

# A HEART TO HEART TALK

## To the People of Dallas and Vicinity:

**I**F YOU ONLY STOP to think for one moment on the subject you will readily agree with me that the present age is an age of SPECIALIZING. No one can do several different things at the same time and do them successfully. It is the one that specializes in one certain thing that accomplishes his object with certainty and perfection.

**NOW WE COME TO THE POINT:** Everyone knows, "and those that don't know, I beg leave to inform you" that I specialize in Men's and Boys' ready-to-wear apparel, Clothing, Shoes, Hats, Furnishings. I handle no side lines. I devote my time and energy to these lines exclusively. I study the tastes of Men, the fact is I have made this my life study. My many years experience in these lines enables me to serve you the way you like to be served. Now the question is when you have trouble with your eyes don't you go to an Eye Specialist? When you want to buy hardware, don't you go to a Hardware store? When you want to buy an automobile where do you go? To a Grocery store? No! To an Auto dealer. Well, the answer is simple. **When in need of Men's or Boy's Wearing Apparel**

## GO TO AN EXCLUSIVE CLOTHING STORE

Get the Benefit of Twenty Years Experience.

The Largest Stock, the Largest Variety and the Most Up-to-date Styles

**Our Clothing Department** is a revelation whether your tastes run to the extreme or more sedate. We can please you whether you are built regular, short, stout, tall or slim; we can fit you and we can suit every purse.

**Men's Suits from \$10.00 to \$25.00.**  
**Young Men's Suits from \$7.50 to \$15.00.**  
**Boy's Knickerbocker Suits \$3 to \$6.00.**  
**Boy's Juvenile Suits for little Tots \$2.50 to \$5** and every suit guaranteed as represented or your money cheerfully refunded.

Whether you are in need of a Pair of Hose, a Tie, a Hat or a Suit of Clothes you will undoubtedly find it to your advantage to look over our stock.

**Our Furnishing Goods Stock** is beyond the question of a doubt. Everything that a department of that kind shall be.

**Shoes for Papa and Sonny as well.** We carry only shoes that we can sell and be able to tell the buyer, "if they don't wear as they should bring them back and get another pair FREE," and we mean what we say."

I could talk to you all day on merits and demerits of good merchandising, but space does not permit me. Newspaper men have a habit of charging a fellow by the inch for the space, therefore I will say in conclusion. People! I want your patronage, or your business, and if you are half as anxious to be pleased as I am to serve you, the battle is won.

I thank you for past favors and respectfully soliciting your further patronage, always ready to serve you,

**Our Hat Department** is the most complete in town. We have so many styles that it is almost impossible to enumerate them. Sufficient to say that we can suit or fit the most fastidious. Prices range from **\$1.50 to \$4.00.** We are sole agents for the celebrated Mallory Cravenette Hats. You know what they are. We also have a large variety of Straw and Genuine Panama Hats for Men, Boys and Children.

It is always a pleasure to show you through. You are not urged to buy, unless you are inclined to do so yourself

Leading Clothier.

# WM. HERZOG

Dallas, Oregon.

## POLK COUNTY NEWS FROM OBSERVER WRITERS

### FALLS CITY

Dora Hall, of Monmouth, was visiting friends here during the week.  
 Mrs. Cal Kramer returned from Tillamook City Wednesday where she has been spending the winter.  
 D. Wurtzenbarger made a business trip to Portland Saturday.  
 Leslie Toome of Salem, was a visitor Friday and Saturday.  
 Ann Myers was a passenger to Salem Thursday.  
 Sheriff Grant made a business trip to Falls City Friday.  
 A. E. Sayers spent the week in Portland attending the F. M. camping meeting.  
 Mr. and Mrs. W. F. Nichols spent Sunday in Salem.  
 Helen Hopkins is very ill.  
 Miss Ethel Toome, of Eugene, has been a visitor the past week.  
 Mr. and Mrs. J. Brown, of Portland, were in town Thursday.  
 Chris Vashaw and Warren Ward have finished the new Vashaw road and wood hauling over it will begin in a few days.  
 A. N. Robinson, of Shedd, is a visitor for a few days.  
 Mrs. J. Singleton visited her mother, Mrs. L. G. Dewitt, at Monmouth Sunday.  
 Word reached here Wednesday that Warren Graham who has a homestead in Lake county, has been appointed postmaster of a town named Cornolity. Its limits join his homestead.  
 Mr. and Mrs. A. G. Stewart returned from McMinnville Monday.  
 Mr. Titus and Anan Myers went to the Siletz basin Monday to move the S. P. camps out.  
 Wyrick Bancroft came to Falls City Monday from Newport.  
 Josh Talbot is clerking in the Falls City Mercantile store.  
 Lambert Shepard was taken severely ill at Mill 1 Monday evening with acute kidney trouble and was removed to the Dallas hospital.  
 C. L. Barnhart made a business trip to Dallas Friday.  
 Cleve Powell was a Dallas visitor Saturday.  
 Florence Erickson, of Black Rock, visited at the home of Mrs. W. R. Hinchaw Wednesday.  
 Mr. and Mrs. J. Hinchaw are visiting in the Siletz.  
 Mr. Vansant and his father of Portland, came up Wednesday, to go out to their orchard tracts.  
 Father Mossant is holding services at Mary Magdalene church this week.  
 Fern Myers was a Salem visitor Saturday.  
 Dr. Albert Mont, recently of the

Good Samaritan hospital, Portland, has located in Falls City for the practice of medicine. He has rented office rooms in the Toller building over the postoffice.  
 W. E. Gilbert made a trip to Dallas Friday.  
 Ruth Black, of Dallas, was a caller Thursday.  
 Mr. and Mrs. W. T. Grier and son were passengers to Portland Thursday.  
 C. O. Johnson made a business trip to Independence Friday.  
 Ted Cochran is off duty on account of an injury to one of his eyes.  
 A basket social was given at the Christian church Friday evening. It was well attended.  
 Marion Corbin built an electric sign for the Tavern.  
 Grandma Courter returned to Newberg Monday accompanied by Mrs. Sargent.  
 Mr. and Mrs. J. G. Junkin of the Siletz, came to Falls City Monday.  
 The pupils of Miss Mary Hammond gave a recital at the home of Mr. and Mrs. Jack Warner last week.  
 H. C. Arnold, of Bismark, North Dakota, is in Falls City visiting his cousin, W. E. McKown.  
 George Davis is here from Centralia, Wash., visiting his brother, W. C. Davis.  
 Ross Flower who had his collar bone broken last week is improving slowly.  
 Mrs. Hatch of Lafayette, visited her mother, Mrs. W. A. Cobb on Wednesday.  
 The following teachers took in the institute at Monmouth Saturday: Messrs. Danton and Barnhart, Misses Huseby, Waters, Nunn, Lynch, Graham, Wheelock, and White.  
 A very pleasant dance was held at the farm home of Mr. and Mrs. Joe Gage Saturday evening, May 4. Those present were Mr. and Mrs. Jim Teal, Mr. and Mrs. Claud Stanton, Mr. and Mrs. Harry Krebs, Mr. and Mrs. Yetter, Misses Pearl Teal, Lella and Marie Reese, Alta Holsington, Edna Smith, Ethel Lee, Neta Martin, Dorothy Boje, Ivis Matson, Osa and Oma Brown, Messrs. Eugene and Willie Burns, Charlie Truax, Willie Ford, George McCormick, Davie Merritt, A. Martin, Dee Chamberlain, Will Merritt, Ed. Moeris, Johnnie Teal, Oscar Smith, Oscar Groves, Glen Ferguson, Dick Gage, Harry and Alton Yetter, Otto Bell, E. Guthrie, Bud Harris, Merrill Potter, W. Bancroft and Randolph Butler. A very pleasant time was enjoyed by all present. A nice lunch was served at midnight.

### MONMOUTH

Mrs. W. M. O'Kelley, of LaCreole, was the guest of her parents, Mr. and Mrs. H. Robertson Saturday.  
 Mr. and Mrs. Jefferson Robertson of Salem, were visiting relatives in town Saturday.  
 Mrs. George Shearer, of Portland, was the guest of her daughter, one of the critic teachers in the training school, over Sunday.  
 J. Haanen, of Airlie R. F. D., was in town Saturday on business.  
 J. Goodman and George Sullivan started for Eastern Oregon Saturday via Grants Pass. They are in quest of a ranch.  
 George Ebbert went to Eugene last week to visit his old home and old time friends.  
 Spring has come and everything is growing nicely.  
 The Normal, the High and the district schools held their May Day exercises Tuesday, and they were good. There was a good turnout. The program showed that the managers had done some good training. The farmer boys and milk maids did well, also the "Indian scalp dance" put one in mind of the time the Indians indulged in the real scalp dance; in fact, every one on the program did well. President Ackerman gave the Juniors a cup in honor of being the best drilled team on the program. Every one was dressed for the occasion and the May Day of 1912 will long be remembered by all and we will look forward to next May when we expect to have another good time. Long live the Normal and the president of the same.  
 Charley Newman is building a cottage for a lady here. There is considerable talk of building here this summer.

### PERRYDALE

L. J. Elliott made a business trip to Portland Tuesday.  
 E. Enes and Joe Jennings were McMinnville callers Monday.  
 Mrs. Elmer Enes' sister, of Portland, is here on a visit.  
 Mrs. John Dingham and Mrs. Homer Foster were Dallas visitors Saturday.  
 Miss Otella Frye, of Eola, is visiting at the home of Charles Bratley.  
 Miss Anna Kurtz took the Tuesday afternoon train for Washington where she will visit for some time.  
 The Perrydale Milling company are busy getting out an order for 1,000 barrels of their well-known brand of

"Sunshine" flour, to be shipped to Oakland, Cal. This with their large local trade means a steady daylight run until August 1.  
 Miss Chrystal Forrester, of Sheridan, visited Saturday and Sunday at the home of Mrs. Wm. Kurtz.  
 Mr. and Mrs. A. C. Taylor, of McCoy, were visitors here Tuesday.  
 Lee Sadden, of Eugene, will give an elocution recital in the Christian church Friday night, May 10. Everybody is invited.  
 Mr. Koser, of Rickreall, who recently purchased a small piece of land from H. G. Keyt, has begun his new residence.  
 The young ladies circle meeting was held at the home of John Dingham Thursday evening.  
 The ladies' auxiliary met at the home of D. L. Keyt Friday. A very interesting lesson was enjoyed. The subject for discussion was, "The schools of Argentina."  
 County Superintendent H. C. Seymour visited the school here Tuesday.  
 Commencement exercises for the Perrydale school will be held in the Christian church on Saturday night, May 18. Following the program, ice-cream will be served at the school house.

### AIRLIE

Loren Cooper made a business trip to Dallas Saturday.  
 Mr. and Mrs. Guy Metcalfe made Dallas a business visit Wednesday.  
 Two new houses have been built in town already this spring, and the lumber is on the ground for another. Airlie is certainly on the boom.  
 Our school will close May 17.  
 The W. C. T. U. will hold its next meeting on Wednesday, May 15, with Mrs. Ollie Alcorn. There will be a special program of interest to mothers. A general invitation is extended.  
 Pete Pittman, of Albany, was calling on his relatives here Saturday.  
 J. L. Condon, from the Pedee saw-mill, made a business call in Airlie Saturday.  
 A good many from this vicinity attended a meeting of the boundary school board in Dallas last Thursday.  
 Fred Crowley, of Independence, is here visiting his uncle, M. C. Crowley. O. C. McGee, of Pedee, was a business visitor in town Saturday.  
 Airlie has been well supplied with sewing and washing machine agents this week.  
 Ernest Staats made a business trip to Monmouth Saturday.  
 There is much interest being taken in our Sunday school now, and the

attendance is good every Sunday. Elder Wood, of Corvallis, filled his appointment here Sunday. There is preaching here every two weeks.  
 Our baseball team is improving rapidly, and they will be able to take their place in the high school league next season.  
 Mr. Frye, a Salem druggist, was here several days this week. He buys and ships all the chitem bark he can secure here.  
**EOLA**  
 Mr. Magee has been painting his house.  
 Mrs. Carlsson is very ill.  
 T. Holman sold his driving horse to S. Crook, of Salt Creek.  
 Clifford and Byron Brunk made a business trip to Portland Friday and returned Sunday. Clifford went to take the civil service examination for railway mail clerk which was held there Saturday.  
 Born—To Mr. and Mrs. Thomas Holman, a daughter on May 5.  
 Mrs. T. W. Brunk and family spent the week end on the farm.  
 Will Gherke is having a well drilled on his place.  
 Roy Ferguson is plowing the Maxwell cherry orchard.  
 Hopyard work will be again resumed in Mr. Yoakum's hopyard Monday.  
 Frank Clements' team wandered from this neighborhood Wednesday night and were found Saturday seven miles east of Salem.  
 Mr. Begun's two children are staying with their grandparents at McMinnville where they are attending school.  
 Will Antrican is grubbing on the place he recently bought from Mr. Patterson.

### BUELL

Hop training commenced in Mr. Paul's yard Monday morning.  
 Sherd Braley is working very industriously in his hopyard.  
 W. W. Fletcher is bringing the water down from the mountains to his house.  
 Mrs. E. V. D. Paul spent Monday afternoon with Mrs. R. R. Jones and daughter, Nora.  
 Mr. and Mrs. Lyle Jones spent Sunday with Mr. and Mrs. Loyd Jones of Butler.  
 Mr. and Mrs. Herman Linhard spent Sunday with Mr. and Mrs. R. E. Jones and family.  
 John Delaney has finished cutting wood and moved back to Sheridan. Chauncey and Forrest Bray spent

Sunday with Mr. and Mrs. Frank Brown and family.  
 Miss Maude Simmons, of Goose-neck, spent Sunday with Miss Helen Coffey.  
 All the farmers are very busy since the nice weather.  
 Mr. Shepard, of Irooks, has moved back on his ranch for the summer.  
**McNARY**  
 R. J. and Orlie Brown made a business trip to Salem Monday.  
 Mr. Lowell's brother and family, of Independence, visited him Sunday.  
 The families of Sol Brown and John Robbins visited at the home of A. J. Brown Sunday.  
 F. B. Gwin went to Salem Monday.  
 E. M. Young and wife went to Portland Monday.  
 John Robbins is hauling gravel from near Independence.  
 Orlie Brown made a business trip to Independence Thursday.  
 Sol Brown and Harry Heth went to Independence Wednesday.  
 Mrs. Lewis Robbins, of Eola, visited at the home of John Robbins Saturday.  
 A. O. Brown and wife went to Salem Saturday.  
 A. J. Brown made a business trip to Salem Saturday.  
 A. O. Brown made a business trip to Salem Thursday.  
**HARMONY**  
 Mr. and Mrs. Hugh Walker, of Sheridan, visited her parents, Mr. and Mrs. C. Blair, Sunday.  
 Mrs. Lynn Jones and children visited Mrs. T. W. Hayes Sunday afternoon.  
 Mr. and Mrs. Van Dickey visited with her father, Wm. McUlric Sunday.  
 Mrs. Katherine Talbot and children, of Sheridan, visited her brother, Allen McLean several days last week.  
**BOWERSVILLE**  
 Charles Mangus was a business caller on Salt Creek Sunday night.  
 Mr. and Mrs. Stonebocker were visitors at the Hayes home Sunday afternoon.  
 Miss Maude Stennitt, of East Dalles, visited with Miss Emma Caille Monday.  
 Robert O'Kelley, of Greenwood, was a business caller in this vicinity recently.  
 E. L. Hayes recently sold a large horse to Mr. Gaunt, of Sheridan, that