

Polk County Observer

J. C. HAYTER,
EDITOR AND PUBLISHER.

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DALLAS, OREGON, APRIL 8, 1910.

The way to build up Dallas is to partnerize Dallas people.



IT ALL DEPENDS.

The Observer is asked what it thinks about the vote of Monday by which the City of Dallas was made a separate road district. The Observer thinks it will prove an unbusiness-like blunder, unless it may be found possible under the law to expend a portion of the road tax collected in Dallas, in improving the county roads leading into the city. Dallas owns an excellent rock quarry and valuable road-making machinery including a modern crusher and steam road roller, and the city could not spend its money in a better way than to keep this machinery in operation at least six months in the year in helping the farmers build good roads into the city. The Salt Creek road, the Cooper Hollow road, the Oakdale road, the Liberty and Independence and Salem roads—all need attention and should have it. When all of these roads are improved so that it will be possible for the farmer to drive into town with his produce any day in the year—then Dallas will be the city it ought to be, and not before. It is true that these improvements will cost money, and lots of it, but the benefits would fully compensate the city for the expenditure. The work would require a special tax each year, and this tax would have to be voted by the people of Dallas; but it will not do for Dallas to seek a separation from the county merely to avoid taxes. Such a policy would mean business suicide. By showing a neighborly spirit toward our farmer friends and assisting them in improving their roads, we will be helping ourselves while helping them. The benefit will be mutual. But if we undertake to hog the game, it will be the worse for us. Dallas by the vote of its people Monday has placed itself in a position where it will be a strong factor for good or ill in the work of developing the country tributary to the town. The die has been cast, and it now rests with our people to say what the outcome shall be.

If it is found, upon investigation, that none of the money raised by taxation in Dallas can be used for road purposes outside the city limits, then the quicker the vote of Monday is reconsidered, the better it will be for the town.

MERCHANTS AWAKEN.

Program advertising got a hard jolt in Portland when the newspapers of that city vigorously opposed the printing of an "official program" of the coming Rose Festival. The Portland dailies have been staunch friends and supporters of the annual Festival, and the success of the enterprise has been largely due to the publicity given by these papers. George L. Hutchin, manager of the Festival, announces that in view of the fact that the newspapers of Portland are hostile to the "official" program scheme, it has been decided to drop it. The subject was made the topic of discussion by the Portland Ad Club at the noon luncheon Wednesday, when "program advertising" was handled without gloves by the men who write advertisements for the business men of the metropolis, and who, by nature of their profession, are qualified to judge the relative values of the various kinds of publicity.

C. C. Chapman, founder and manager of the Chapman Advertising Agency, and an acknowledged authority on publicity work, referred to the proposed festival program as a scheme creditable to the advertising profession and discreditable to its backers. "No doubt the official program is considered a legitimate field from the solicitors point of view," said Mr. Chapman, "but I think we all agree that as an advertising medium, such publication is of so little value that not a single merchant would buy space in it without personal solicitation and persuasion."

Leading business men in every important city in Oregon are devising ways and means of ridding themselves of the fake advertising nuisance. The Dallas Merchants' Protective Association only recently adopted measures to protect its members and the city from the schemes of traveling advertising solicitors, who, by implied threats of boycott or appeals to the spirit of charity, use some local benevolent or charitable institution in reaping a rich harvest of dollars and then leave the local merchants to pay the bill. The Dallas business men have an arrangement whereby no patronage is given to any so-called advertising scheme unless its promoter is able to show a letter of indorsement from the officials of the Protective Association. The plan is admirable and relieves the merchants of the city of much annoyance and useless expense.

In the large cities, the churches, schools and benevolent institutions are made the innocent accomplices of these program solicitors. The traveling advertiser sets up programs for festivals and entertainments, and collects fees as much as \$200 or \$250 from the business men who are victimized into advertising, though the cost of the sheet may not be over \$10. The faker gets several hundred dollars, the printer gets \$10, and the church gets the program, but none of the cash.

Business men are solicited to patronize the program on the plea that they are helping some benevolent measure along, but the victims are only helping the faker, who leaves town as soon as he has worked the charity racket to the fullest extent. Blackmail is often employed, and im-

plied threats of boycott are not infrequently made by the unscrupulous solicitor.

The movement to rid the business world of this system of petty graft is at last claiming its rightful share of attention among the business men of Oregon. While the Rose Fair program can hardly be claimed with traveling schemes, the Portland newspapers cannot be blamed for throwing the weight of their influence against the proposed plan of the Festival management to print several thousand dollars' worth of advertising in an official program. The money received from such a source would have reduced just that much the income of the newspaper publishers who are boosting the enterprise, and without whose aid the successful festivals of past years could not have been held.

Perry Zumwalt Dead.

Perry Zumwalt, a son of the late Isaac Zumwalt, died of pneumonia in Corvallis, Sunday morning, aged 68 years. He was born in Missouri and came with his parents to Oregon in 1846. The family settled near Lewisville and were well known among the early pioneers. Perry Zumwalt was never married. He is survived by five brothers and three sisters. The brothers are Jack Zumwalt, of Eddyville; Benjamin Zumwalt, of Corvallis; Lew Zumwalt, of Hillsboro; George and Newton Zumwalt, of Spokane. The sisters are Mrs. James Atwater, Mrs. L. H. Atwater and Mrs. Wiley Norton, of Polk County. Burial took place in the Montgomery cemetery near Lewisville.

Issues Neat Booklet.

The Jacobson Land Company has recently had printed a neat booklet telling of the opportunities for home-seekers in Polk County. The booklet contains an entertaining description of the county and a list of the town and country property for sale by the company. The center-piece is a beautiful half-toned cut of the city of Dallas, advertising in it of the kind that pays. The firm mailed 160 of these booklets Wednesday evening to people living east of the Mississippi River and the remainder of the large edition will be sent out at once.

Will Commence Work Soon.

W. T. Grier, manager of the Falls City Lumber Company's big plant in Falls City, and a member of the city council at that place, was a business visitor in Dallas, Wednesday afternoon. Mr. Grier says that work on the new municipal waterworks system will be commenced as soon as necessary preliminaries can be arranged. The city has not yet definitely decided on the source of supply, but it is probable that water will be piped from some one of the numerous excellent mountain springs near the thriving lumber town.

Last Day in Dallas.

The name of K. Bezemer was incorrectly printed as "K. Bezema" in the advertisement of the Othello Improvement Company in Tuesday's Observer. Mr. Bezemer was a resident of Dallas thirty years ago, but for many years has been in the real estate business elsewhere. He will be at the Othello fall in tents only, and persons interested in the live town of Othello should call on him today.

Delinquent List Small.

The time limit for the payment of taxes without incurring a penalty expired Monday afternoon at 5 o'clock. Money has been coming in so rapidly that no footings of the collections have been made, but it is known that more money has been paid this year than was paid up to the same date last year. Sheriff Grant says at least seven-eighths of the taxes of Polk County are paid now.

Vote Yes for Monmouth.

You will be asked to settle the Normal School question by your ballot in November. You want the schools separate from politics. You want the boys and girls educated. It will cost you four cents a year, if you pay taxes on \$1000. Don't fail to vote YES for Monmouth.

Dallas Wins Second Place.

Dallas College, represented by H. E. Barnhart, won second place in the oratorical contest held in Philomath, Saturday night. Dr. C. C. Poling and the Rev. C. T. Whittlesey, of Eugene, were among the judges. The winner for Dallas was elected President of the Inter-collegiate Association.

Legal blanks for sale at this office.

No. 7472.

REPORT OF THE CONDITION

of the

Dallas National Bank

At Dallas, in the State of Oregon, at the close of business, March 29, 1910.

Resources.

Loans and Discounts, \$135,993.16

Overdrafts, secured and unsecured, 5,429.62

U. S. Bonds to secure circulation, 25,000.00

Bonds, Securities, etc., 61,897.81

Banking houses, Furniture and Fixtures, 1,000.00

Due from State and Private Banks and Bankers, 799.53

Trust Companies and Savings Banks, 29,614.95

Due from approved Reserve Agents, 29,614.95

Checks and other Cash Items, 788.28

Notes of other National Banks, 615.00

Fractional Paper Currency, 243.20

Nickels, and Cents, 243.20

Lawful Money Reserve in Bank, 119,334.49

Legal-tender notes, 100.00

Redemption fund with U. S. Treasurer (5 per cent of circulation), 1,250.00

Total, \$285,154.14

Liabilities.

Capital stock paid in, \$25,000.00

Surplus fund, 5,000.00

Undivided Profits, less expenses and taxes paid, 2,182.62

National Bank Notes outstanding, 24,100.00

Due to State and Private Banks and Bankers, 5,424.53

Individual Deposits subject to check, 221,982.93

Demand Certificates of Deposit, 1,454.91

Total, \$285,154.14

(State of Oregon)

County of Polk)

I, H. E. Williams, President of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

H. E. WILLIAMS, President.

Subscribed and sworn to before me this 8th day of April, 1910.

W. V. TILLER, Notary Public.

Correct—Attest:

[Seal] M. E. KILLER, WALTER WILLIAMS, I. N. WOODS, Directors.

Shore's Department Store

Sale on Ladies' Waists

The largest Stock anywhere to be found and at prices much lower than the big stores in the cities.

Just received and placed on sale today a complete assortment of Laces, Embroideries, Hosiery and Ties. Look these lines over and get our prices. We are sure we can save you big money.

Ladies' Hats

This line must be reduced. Special price will be made to make room for other goods.

Shoes

Get our prices. You are sure to save big money.

Hats

Men's, Boys' and Children's Hats, the largest assortment anywhere to be found.

Prices Way Down

Watch the Dallas papers and save big money on your Spring purchases.

SHORE'S DEPARTMENT STORE

Nearly Opposite The Postoffice

DALLAS.

OREGON

MADE IN DALLAS

List of Live Firms that are making DALLAS one of the leading Manufacturing Towns of the Northwest.

PATRONIZE HOME INDUSTRIES AND BUILD THEM UP.

Insist on Your Dealer Giving You these Goods!

Willamette Valley Lumber Co.
CONTRACTORS & BUILDERS
Plans and Estimates Furnished
W. J. COY, G. H. COY.
Phone Mutual 1194 Phone 1285

Modern Store Fronts
Are a specialty at
COAD'S PLANING MILL
MODERN PLANT—SKILLED WORKMEN—UP-TO-DATE IDEAS.
Shop Work of All Kinds at Reasonable Prices.

DALLAS GARAGE
ABSOLUTELY FIRE-PROOF
Best equipped Garage in the State. Constructed of Concrete Throughout. Automobiles stored at reasonable rates. Export machinists in charge of Repair Department.
D. F. HARRIS, Proprietor.

DALLAS BAKERY
SELL THEMSELVES
Do not send your money away to Portland for bread. Buy good Dallas bread and keep the money at home. It will help us and help you.
Bell Phone 51. Mutual Phone 326.

"WHITE CLOVER" CARTON BUTTER
Manufactured by
T. S. TOWNSEND CREAMERY CO.
Creameries at
Portland, Astoria, Salem, Gardiner, Dallas, Nabco, Lyons, Seattle.

W. W. Ullrey
Dealer in
Second Hand Goods
Largest stock in Polk County at prices which will mean a substantial money saving to you.
All kinds of Second-hand Furniture bought at best prices.
COURT STREET, DALLAS, OREGON

COY BROTHERS
CONTRACTORS & BUILDERS
Plans and Estimates Furnished
W. J. COY, G. H. COY.
Phone Mutual 1194 Phone 1285

"OREGON'S BEST" DALLAS FLOURING MILL
Manufactured Solely by
Guaranteed to be the best soft wheat flour in the Willamette Valley.
Sold by all Grocers in Dallas.

Otho Williams
Merchant Tailor
All the New Fall Styles and Patterns.
Solicits your orders for Careful and Conscientious Workmanship.

Dallas Made Handles
SELL THEMSELVES
But you can also assist us by helping us keep supplied with material.
PACIFIC COAST HANDLE & MFG. COMPANY
MUTUAL PHONE 131.

"WHITE CLOVER" COSY CORNER CANDIES
Try our fine Home-made Candies and our delicious Ice Cream
GEORGE R. COAD

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COURT STREET, DALLAS, OREGON

West Side Marble Works
G. L. HAWKINS, Proprietor.
MONUMENTS, HEADSTONES AND CURBING.
A Complete Line of All Latest Designs.

F. J. WAGNER
MECHANICAL EXPERT
Tires Set while You Wait.
Agency for International Harvester Company's Auto Buggy—best Auto for farm and country purposes
Have just added a complete line of Farm Implements and Machinery.

GLEN O. GRANT
Contractor and Builder
Estimates Furnished
on All Classes of Buildings.
Store and Interior Work a Specialty.

Dallas Iron Works
Machinists—Foundrymen—Pattern-Makers.
SAWMILL WORK A SPECIALTY
We are prepared to do any kind of Iron and Brass work. Lumber trucks and Stock work on hand. We make the best and cheapest stump Puller on the market. Prices reasonable.

F. H. MORRISON
Architect
Structural Engineer
Mutual Telephone, South 4.

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COURT STREET, DALLAS, OREGON

YOU don't have to enter into any competition to win a good clothes



prize in this town; the question is settled for you, and there's no doubt about the results if you come here and ask for

Hart, Shaffner & Marx

fine suits and overcoats. There's a thoroughbred quality and style about them which makes the wearer completely at ease; every fabric is strictly all-wool, and all the tailoring is perfectly done.

These are such clothes as the most critical of you all can wear without any doubts; correct in style; the best clothes made.

The home of Hart, Shaffner & Marx clothes is the

DALLAS MERCANTILE CO.



Uglow Clothing House

THE HOME OF
Michaels-Stern Clothes
Florsheim Shoes

J. B. Stetson and Mallory Hats. Werner Made Trousers. Indestructo Trunks.
Your Spring Suit is waiting for you here.

Uglow Clothing House

The Home of Classy Clothes

Have your printing done the Observer way—the linotype way.

Poley's Kidney Remedy will cure any case of kidney and bladder trouble not beyond the reach of medicine. No medicine can do more. Sold by Conrad Staffin.

Legal blanks for sale at this office.

ONE CONDUCTOR WHO WAS CURED.

Mr. Wilford Adams is his name, and he writes about it—"Some time ago I was confined to my bed with chronic rheumatism. I used two bottles of Poley's Kidney Remedy with good effect, and the third bottle put me on my feet and I resumed work as conductor on the Lexington, Ky., Street Railway. It gave me more relief than any medicine I had ever used, and it will do all you claim in cases of rheumatism." Poley's Kidney Remedy cures rheumatism by eliminating the uric acid from the blood. Sold by Conrad Staffin.

The Observer wants the printing you are particular about.

If you have sore eyes of any kind use Sutherland's Eagle Eye Salve. It is good for nothing but the eyes. It is painless and harmless, and is positively the best. If you don't say so we will refund your money. Try it and then tell your neighbors. Sold everywhere, 25c a tube.

Worse Than Bullets.

Dullies have often caused me suffering to address than the common L. W. Harriman, Burlington, Mo., got in the army, and suffered with, forty years. "But Buckler's Arnica Salve cured me when all else failed," he writes. Greatest healer for Sores, Ulcers, Sores, Burns, Cuts, Wounds, Bruises and Piles. 25c at all druggists.

THE CIRCUS

acrobats find it necessary at all times to keep his muscles and joints supple. That is the reason that hundreds of them keep a bottle of Bullard's Bone Limentation on hand. A sure cure for rheumatism, cuts, sprains, sore throat, lame back, contracted muscles, corns, bunions and all pains. Price 25c. 50c and \$1.00 per bottle. For sale by Conrad Staffin.

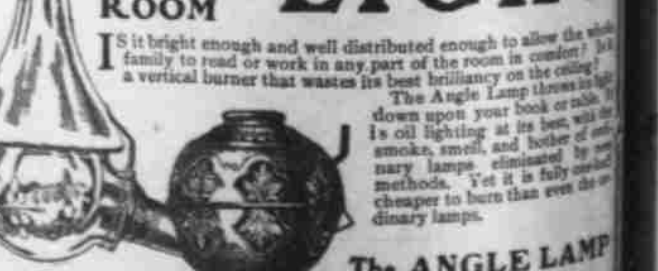
WHAT GIVES MORE SATISFACTION THAN Pure White Linen

Laundered to Perfection?

We make this class of work our specialty. Phone in your order. Our wagon goes everywhere.

Dallas Steam Laundry

YOUR SITTING ROOM LIGHT



It is bright enough and well distributed enough to allow the whole family to read or work in any part of the room in comfort. It is a vertical burner that wastes its best brilliancy on the ceiling. It is oil lighting at its best, with no smoke, smell, and bother of wicks, tapers, lamps, chimneys, or any methods. Yet it is fully as cheap as kerosene and burns even the ordinary lamp.

THE ANGLE LAMP

DIET G. REMPEL, Agt. Dallas