

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?

Summons.
 In the Circuit Court of the State of Oregon, for Polk County.
 Department No. 2.
 M. A. Lillelund, Plaintiff, vs.
 H. U. Lillelund, Defendant.
 To H. U. Lillelund, Defendant:
 In the Name of the State of Oregon: You are hereby required to appear and answer the complaint filed against you in the above entitled court and cause on or before the 29th day of August, 1913, said date being six weeks from the date ordered for the first publication of this summons, to-wit: The 18th day of July, 1913, and if you fail to appear and answer said complaint, plaintiff will apply to the court for the relief demanded in her complaint, namely: for a decree dissolving forever the marriage contract now existing between yourself and plaintiff.
 You are further notified that this summons is ordered to be served upon you by publication thereof in the Polk County Observer, a newspaper of general circulation, printed and published in Dallas, Polk County, Oregon. That said publication will be made for six consecutive weeks beginning on the 18th day of July, 1913, and the last publication thereof will be made on the 29th day of August, 1913.
 McNARY, SMITH & SHIELDS,
 7-18 8-29

SUMMONS.
 In the Circuit Court of the State of Oregon for Polk County.
 Dan P. Scouffer, Plaintiff, vs. Spencer C. Foster, Emma R. Foster, James Harley Foster, William Taylor Foster, Azar Foster, Rena H. Lewis, Fannie Ellen Horgan, T. P. Horgan, Kate E. Brown, William Joseph Brewer, William H. Downing, Matilda Barton Downing, Flora Hanson, Sarah C. Phelps, Charles Phelps, Rebecca A. Shaw, Columbus Shaw, Ruth S. Downing, Tom Martin, the unknown heirs of John Martin, deceased, Winfield Scott Gerard, L. M. English, Cora E. Harding, Delano Gerard, Tett Edna Harris, "John Fenny, and all other persons or persons or persons claiming any right, title, estate, lien, or interest in the real estate described in the complaint herein, Defendants.
 No. 4374.
 To the Defendants, William Taylor Foster, Azar Foster, T. P. Horgan, William H. Downing, Matilda Barton Downing, Flora Hanson, Sarah C. Phelps, Charles Phelps, Rebecca A. Shaw, Columbus Shaw, Ruth S. Downing, Tom Martin, the unknown heirs of John Martin, deceased, Winfield Scott Gerard, L. M. English, Cora E. Harding, Delano Gerard, Tett Edna Harris, "John Fenny, and also all other persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described in the complaint herein:
 In the Name of the State of Oregon: You are hereby required to appear and answer the complaint filed against you in the above entitled Court and cause within six weeks from the date of the first publication of this summons, to-wit: On or before the 30th day of August, 1913, and if you fail to appear and answer said complaint, plaintiff will apply to said Court and take a decree against you for the relief demanded and prayed for in said complaint, viz.:
 1. That you may be required to set forth the nature of your claims in and to the following described real property situated in the County of Polk and State of Oregon, to-wit:
 (1) Beginning at the Southwest corner of Range 3 West in the County of Polk and State of Oregon, and running thence North, along the West boundary line of Claim No. 2272 chains; thence East 58.90 chains; thence South 54.00 chains; thence to the South boundary line of said Claim; and thence West along said South boundary line of said Claim, or less, to the place of beginning, containing 127.55 acres, more or less.
 (2) Also, the East half of the Southwest quarter and the West half of the Southeast quarter and the Lots Numbered Two, Three, Four, Five, and Six of Section 18 and the Lots Numbered One, Two, and Three of Section 19 in Township 6 South of Range 3 West, in Polk County, State of Oregon, containing 340.00 acres more or less. Excepting therefrom (1) so much of said Lot Two of said Section 19 as was conveyed by Jonathan Stouffer to John S. Martin by deed dated February 12, 1880, being 14.22 acres, more or less, and Excepting therefrom (2) the tract of 15 acres, more or less, conveyed by Dan P. Scouffer to John E. H. Fenny by deed dated December 14, 1898, recorded at page 265 of volume 23 of the deed records for said County.
 The same being the real estate described in said complaint and that all adverse claims which you or either of you may have may be determined by a decree of said Court.
 2. That by said decree it be declared and adjudged that you have no estate nor interest whatever in or lien upon, the said lands or premises, or any part thereof, and that the title of plaintiff therein is good and valid.
 That you be forever enjoined and debared from asserting any claim whatever in or to said lands or premises adverse to, or in violation of, that plaintiff may have such other and further relief as to the Court may seem equitable.
 This summons, by order of the Honorable J. R. Seal, County Judge of Polk County, Oregon, made at Chambers in the city of Dallas, on the 17th day of July, 1913, is served upon you by the publication thereof for a period of six consecutive weeks immediately prior to the 29th day of August, 1913, in the Polk County Observer, a newspaper of general circulation, published at Dallas, in said County of Polk.
 The date of the first publication of this summons is July 18, 1913.
 OSCAR HAYTER,
 7-18 8-29 Attorney for Plaintiff.

Sheriff's Notice of Sale in Foreclosure
 Notice is hereby given, that by virtue of an execution and order of sale duly issued out of the Circuit Court of the State of Oregon, for the County of Polk on the 13th day of August, 1913, and to me directed, upon a judgment and decree duly rendered by said Court on the 5th day of August, 1913, and which judgment was enrolled and docketed in the office of the Clerk of said Court on the 13th day of August, 1913, in a certain suit then pending in said Court, wherein Nora C. Williamson, plaintiff, recovered judgment and decree against Harley J. Adams, Ella M. Adams, his wife, Ed. C. Allen and The Hibernia Savings Bank, a corporation, defendants, and by which execution and order of sale I am commanded to sell the real property in said execution and hereinafter described, to satisfy plaintiff's judgment herein, to-wit: The sum of \$1,000.00 with interest thereon at the rate of 7 per cent. per annum from the 18th day of March, 1912, until paid, and the further sum of \$100.00 as Attorney's fees together with the costs and disbursements of said suit taxed and allowed at \$25.25 and accruing costs and expenses up on said

execution, I will on **Saturday, the 13th Day of Sept., 1913,** at the hour of one o'clock p. m. of said day at the West door of the Court House in Dallas, Polk County, Oregon, sell at public auction to the highest bidder for cash in hand on day of sale, all the right, title, interest and estate which said defendant, Harley J. Adams, Ella M. Adams, his wife, Ed. C. Allen and The Hibernia Savings Bank, a corporation, (or either of them, if more than one) or all persons claiming under said defendant, (or either of them, if more than one) subsequent to the execution of the mortgage herein, to-wit: the 18th day of March, 1912, in, of and to said mortgaged premises and every part and parcel thereof; the said real property hereinbefore mentioned is described in said execution as follows, to-wit: The following parcel of land: Beginning at the Southwest corner of the East 1/2 of Section 18, township 7 South, Range 3 West of the Willamette Meridian, in Polk County, Oregon; thence running East along the South line of said Section 18, 6.68 chains; thence North parallel with the line running North and South through the center of the said Section 18, 29.81 chains to the center of the County road; thence North 87 degrees 30 minutes West along the center of said road, 6.69 chains to the line running North and South through the center of said Section 18; thence South along the said center section line running North and South through Section 18, 30.00 chains to the place of beginning and containing twenty (20) acres of land more or less, all being situated in Polk County, State of Oregon.
 Said sale being made subject to redemption in the manner provided by law.
 Dated this 14th day of August, 1913.
 J. M. GRANT,
 Sheriff of Polk County, Ore.
 8-15 9-12

Summons.
 In the Circuit Court of the State of Oregon for the County of Polk.
 Earl R. Smith, Plaintiff, vs.
 R. Alletha Smith, Defendant.
 To R. Alletha Smith, the above named defendant:
 In the Name of the State of Oregon you are hereby required to appear and answer the complaint of the above named plaintiff in the above entitled court now on file with the Clerk of said court within six weeks from the date of the first publication of this summons, and you are notified if you fail to appear and answer said complaint as hereby required plaintiff will apply to the above entitled court for the relief prayed for in plaintiff's complaint, to-wit: For a decree dissolving the bonds of matrimony now existing between plaintiff and defendant, and for a further decree, decreeing and granting unto plaintiff the care, control and custody of the minor child of plaintiff and defendant, Wister B. Smith, and for such other and further relief as to the court may seem equitable in the premises.
 This summons is published by order of the Hon. Webster Holmes, Judge of said Court, which order is dated August 19, 1913, which said order provides that publication of this summons, and the time prescribed in the order begins to run from the day of the first publication hereof, which is August 22, 1913.
 OSCAR HAYTER and Weatherford & Weatherford,
 8-22 9-3 Attorneys for Plaintiff.

Notice of Final Settlement.
 Notice is hereby given that, I the undersigned administrator of the estate of Hannah J. Walker, deceased, have filed my final report in said estate in the County Court for Polk County, Oregon, and said court has fixed the 20th day of September, 1913, at the hour of 11 o'clock a. m., as the time for hearing the same. All persons who have any objections to such report or reason why the same should not be allowed and approved, are hereby required to file the same on or before the time fixed for hearing the same as above stated.
 W. L. WALKER,
 Administrator of the Estate of Hannah J. Walker, deceased.
 ED. F. COAD, Attorney 8-22 9-19

Notice of Final Settlement.
 Notice is hereby given that, I the undersigned executor have filed my final report and final account in the estate of Harvey Walker, deceased, in the County Court for Polk County, Oregon, and that the time for hearing such report and account has been fixed by the said County Court of Polk county, Oregon, for the 20th day of September 1913, at the hour of 11 o'clock a. m. of said day. Any and all persons are required to appear and to show cause why said final report and account should not be allowed and approved.
 Dated this 21st day of August, 1913.
 W. L. WALKER,
 Executor of the estate of Harvey Walker deceased.
 ED. F. COAD, Attorney 8-22 9-19

Summons.
 In the Circuit Court of the State of Oregon for the County of Polk.
 Earl R. Smith, Plaintiff, vs.
 R. Alletha Smith, Defendant.
 To R. Alletha Smith, the above named defendant:
 In the Name of the State of Oregon you are hereby required to appear and answer the complaint of the above named plaintiff in the above entitled court now on file with the Clerk of said court within six weeks from the date of the first publication of this summons, and you are notified if you fail to appear and answer said complaint as hereby required plaintiff will apply to the above entitled court for the relief prayed for in plaintiff's complaint, to-wit: For a decree dissolving the bonds of matrimony now existing between plaintiff and defendant, and for a further decree, decreeing and granting unto plaintiff the care, control and custody of the minor child of plaintiff and defendant, Wister B. Smith, and for such other and further relief as to the court may seem equitable in the premises.
 This summons is published by order of the Hon. Webster Holmes, Judge of said Court, which order is dated August 19, 1913, which said order provides that publication of this summons, and the time prescribed in the order begins to run from the day of the first publication hereof, which is August 22, 1913.
 OSCAR HAYTER and Weatherford & Weatherford,
 8-22 9-3 Attorneys for Plaintiff.

Notice of Final Settlement.
 Notice is hereby given that, I the undersigned administrator of the estate of Hannah J. Walker, deceased, have filed my final report in said estate in the County Court for Polk County, Oregon, and said court has fixed the 20th day of September, 1913, at the hour of 11 o'clock a. m., as the time for hearing the same. All persons who have any objections to such report or reason why the same should not be allowed and approved, are hereby required to file the same on or before the time fixed for hearing the same as above stated.
 W. L. WALKER,
 Administrator of the Estate of Hannah J. Walker, deceased.
 ED. F. COAD, Attorney 8-22 9-19

Notice of Final Settlement.
 Notice is hereby given that, I the undersigned executor have filed my final report and final account in the estate of Harvey Walker, deceased, in the County Court for Polk County, Oregon, and that the time for hearing such report and account has been fixed by the said County Court of Polk county, Oregon, for the 20th day of September 1913, at the hour of 11 o'clock a. m. of said day. Any and all persons are required to appear and to show cause why said final report and account should not be allowed and approved.
 Dated this 21st day of August, 1913.
 W. L. WALKER,
 Executor of the estate of Harvey Walker deceased.
 ED. F. COAD, Attorney 8-22 9-19

Notice of Sheriff's Sale Under Execution.
 Notice is hereby given, that by virtue of an execution issued out of the Circuit Court of the State of Oregon, for the county of Polk, on the 7th day of August, 1913, to me directed upon a judgment rendered in said Court on the 4th day of August, 1913, in favor of C. L. Crider, plaintiff, and against G. P. Locke and Rhoda Locke defendants, for the sum of Five hundred and eleven and 92-100 (511.92) dollars, with interest thereon at the rate of 6 per cent per annum from the 4th day of August, 1913, until paid, together with the costs and disbursements of said action taxed and allowed at \$14.40, which judgment was enrolled and docketed in the office of the Clerk of said Court on the 7th day of August, 1913, I have levied upon all the right, title and interest of said defendants G. P. Locke and Rhoda Locke in and to the real property described as follows, to-wit:
 Lots 1, 6, 7, 8, and the south half of Lot 3, in Section 38, in Twp. 8 N.

R. 5 West of the Willamette Meridian in Polk County, State of Oregon; also beginning at the Northeast corner of the J. Chamberlain D. L. C. in said Township and range; thence East to Section line between Sections 29 and 30; thence North to quarter section corner of same; thence West 20 chains; thence South to West line of said D. L. C. Thence North 79 deg. East to place of beginning, (except 10 acres sold) all in Section 30, Twp. 8 S. R. 5 West of the Will. Mer. in Polk County, Oregon, and I will on Saturday, the 27th day of September, 1913, at the hour of one o'clock p. m. of said day, at the front door of the Court House in Dallas, in said county, sell the above described real property at public auction to the highest bidder for cash in hand, or so much thereof as shall be necessary to satisfy said writ. Dated this August 29, 1913.
 JOHN M. GRANT,
 8-29 9-26 Sheriff of Polk County, Or.

Proposal for Sale of Street Improvement Bonds of the City of Dallas, Oregon.
 Sealed bids will be received by the undersigned Auditor and Police Judge of the City of Dallas, Polk County, Oregon, until 5 o'clock p. m. on Monday, the 22nd day of September, 1913, for the whole or any part of \$8,437.94 of Street Improvement Bonds of said City of Dallas, as authorized by Ordinance No. 209 of said City; being eighty-three (83) bonds in denominations of \$100.00 each, and one (1) bond in denomination of \$37.94, each to be dated June 12, 1913, payable ten (10) years from date, and bearing interest at a rate not to exceed six (6) per cent. per annum; interest payable semi-annually on the 12th day of December and the 12th day of June of each year; principal and interest payable in United States Gold Coin at the Dallas City Bank in the City of Dallas, Polk County, Oregon, without charge, cost or expense to the purchaser or holder of said bonds.
 The above named city of Dallas, Oregon, hereby reserves the right to

take up and cancel the above-named bonds, or any of them, upon the payment of the face value thereof and the accrued interest to the date of such payment, at any semi-annual interest period at or after one year from the date of said bonds, to-wit: At or after one year from the 12th day of June, 1913.
 The above-named bonds will be sold to the highest bidder, by the City of Dallas, Oregon, at the hour of 8 o'clock p. m., on Monday, the 22nd day of September, 1913, in the Council Chamber in Dallas, Oregon. The bids must state the rate of interest, not exceeding six (6) per cent. per annum; but said bonds shall not be sold for less than their face value, together with the accrued interest thereon from the day of their date to the date of their delivery. Said delivery of said bonds will be made at the office of the City Treasurer of the City of Dallas, Oregon.
 The City Council of the City of Dallas, Oregon, hereby reserves the right to reject any and all bids.
 Bids must be marked "Bids for Street Improvement Bonds," accompanied by a certified check for ten (10) per cent. of the amount bid, and addressed to Charles Gregory, Auditor and Police Judge of Dallas, Polk County, Oregon.
 Done by order of the City Council of the City of Dallas, Oregon, made and entered of record on the 25th day of August, 1913.
 Witness my hand and the official seal of the City of Dallas, Oregon, this 28th day of August, A. D. 1913.
 (Seal) CHAS. GREGORY,
 8-29 9-19 Auditor and Police Judge

Orders for Engraving.
 The Observer will take orders for all kinds of engraving from a visiting card to the most particular wedding invitation or announcement and will furnish it at less prices than you will be obliged to pay elsewhere. Samples of all kinds of engraving shown and an estimate of the cost given. All you have to do is to call at this office and make your wants known—we will attend to the details.
 Legal blanks for sale at this office.



REMINGTON-UMC ARROW SHOT SHELLS
 SPEED—SPEED—and again, SPEED
 YOUR object in shooting is to get your bird with the center of your load. Of course! Then shoot these Steel Lined Speed Shells.
 They are the fastest shells in the market. Their speed is demonstrated beyond question by the one sure test in all ballistic matters—the Electric Chronograph.
 Then, too, there is the experience of thousands of seasoned gunners who have been shooting the Remington-UMC Steel Lined Shells ever since they came out.
 The steel lining is the thing. It grips the powder—holds it in compression—puts all the drive of the explosion behind the shot.
 Your load travels quicker—you shorten up your lead. You cut down the guess work on lead and angles—you get more birds.
 Your dealer carries these speed shells. Get them. Use them. Find the Red Ball mark on every box of shells and metalize you buy.
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And Round-up
At Walla Walla
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Fast and Furious Will Be the Show
30 Real Wild West Features Each Day
Best Talent in the World for Higher Stakes

Includes such notables as "Tex" McCloud, Mr. and Mrs. Fanny Sperry Steel, Lucile Mulhall, Otto Klime, "Bill" Donovan, J. Stanley and all other real top-notchers.
 Stage coach races, steer roping and tying, cow-girls' relay races, cow-boys' relay races, steer bull dogging contest, fancy roping by cow-boys, fancy and trick riding by cow-girls, riding wild bulls, Indian races, drunken cow-boys' ride, riding of bucking horses, chariot races, wild horse races and many other events.
 Remember the dates and go to the place where will be held the Biggest and Best wild west show ever staged outdoors.
 Low Fare on All Railroads. See your Local R. R. agent
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