

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?

POLK COURT PAYS AUGUST BILLS

Commissioners' Court.	
G. A. Wells.....	\$ 22.00
J. B. Teal.....	100.00
McCann & Collins.....	30.00
Circuit Court.	
New Scott Hotel.....	18.55
J. M. Grant.....	35.00
Hotel Gail.....	9.00
William Eesh.....	.75
W. A. Gellatly.....	2.50
Justice Court.	
H. Holman.....	4.45
J. M. Grant.....	9.50
J. W. Kelly.....	1.00
H. G. Seeley.....	1.00
W. Addison.....	1.00
Sam Hanna.....	1.00
Dave Dove.....	1.00
W. Cogle.....	1.00
Mrs. J. S. Conkey.....	1.75
Miss Conkey.....	1.75
E. R. Ireland.....	1.75
Violet Stone.....	1.75
C. G. Griffin.....	1.75
J. D. Winn.....	21.85
J. H. Moran.....	24.10
Paul Cooper.....	1.70
Alvin Smith.....	1.70
Chas. Walker.....	1.70
Frank Cognellette.....	1.70
A. McNay.....	1.70
Fred Sloan.....	2.10
Isaac Compton.....	1.80
H. Holman.....	3.05
J. S. Ashbaugh.....	1.70
Sheriff's Office.	
J. E. Richter.....	75.00
J. H. Savery.....	60.00
J. M. Grant.....	185.18
Clark's Office.	
A. B. Robinson, Jr.....	135.55
E. E. Shaw.....	75.00
Elma E. Harris.....	50.00
Treasurer's Office.	
Tracy Staats.....	63.20
School Supt. Office.	
H. C. Seymour.....	108.77
Assessor's Office.	
F. E. Myer.....	100.00
Mrs. F. E. Myer.....	65.00
I. W. Goodell.....	65.00
Assess. and Col. Taxes	
Observer Printing Co.....	297.20
Polk County Itemizer.....	297.20
Current Expense.	
C. G. Coad.....	20.62
Observer Printing Co.....	36.45
Kilham Stationery Co.....	12.00
Polk County Itemizer.....	61.21
Glass & Prudhomme Co.....	11.35
Falls City News.....	4.05
Dallas Telephone Co.....	20.85
J. C. Hayter.....	2.75
Court House.	
Clark & Henry Con. Co.....	22.40
J. L. Wheeler.....	5.60
Glass & Prudhomme Co.....	289.20
Dallas National Bank.....	105.60
A. B. Robinson, Jr.....	6.00
E. V. Dalton.....	7.15
Soehren Warehouse Co.....	3.35
M. V. Woods.....	60.00
Dallas Water Co.....	16.75
Oregon Power Co.....	12.90
Underwood Typewriter Co.....	31.50
Crescent Chemical Co.....	4.00
Bushong & Co.....	50.85
M. V. Woods.....	8.00
Jail.	
Oregon Power Co.....	4.60
J. M. Grant.....	19.71
Pauper.	
Drexler & Alexander.....	16.00
Ellis Dryer Store.....	5.95
Peter Cook.....	10.45
J. E. Neal.....	6.05
H. A. Woods.....	16.85
Young & Son.....	22.05
J. E. Yoakum.....	25.14
W. B. Gerth.....	5.00
C. L. Crider.....	3.60
C. E. Huntley.....	99.00
C. A. Robinson.....	14.00
Simonton & Scott.....	5.50
D. J. Grant.....	4.60
Widow's Pensions.	
Jessie M. Skinner.....	25.00
Mary Alice Odom.....	25.00
Hattie Riggs.....	10.00
Addie Launer.....	17.50
Clara A. Bray.....	21.50
Rose Tom.....	32.50
Eliza Lawrence.....	47.50
Dessie Bell Moore.....	10.00
Georgia Sawyers.....	40.00
Huldah E. Turpin.....	25.00
Lyda Ellen Smith.....	10.00
Lillian C. Hall.....	17.50
W. W. Chapell.....	10.00
Mattie Burson.....	32.50
Rose Ellen Cassidy.....	47.50
Insane.	
O. D. Butler.....	10.00
Miscellaneous.	
James M. Grant.....	5.00
City of Dallas.....	4024.47
Tracy Staats.....	5.00
Fruit Inspector.	
J. S. Parker.....	37.80
Coroner.	
R. L. Chapman.....	11.60
Roads and Highways.	
Farmers State Bank.....	404.12
C. W. Davis.....	.95
Dallas Garage.....	26.10
Black & Robie.....	7.70
N. A. Lunde.....	20.00
Independ. Sand & Gravel Co.....	270.00
E. P. Brown.....	6.00
Fred J. Wagoner.....	11.50
C. W. Matthews.....	53.00
Fred Brooks.....	23.00
C. P. Brooks.....	28.75
Jake Voth.....	30.00
Salem Sewer Pipe Co.....	15.40
C. L. Crider.....	5.48
Watt Shipp.....	74.25
Gold Creek Lumber Co.....	8.00
J. A. Tate.....	192.25
J. C. Barnes.....	14.95
Ross Pierce.....	126.75
A. B. Robinson, Jr.....	15.20
Dave M. Waddell.....	148.40
K. N. Wood.....	2.50
F. M. Suver.....	11.00
Star Transfer Co.....	2.90
Himes Eng. & Con. Co.....	50.90
Sloper Bros. & Cogle.....	77.65
Chas. Durrell.....	35.90
J. B. Riley.....	60.90
William Lee.....	24.00
J. E. Petty.....	57.50
John Robbins.....	63.80
J. A. Bots, Jr.....	74.89
J. P. Voth.....	10.80
Pern Myers.....	6.00
L. Villbrook.....	8.00
Vern Pink.....	5.00
H. May.....	6.00

Hunter Lumber Co.....	22.00
Harris Martin.....	30.95
Henry Horn.....	130.75
A. B. Robinson, Jr.....	30.80
A. Phillips.....	30.02
Sam Kimmel.....	3.25
F. Saxby.....	16.00
C. M. Horn.....	73.75
R. Fiekin.....	10.00
P. Myers.....	25.00
Trask.....	5.00
A. Sampson.....	92.75
G. Brown.....	59.25
L. Sampson.....	53.50
H. Sampson.....	50.75
A. E. Myers.....	87.00
J. Williams.....	47.25
J. Wagoner.....	31.00
B. Robinson.....	7.50
J. Myers.....	12.50
Ed Horn.....	2.00
B. Harris.....	34.00
H. Brady.....	12.50
L. A. Harris.....	39.87
H. Horn.....	41.25
City of Dallas.....	388.67
L. Damon.....	3.75
Chas. K. Spaulding Log. Co.....	7.30
Williamina Garage Co.....	1.80
Purcell & Gallagher.....	2734.88
Ferry.	
Craven & Huff.....	.55
Clint Hunnicutt.....	50.00
Special Road No. 1.	
H. E. Wooden.....	71.50
J. A. Boltz.....	51.00
Ed Bots.....	52.00
Mike Gruber.....	40.00
W. W. Smith.....	5.50
Harold Hanson.....	111.31
R. Fraendener.....	53.62
F. W. Nulty.....	7.50
Lew Hartman.....	15.00
A. G. Thorp.....	468.15
Sam McVey.....	1842.31
Total.....	\$17,215.22

Watch Jewels.
 Each watch jewel is shaped to a circle and bored through the center, each boring being just a little less than the diameter of the pinion used in the factory where it is finally to be placed in the upper or lower plate of a watch. Before the jewel gets to the setter it has been put into a lathe and by means of a minute steel point covered with diamond dust and oil the center has been enlarged to fit the steel pinions which shall be housed in it. In the hands of the setter the cylinder is put into a lathe. With a moistened finger the jewel is picked up and placed inside the cylinder as it rests on the tip of the revolving lathe shaft. With a pointed tool the setter presses against the revolving cylinder edge, forcing the soft metal to overlap and close upon the sapphire or ruby till it is imbedded firmly in the metal cushion. Then a pressure upon a follower at the other end of the lathe brings a cutter to bear upon the metal circumference, turning it to the exact size of the jewel hole in the plate of the watch, with the hole in the center of the jewel exactly in the center of the metal setting.

Weekly Outing of Algerian Ladies.
 On Friday in Algiers I visited the cemetery of El Kettar, a great man who is worshipped as a saint. The cemetery where his body reposes is the one place in all Algiers where the women of the harems can feel the fresh air of heaven on their faces. And that is allowed only once a week, on Friday, when they are permitted to unweave and sit and chat together within the cemetery precincts. It was a curious sight as I entered, and I suggested resurrection morn. Fully fifty shrouded white figures were scattered about the grounds, sitting on graves, their bodies and heads covered by white robes, but their faces partly revealed. There was a small percentage of pretty faces and those belonged to the very young women. The middle aged were plain, with that plainness which proceeds from a dull mind and an uneventful life.—Ella Wheeler Wilcox in National Magazine.

Carlyle and the Book of Job.
 Carlyle was once asked to take the reading at family prayers during a short visit paid to his friend, the provost of Kircaldy. The Bible chanced to open at the first chapter of the book of Job, and Carlyle immediately became absorbed in his subject and read on and on to the end of the last chapter, when, closing the volume, he remarked: "That is a marvelous lifelike drama, only to be appreciated when read right through."

It is fair to infer that it was appreciated for once. Any one who has taken a long, solitary afternoon and attempted to give the book of Job an opportunity to be appreciated by reading it honestly through at one sitting can realize the consternation of the provost. Such a one will not be likely to wonder with Carlyle why he was not asked again to assist at family prayers in that household.

Peg Woffington's Farewell.
 Peg Woffington was playing Rosalind at Covent Garden on the night of May 17, 1757, for the benefit of two minor actors and a French dancer, when she was overcome with sudden faintness. She struggled bravely on until the end, when she staggered off the stage. Recovering after a few moments, she came forward to speak the epilogue, but had proceeded no further than "If I were among you I would kiss as many of you as had beads that pleased me, complexions that liked me and breaths that I"—when, exclaiming in agony, "O God! O God!" she collapsed in a heap upon the floor. She never returned to the stage.—London Globe.

Glycerin and Shoes.
 The labor of boot cleaning may be greatly decreased by the aid of a little glycerin. Brush the boots free from dust; then rub the glycerin well into the leather with a sponge or cloth; then let them nearly dry and brush them with a soft brush. If the boots have been blackened it will give them an excellent polish. If not it will give them the appearance of being new. They will be found to keep their polished state for at least three or four days by simply brushing them occasionally. It not only keeps them a good color, but makes them soft and comfortable.—New York Journal.

FEEDING CATTLE FOR THE MARKET

In spite of the important effect of values at marketing time there are a few factors that must be kept in mind by the cattle feeder, says the Iowa Homestead. For instance, steers of poor quality that could under no circumstances be made into prime finished cattle should not be carried to a high finish. The last hundred pounds of gain required to make a steer prime are the most expensive, and the increase in the selling price must be correspondingly larger to secure profit.



Photo by American Press Association.

Windsor Bell, herewith illustrated, was first in her class and champion female Shorthorn at the recent royal agricultural show at Bristol, England. Windsor Bell is owned by his majesty King George. The Shorthorn breed of beef cattle is very popular in England, as it is in this country and indeed wherever quick maturing and high grade beef is valued. The Shorthorn stands in the first rank of beef producing breeds and is excelled by no others in impressing its good qualities on common or scrub cattle.

From the additional finish. Obviously, therefore, it will not be profitable ordinarily to put on this high priced finish when there is every assurance that it will not command a high price in the market. On the other hand, on a well bred steer this last hundred pounds may make him a market topper, and the result in this case may justify the high finish, though the latter part of this may be made at a high cost.

The relative supply and cost of grain and roughage to be disposed of are factors which should in a measure determine the length of the feeding period. Cattle for short feeding are usually in higher condition at the beginning of the feeding period, and therefore the proportion of grain to roughage consumed is greater than with cattle fed for a longer period. Where feeders wish to dispose of large quantities of roughage the feeding period is necessarily longer than when a larger proportion of concentrates to roughage is to be fed. In a general way, therefore, it may be said that the low grade steer should be used for a short feed only, while in the case of the well bred, fleshy steer a high finish will usually bring the surest and largest profits.

In the case of the individual who raises his own feeders and carries them to a finish there is only one type that can be handled at a profit on high priced land—namely, the steer that inherits fleshing tendencies. Such cattle are the outcome of clearly defined breed characteristics, having in color and conformation the stamp of one of the great beef breeds. It does not discount the sound doctrine which requires that corn belt farmers raise only a good type of feeders to say that when feeding cattle are put into the feed lot from outside sources it is, under certain circumstances, entirely practical to use steers of rather inferior grade if these are bought right and brought to a nicely warmed up condition on the cheaper sorts of feed raised on corn belt farms.

Hog Muleh For Orchard.
 A Michigan man uses hog muleh and handles it very successfully. At least, he calls it a hog muleh. His land is not particularly good. He cultivates in the spring and seeds Canada field peas, sometimes using a small quantity of oats. When the peas are pretty well formed he turns in 200 hogs. They do not touch the trees, and by the use of movable fences he has been able to switch them from one part of the orchard to another until the entire crop is fed down. He furnishes his hogs with a little corn and then turns them to market as a byproduct of his orchard. The orchard is well cultivated by the rooting of the hogs, and a large amount of humus is available to plow under the following spring.—Orange Judd Farmer.

Sealing the Silo With Water.
 Hoard's Dairyman says that the best way to seal a silo is to put a considerable quantity of water into the silo after it is filled with silage. This way of sealing a silo was discovered by accident, a heavy rain on an uncovered silo furnishing the water seal. It was feared that much silage would be ruined by the water, but when the owner began using the silage he found a very thin layer of silage rotted, whereas before the rotted layer had been many times as thick. Now this owner always seals his silo by covering the silage with water.

Stock Ought to Have Grain.
 Adding a little grain to the roughage ration of even the stock herds not only saves roughage, but by furnishing a greater variety of food better digestion will be promoted and more nourishment obtained than from a like amount of a single article of feed.

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 price 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.

CAUSE OF BAD FLAVORS IN BUTTER

Bad flavors in butter come from two sources. They may be absorbed from odors, and they may be caused by the presence of bacteria.

Odors may get into the milk in the barn, coming from the cow, the milker, the utensils or from the food or dust, says the Kansas Industrialist. The second source is in the milk house, from the separator or containing vessels. If the separating is done in the barn, so much the worse for the cream; if done in the kitchen, food flavors are absorbed. The churn is the third source of bad flavor. When not properly cared for it soon grows musty. A churn that is not well cleaned before and after using affects the taste of butter.

Butter churned too soft cannot be properly washed and so contains a great deal of buttermilk. Buttermilk contains, besides water, the solids casein, albumen and milk sugar. Milk sugar is used as a food by the ferments which are secreted by the organisms. These ferments destroy casein



The American Guernsey Cattle Club was the first organization of its kind to establish an advanced registry on the basis of a year's production of butter fat. No animal of any age can get into this advanced registry that does not produce more than 60 pounds of butter fat in one year. The average of the thirty-day leading Guernseys in the 1913 list was over 70 pounds of butter fat. Not everybody can own such cows because they do not exist in sufficient numbers. Takasunburst, the Guernsey cow shown, is one of the good ones. She is owned by H. D. Griswold of Wisconsin.

and albumen in the buttermilk contained in the butter and so cause rancid or putrid butter. Fermentation began in cream does not cause in butter. It may go far enough to break up the butter fats, causing ill flavored butter.

Odors get into the butter, or they may get into the milk or cream and then be imparted to the butter. The greatest source of bad flavor is from cream that has not been properly cared for. Milk, cream or butter absorbs odors if kept in a fruit or vegetable cellar or in a musty, ill ventilated room. Even musty wells or ill ventilated caves impart peculiar flavors. One of the most common disagreeable flavors is known as "woody." The cause is laid to feed, but in most cases it is due to rapidly growing organisms which get into the cream from unclean surroundings.

To prevent bad flavors in butter great care must be used in milking, in handling the milk and cream and in making the butter. Everything used must be kept in a sanitary condition. Milk in a clean, well ventilated barn, using care not to raise dust. The milker should wear while milking a clean apron or a pair of overalls. Densils, including the separator, must be washed and scalded after each milking. Use milk utensils with no open seams.

The milk must be removed from the barn immediately after milking. Cream will keep best if kept in a clean, well ventilated room, preferably a separate milk house. Warm and cold cream should not be mixed.

HAMS OF FINE FLAVOR.

Directions For Curing and Smoking According to a Famous Recipe.
 After the hogs have been killed and the meat thoroughly cooled the fresh surface is sprinkled with fine saltpeter until the meat is white, says the Farm Magazine in describing a good recipe for curing hams. About three or four pounds of saltpeter are used to 1,000 pounds of hams. Fine salt is then rubbed over the entire surface, and the hams are packed in bulk not deeper than three feet.

In ordinary weather they should remain thus for several days, at least three. Then break the bulk and re-salt with fine salt and again pack. Each ham should remain in bulk at least one day for each pound of weight. The hams are then hung up and gradually smoked for thirty or forty days with hickory or red oak bark.

Hogs Need Much Water.
 Water is as essential in the production of gains on a hog as is grain. If grain fell from the sky and we had to grow water our estimation of their value would be reversed. For the reason that water is free and everywhere available the failure to supply plenty of it fresh for the hogs in summer is absolutely inexcusable. With two inches of fat all over his body the hog does not need 90 degrees temperature to keep comfortable. In summer he suffers much from the heat, and his greatest relief is in water. It thins his blood, cools him off and makes him happy. A happy hog grows. A grunting hog is contented. A contented hog is profitable.

 PURE FOOD LAW REQUIRES PRINTED WRAPPERS ON BUTTER
 Under the Pure Food Law all butter made for market must be properly stamped with name of maker, giving also weight of the milk. The Observer is prepared to furnish these wrappers on short notice at a reasonable price and neatly printed. For full information call upon our address.
 The Observer, Dallas, Ore.

—Times notice, weather proof, for sale at Observer Job office.