

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 Your 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?



[This matter must not be reprinted without special permission.]

Eggs are very susceptible to taint if the hens are fed fish or onions.

The man who is essentially a good neighbor seldom has trouble in finding good neighbors, and the converse holds equally true.

When a fellow can't go fishing he can at least look longingly at his rod and minnow pail and think what a rattling fine time he might have if he weren't so busy.

Bulletin No. 139 issued by the Minnesota experiment station tells how to identify and eradicate twenty-four of the more troublesome weeds that are common in the state.

The brown thrush has a sweet song at eventide, but it is hostile to many other birds that are even more useful than it is, often destroying both their eggs and their young.

A special lookout should be kept on the cat for the few days when the young birds are leaving the nest. A little protection at just this time will save many young birds.

The largest and finest snowballs are borne on the younger wood. This suggests the wisdom of trimming out wood that is so old that the growth from it is slow and unthrifty.

There may be an oversupply of women workers in some vocational lines, but we question if there will ever be too many women who can cook and serve a meal as it ought to be done.

The egg laying contests that are being conducted this year bring out quite emphatically the fact that a hen will lay a good many more eggs during her first laying year than in her second.

Practically all of the garden flowers will grow the more luxuriantly and produce the finer bloom if the earth is enriched with well rotted manure, which may be worked in on the surface with the hoe or hand cultivator.

A year or two ago a good deal was written relative to the killing of fruit trees with the poisons contained in the liquids with which the trees were sprayed, but of late little has been said. Has the danger alluded to subsided?

The underlying causes for the present high prices of beef are not far to seek when it is known that in spite of a steady increase in population the exports of American beef have fallen off more than 80 per cent in the past fifteen years.

The cold wet spell that was on when the plum trees were in blossom seems to have resulted in a very sparse setting of this fruit. In sections that were not visited by heavy freezes, however, the apple trees are loaded to the guards with fruit.

In northwestern Arkansas 50,000 acres of brush land are being cleared this season and sown to orchard grass. The farmers owning the land are going into the dairy business quite extensively and cutting out the small fruit business as a side line.

So far as the writer has been able to observe this season, the state law requiring the registering of stallions and jacks used for breeding purposes and requiring the posting of notices stating whether they are grade or pure bred animals is being quite uniformly observed.

For the rapid growth of the plants in both flower and vegetable garden frequent cultivation is necessary. This is not so much for the killing of weeds as for keeping the soil loose and mellow, so that it will hold moisture and permit the ready circulation of air through the soil.

See to it that plenty of sun shines on the house for a good portion of the day, for this will mean that the premises will be sweet and wholesome in so far as sunshine can make them so. It is a dispeller of microbes, mildew and sowbugs, and few places get as much of it as they need.

A mother robin considers four eggs a nestful, while a wren will more frequently lay from seven to nine. One of the prettiest sights the writer ever saw was just such a nestful of wren's eggs, which he got a peek at when a small boy by lifting the cover of the cigar box in which the birds had taken up housekeeping. He wondered at the time and has wondered since how there ever would be room for so many little wrens. But they managed it in some way, just as do some parents who have large families.

The Way of Modern Fathers.
"Yes, before papa would consent to my marrying George he insisted on looking up his past life."
"Mercy! That was risky."
"But he didn't go very far. He stopped just as he found that George was the only nephew of three rich uncles."
—Cleveland Plain Dealer.

Football.
Shall we, by reckless courage thrilled,
Forego the phrase of yore,
And ask the question, "Who got killed?"
Instead of, "What's the score?"
—Washington Star.

Round-Up to Be Good.

Pendleton, Ore., July 24.—During the three years of its existence more than \$35,000 has been expended by the Round-Up, Pendleton's great frontier show, in permanent improvements. And the Round-Up park now is the best in the world for a frontier show. It is only a quarter mile, saucer shaped track and the whole show is right before the audience all the time. In addition to this the Round-Up has paid out over twenty thousand dollars in prizes and purses and more than ten thousand dollars in the purchase of stock and equipment. It is not a money making scheme and no one connected with the association can ever draw a cent of dividend on his stock. The grounds are owned by the city and the gate receipts go to improvements and purses and the ordinary costs of up keep. The Round-Up this year, September 11, 12 and 13, will be the biggest show of its kind in the world, notwithstanding it has been imitated in so many different localities.

Notice to Contractors.

Scaled bids will be received by the County Court of Polk County, Oregon, until August 9, 1913, at the hour of 10 o'clock A. M. of said day, for fills at each end of the County Bridge at Independence, Oregon, now under construction; said fills will consist of about 4000 cubic yards.

Bids will be received for the fill at each end of said bridge separately, or for both ends.

A certified check of 5 per cent of bid must accompany each bid, and the right is reserved to reject any and all bids.

The successful bidder must, within five days from the date of the acceptance of said bid, appear in the office of said Court, at Dallas, Oregon, and execute contract with said Court for the faithful performance of said work.

Dated at Dallas, Polk County, Oregon, this 23rd day of August, 1913.

J. B. TEAL,

County Judge of Polk County, Oregon

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

POLK COUNTY NEWS

(Continued from Page Two)

the past week, returned to their home Wednesday.

A vote as to whether a high school will be established, a new room built and free text books will be voted on at Guthrie school house next Tuesday.

BETHEL

Mr. and Mrs. Eiche are the proud parents of a little daughter, J. E. Mulkey and little son of Rock Creek, Eastern Oregon, are visiting at his home here.

Arthur Stone of Eugene, Oregon, employed on the Eugene Guard as an editorial writer, visited at the home of I. N. Mulkey Sunday.

Rev. Brooks, of Eugene, will preach here again Sunday at 3 p. m. Everybody is welcome to attend.

Mr. and Mrs. Romig and Marcia Romig and Mr. and Mrs. I. N. Mulkey, drove to Salem Tuesday in the former's carriage.

How Mexican Rebels Burn Railroads In Fight on Huerta



Photo by American Press Association.

THEY have learned the art of destroying railroads in Mexico down to a fine point. This picture proves it. It shows what happened to a one track branch line before the Constitutionalists got through with it. They set fire to the ties and twisted the hot rails out of shape, just as the boys in blue used to bend rails in the south into the initials "U. S." during Sherman's march to the sea. By this method of putting the railroads out of business the revolutionists in Mexico have caused the federals much trouble and have been able to block advances and cut off communication. Many thought Huerta would not hold his power long.

The farmers have commenced hauling their hay, some having finished.

Mr. and Mrs. G. W. Harry of McCoy, and two daughters, recently visited at the home of J. W. Jenkins.

C. P. Cooper's father from North Dakota is here visiting.

OAK DALE

The families of J. W. Robinson, George Robinson, Jim Wilson, Ben Thompson, Don Miller and O. E. Dennis spent Sunday afternoon on the banks of the LaCreole below the Halleck mill.

John Dennis and Will Montgomery are at LaGrande, Oregon. They like the country there and find plenty of work.

Chas. Bird has moved home from the rock quarry.

Prof. Reynolds, of Falls City, visited O. E. Dennis Monday.

Mrs. E. B. Taylor and children of Salem, have been visiting her aunt,

Mrs. Thos. Butler.

Mrs. Ed Parks is improving slowly.

Ed Cochran and sons are helping to get out the timber on the Wilson place.

C. J. Burley commenced cutting grain Wednesday.

Mr. and Mrs. Chas. Bird are camped at the Peterson place and he is hauling wood for Chas. Hubbard.

PERRYDALE

D. L. Keyt, wife and daughter Elsie motored to Sheridan Saturday night.

Mrs. John Dingman spent a few days this week with her daughter, Mrs. Homer Foster, of Dallas.

Mrs. Scot Riggs and daughter were callers at the Conner home Sunday afternoon.

John Dingman is helping Alf Jones in the hay this week.

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.