

Tell the People "Why" in Your Advertisement

Why they should buy of you
Why you offer Bargains
Why you sell cheaper
Why you lead competition
Why your store is popular

Take the Folks into your Confidence

Don't be afraid of your competitor---remember the fellow who first gets to the fore with his bargain news has an advantage over the parrot who copies your method, your progressiveness has forced him to give the people what you first offered them freely. Don't you believe the buying public will be quick to see the difference? Well, rather

Make You Statements In an Attractive Way

In other words, talk to the buyer though the newspaper just the same as you would if he came into your store. Tell him "why"--that's the secret of successful newspaper salesmanship.

Buyers Read Newspaper Advertisements

No? Then you must be an exception, for you read this, didn't you?

AN ESKIMO DINNER

It Was Not Very Dainty, but It Was a Satisfying Feast.

SEAL MEAT AND BLOOD SOUP.

The First Course Was Served Out of Hand, and the Second in Musk Ox Horn Drinking Cups--The Hospitality Extended to Explorer Stefansson.

An interesting description of the hospitality of Eskimos is given by Vilhjalm Stefansson in his paper, "My Quest in the Arctic," in Harper's Magazine. At one stage of his adventures the writer found himself among Eskimos who had never before seen white people. He says:

"Like our distant ancestors, no doubt, these people fear most of all things the evil spirits that are likely to appear to them at any time in any guise, and next to that they fear strangers. Our first greeting had been a bit doubtful and dramatic through our being mistaken for spirits, but now they had felt of us and talked with us and knew we were but common men. Strangers we were, it is true, but we were only three among forty of them and were therefore not to be feared. Besides, they told us they knew we could harbor no guile from the freedom and frankness with which we came among them; for, they said, a man who plots treachery never turns his back to those whom he intends to stab from behind."

"Before the house which they immediately built for us was quite ready for our occupancy children came running from the village to announce that their mothers had dinner ready. The houses were so small that it was not convenient to invite all three of us into the same one to eat; besides, it was not etiquette to do so, as we now know. Each of us was therefore taken to a different place. My host was the seal hunter whom we had first approached on the ice. His house would, he said, be a fitting one in which to offer me my first meal among them, for his wife had been born farther west on the mainland coast than any one else in their village, and it was even said that her ancestors had not belonged originally to their people, but were immigrants from the westward. She would therefore like to ask me questions."

"It turned out, however, that his wife was not a talkative person, but motherly, kindly and hospitable, like all her countrywomen. Her first questions were not of the land from which I came, but of my footgear. Weren't my feet just a little damp, and might she not pull my boots off for me and dry them over the lamp? She had boiled some seal meat for me, but she had not boiled any fat, for she did not know whether I preferred the blubber boiled or raw. They always cut it in small pieces and ate it raw themselves, but the pot still hung over the lamp, and anything she put into it would be cooked in a moment."

"When I told her that my tastes quite coincided with theirs, as in fact they did, she was delighted. People were much alike then, after all, though they came from a great distance. She would accordingly treat me exactly as if I were one of their own people come to visit them from afar."

"When we had entered the house the boiled pieces of seal meat had already been taken out of the pot and lay steaming on a sideboard. On being assured that my tastes in food were not likely to differ from theirs, my hostess picked out for me the lower joint of a seal's foreleg, squeezed it firmly between her hands to make sure nothing should later drip from it, and handed it to me, along with her own copper bladed knife. The next most desirable piece was similarly squeezed and handed to her husband, and others in turn to the rest of the family."

"As we ate we sat on the front edge of the bed platform, holding each his piece of meat in the left hand and the knife in the right. This was my first experience with a knife of native copper. I found it more than sharp enough and very serviceable."

"Our meal was of two courses--the first, meat; the second, soup. The soup is made by pouring cold seal blood into the boiling broth immediately after the cooked meat has been taken out of the pot and stirring briskly until the whole comes nearly--but never quite--to a boil. This makes a soup of a thickness comparable to our English pea soup, but if the pot be allowed to come to a boil the blood will coagulate and settle to the bottom. When the soup is a few degrees from boiling the lamp above which the pot is swung is extinguished and a few handfuls of snow are stirred into the soup to bring it to a temperature at which it can be freely drunk. By means of a small dipper the housewife then fills the large musk ox horn drinking cups and assigns one to each person. If the number of cups is short two or more persons may share the contents of one cup or a cup may be refilled when one is through with it and passed to another."

"After I had eaten my fill of fresh seal meat and drunk two pint cupsful of blood soup my host and I moved farther back on the bed platform, where we could sit comfortably, propped up against bundles of soft caribou skins, while we talked of various things."

Adversity has the effect of eliciting talents which in prosperous circumstances would have lain dormant.--Horace.

HER SCHEME FAILED.

Plight of a Singer Who Yearned to Captivate Ludwig II.

King Ludwig II. of Bavaria had a wonderful winter garden at Munich, which was built on the roof of the residence. There was also an artificial lake with a painted panoramic background of the Himalaya mountains, and when the king sat in the garden a "property" moon shed its gaseous light above the snow-capped peaks. The king used often to command artists from the theater to perform in the

winter gardens, and I remember the fate which befell Josephina Schefsky, a large, tall woman, whose one wish in life was to attract Ludwig's notice. As all singers sang hidden behind screens, Josephina's chances of meeting the king face to face were exceedingly small. But what woman is ever at a loss for an expedient? She knew how chivalrously romantic Ludwig could be on occasions, so she decided she would fall into the lake and entreat him to rescue her.

The eventful evening arrived. Josephina warbled her sweetest for the benefit of the listening monarch and when the song was over plunged heavily into the lake.

There was a tremendous noise, and the water splashed to the topmost summit of the "Himalayas," but the lady remained chin deep in the lake, whose still waters were not so deep as they looked. "Save me, save me, Lohengrin!" cried the agitated singer. The king rang the bell. "Get that woman out of the lake and send her home," he commanded, and the dripping Josephina, sadder and wiser, walked out of the water and out of the residence forever.--Countess Marie Larisch.

A Letter For Schiller.

Schiller once received a letter which took five years to reach him. In 1793 the national convention created the author of "The Robbers" a French citizen as a tribute of admiration for the revolutionary ideas expressed in that work. The clerk charged with the dispatch of this civic diploma addressed the cover to "Citoyen Gille," and Schiller did not receive it until 1798. On its receipt he wrote: "This document has come to me from the kingdom of the dead. Danton and Claviere attested it. The covering letter is signed by Roland. All three have passed away."--London Chronicle.

Defining the Oyster.

"Now," asked the teacher, "who can tell me what an oyster is?" Silence for a moment, while small brows were knit in strained effort at remembrance. Then little Tommy's facial muscles relaxed, and eagerly he raised his hand.

"I know!" he triumphantly announced. "An oyster is a fish built like a nut."--Everybody's.

She Smacked of Books.

"They tell me you kissed Miss Sonnet, the poetess, on yesterday's automobile excursion."

"Yes. That is true."

"Indeed! And how did you--ah--find her?"

"Miss Sonnet has a marked literary taste."--New Orleans Times-Democrat.

No Exaggeration.

"You told me you were worth a million, and I find that you have only a paltry \$10,000," said Bathers' partner.

"Well \$10,000 is 1,000,000 cents," said Bathers.--Harper's Weekly.

The Doctor--Your wife says you talk in your sleep.

The Patient--Well, confound it, it's the only chance I get!--Cleveland Plain Dealer.

Commercial Valuation.

"Politeness costs nothing." "Yes," replied the gentleman of the old school. "Perhaps that's why people have so little respect for it."--Washington Star.

CORNER GOES

(Continued from Page One)

flame and his only thought was to escape. It is thought that sparks from the chimney fell between the two buildings and ignited the large amount of old shingles and other rubbish.

Detailed Losses.

The detailed losses with amount of insurance carried were as follows: Miss Edith Smith, restaurant building and second hand store, \$1,000; insurance \$500.

B. R. Watson, stock \$1300; insurance \$1000.

J. M. Campbell, damage to building \$300; no insurance.

Lloyd Kohari, stock and fixtures, \$600; no insurance.

Phil Begin, damage to stock \$100; fully insured.

H. G. Campbell also sustained some small damage to his office fixtures and Felton and Co., had a small loss.

Blistered paint and broken plate glass on the Belvidere saloon building, W. R. Ellis' store and the Olympia saloon, (estimated) \$100.

Broken skylight and damaged walls on the Kirkpatrick building (estimated) \$100.

Firebrands.

When the serious nature of the fire became apparent, Wilbur Hughes of the water company, jumped into an auto and made a quick run to the reservoir where he opened the 12-inch main full force from the auxiliary reservoir. Thus two 12-inch streams were flowing from both receptacles into the mains leading to the city which provided a force sufficient to carry the streams from the hose over the highest building in town. Mr. Hughes declares that at the close of the fire the water was still flowing over the waste vent and no appreciable difference could be seen in the stage of water in either reservoir. He declares that at the same rate of consumption the water would last for a week.

A quantity of ammunition in the Watson stock began exploding soon after the fire had started and the popping reminded one of a Fourth of July celebration. It was feared that some of the flying bullets might injure some of the firemen but luckily no harm came from this source.

Early in the fire the Oregon Power company shut off its current thus eliminating the danger from live wires. Both the power company and the Dallas Telephone company suffered to a small extent by melted wires and insulators. The former lost two meters and the telephone company one office phone.

Plans for Rebuilding.

Already plans for rebuilding are said to be under consideration. Mr. Cutler, agent for Miss Smith says that she had intended to replace the wooden structure with a concrete building next summer. It is understood that several parties have already made overtures to buy the property and the public can rest assured that the corner will not remain long vacant.

For Sale or Exchange.

New modern seven room house; one block from Court House. Long time given. Address Box 164, Dallas.

MOOSEFEST IS COMING

Independence and Black Rock to Send Large Delegation to Big Moose Meeting.

With over 100 candidates in line for initiation, and with every member of the local lodge pledged to be present to lend a helping hand, Thursday night is expected to be a red letter day in the history of the Loyal Order of Moose, No. 1345.

For the past week preparations for the big event have been going steadily on. Delegates from Independence, Black Rock, Falls City and other adjacent towns will arrive during the afternoon. The Falls City and Black Rock delegation, it is understood, will come aboard a special train. The work will be in charge of the Salem degree team, its members have won considerable renown in this direction. It is estimated that at least 300 visitors from out of the city will be in Dallas on the night of the initiation.

Notice to Road Supervisors.

Your attention is called to the road laws now in effect relative to the destruction of noxious weeds not only along the highways but on private property in your district. It is made the duty of all supervisors to see that all such weeds are destroyed, and you are instructed to thoroughly familiarize yourself with the provisions of the statute now in your possession. S-1 J. B. TEAL, County Judge.

—Trespass notices, weather proof, for sale at Observer Job office.

Found Her Unmailed Letters.

Gibbs--My wife explored my pockets last night. Dibbs--How did she come out? Gibbs--As all explorers should. She acquired enough material for a lecture.--Boston Transcript.

The Banker.

I don't consider I am broke--At least not what's considered such--Until she refuses when I go to her to make a touch.--Detroit Free Press.

Why He Howled.



Micko--What's the matter, Stork? Stork--That person bloke gimme a pat on the 'end. Micko--Well, what yer 'ovlin' fer? Stork--We been out bird nestin', an' I was carryin' the eggs in me 'at!--Sydney Bulletin.

Quality in Hart Schaffner & Marx clothes does not fluctuate

WHEN a special sale like this comes along, just keep it in your mind that the quality of the merchandise doesn't fluctuate with the prices. We can change the prices, but the quality remains just the same.

Hart Schaffner & Marx clothes are the best clothes made and a sale like this gives you \$1 extra value for every dollar we take off the price. The quality remains the same, the lower the price, the greater the value to you.

Come and see what we can do for you at \$12.50, \$15, \$17, \$18 or \$20. If you're looking to get some extra values for your money, now is the time.

Summer Suits and Norfolk

In order to sell ALL our Hart Schaffner & Marx Summer Suits at once we have put the price at

\$12.50

Only a few left to go at this price. Better get one of them.

The Suits we offer at

\$15.00, \$16.00 and \$17.00

are the greatest bargains ever offered in Dallas

The quality is high but the price is low.

If you will need a suit this Fall, buy it now and save \$5.00 to \$10.00.

Dallas Mercantile Co.