to F. P. Mays, one seventh interest in 367.10 acres in tp 7 s, r 4 w, \$1.

Esther Montgomery to Henry C. Brown, lot in Dallas, \$125.

C. C. Hansen et ux to H. Larson, 119.23 acres tp 6 s, r 6 w, \$8400.

C. F. French et ux to G. W. Hudson, lots in Falls City, \$700.

George W. Gordon to J. C. Ainsworth, 20 acres tp 8 s, r 5 w, \$1.

Martha L. Belieu and hus to Otto Kneehone, lots in Falls City, \$10.

William Morrison et ux to George P. Siefarth, 44.66 acres tp 8 s, r 6 w, \$10.

Mary E. Hallock to Fred W. Hughes, 4.14 acres tp 7 s, r 6 w, \$10.

J. J. McBee et ux to A. S. Garner, land in Dallas, \$10.

A. M. McLaughlin et ux to S. B. Irvine, 47.22 acres tp 9 s, r 4 w, \$2400.

J. H. Mulkey to Blanche Sloan, 15 acres tp 8 s, r 4 w, \$1.

Charles A. Nelson et ux to William M. Whyte, land in tp 8 s, r 7 w, \$1.

B. F. Wells et ux to Della L. Thomas and hus, lots in Dallas, \$10.

Charles L. Torneon et ux to Nettie J. Abbott, 7 acres tp 8 s, r 6 w, \$3500.

R. E. Bilyeu and hus to Sarah Burright, lot in Independence, \$150.

Mary Eliza Connitt to F. W. Smith, 14.37 acres tp 9 s, r 4 w, \$1.

W. M. Erskine et ux to Mrs. M. J. Crowley, 1 acre, Monmouth, \$1000.

Charles D. Bronson et ux to C. H. Webber, 160 acres tp 7 s, r 7 w, \$10.

George H. Bronson et ux to C. H. Webber, 160 acres tp 7 s, r 7 w, \$10.

William Ellis et ux to Alvin B. Brown, 41.39 acres tp 8 s, r 6 w, \$1242.

C. H. Webber et ux to Nelson P. Wheeler, 320 acres tp 7 s, r 7 w, \$10.

Eczema, Ringworm.

Tetter, chapped hands or lips, boils, sores and all skin diseases are quickly cured by the use of Dr. Bell's Antiseptic Salve. 25c a box at Stafford's drug store. A creamy snow white ointment.

STOP

And see what the Big Store has for you this week.

20 Per Cent Discount

On every article in the store, nothing reserved. Hart, Schaffner & Marx Clothes, Packard and American Gentlemen Shoes for men. American Lady Shoes for women. Buster Brown Shoes for Children. Dress Goods, Underwear, Umbrellas, Hose for men, women and children. All our high-class, standard lines on sale.

Special Bargains

On many lines of goods that we wish to reduce or close out entirely we will make a big cut in price. Many lines as low as

One Half Price

Come and see what we have to offer

Dallas Mercantile Co.

Make Nineteen Twelve A Record Year For This City

You will find our company doing its full share in the work of municipal development. If we all pull TOGETHER success is bound to be our reward.

Our company wants no revenue that it does not EARN. We believe that any public utility corporation can be conducted to the satisfaction of the public and the stockholders and be fair to both.

No individual nor any corporation can be absolutely perfect. The best we can do is to make an earnest effort always in the right direction.

We are anxious to investigate errors and to apply correction.

Do us the favor of making our office the FIRST PLACE you lodge a complaint.

Oregon Power Company

J. L. WHITE, Local Manager

Telephone 24

Coughs that keep you awake at night also disturb the sleep of the rest of the family. They can be stopped in a few minutes with

Ballard's Horehound Syrup

It is a Remedy of Great Relieving Power in All Lung and Throat Troubles.

Ballard's Horehound Syrup cures a warming and relaxing influence to the congested lungs. Heals soreness, quiets tickling sensation in the throat, strengthens the voice, loosens phlegm and relieves all irritated conditions in the throat and lungs. Keep a bottle in the house. It is handy to have when needed and saves a world of misery to the person affected.

Put Up in Three Sizes, 25c, 50c and \$1.00 per Bottle.

Buy the \$1.00 size. It contains five times as much as the 50c size, and you get with each bottle a Herring's Red Pepper Porous Plaster for the chest.

JAMES F. BALLARD PROPRIETOR ST. LOUIS, MO.

For Week Night or Sick Days, use Stephens Eye Salve. It cures.

SOLD AND RECOMMENDED BY
CONRAD STAFRIN

"HELMET" BRAND FLOUR

Is made by the Rickrell Milling Company, manufacturers of the celebrated "Blue Star Blend." It is in great demand and we are selling big quantities of it.

New Crop Dates

Just In.

Simonton & Scott
Court Street Dallas, Ore.

Soehren Warehouse Co.

CEMENT CURBINGS AND WALLS

We handle a full line of Cedar and Pine Fence Posts, Brick, Lime, Sand and Cement, Land Plaster, Drain Tiles, Shingles, Fire Brick, Hair Wall Paper and Hop Supplies.

One block south of depot Phone 100

Modern Store Fronts

Are a specialty at

COAD'S PLANING MILL
MODERN PLANT—SKILLED WORKMEN—UP-TO-DATE IDEAS
Shop Work of All Kinds at Reasonable Prices.

LOOK HERE

Starr Express & Transfer Co.

does all kinds of hauling at reasonable rates. Stand and help phones at Webster's Collection every Store.

L. C. MUSCOTT
Proprietor

DALLAS, OREGON