

Polk County Observer

J. C. HAYTER,
EDITOR AND PUBLISHER.

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DALLAS, OREGON, FEB. 10, 1911

The way to build up Dallas is to put
more Dallas people.



NEWSPAPER ADVERTISING.

Following the lead of the progres-
sive merchants of Hood River, the Sal-
em Business Men's League is taking
steps to discontinue practically all
publicity schemes except advertising in
the local newspapers. The move-
ment is particularly intended to put
an end to the expenditure of money
for advertising on calendars, time
cards, hotel registers, and the like.
The Capital City merchants argue in
favor of newspaper advertising, that
it brings direct returns and keeps at
home money that would otherwise be
paid to traveling agents or sent East
to the detriment of local business.

While these merchants may be car-
rying their movement a little too far,
it cannot be disputed that their argu-
ment contains a certain amount of
merit. Probably a better course would
be to adopt a plan similar to that
pursued by the Dallas Merchants' Pro-
tective Association, which considers
various advertising schemes presented
by strangers and lends its approval to
only such as seem worthy of support.

While the Observer is willing to
admit that there may be a certain
amount of value in some forms of ad-
vertising other than that printed in
newspapers, it believes that the most
effective publicity of all is an intelli-
gently-written, attractively displayed
advertisement in the columns of the
local newspaper. Supporting this
opinion are the experience and testi-
monials of every truly successful mer-
chant in the United States. If news-
paper advertising were not the most
effective and profitable, the great busi-
ness firms of the country would not be
found steadily abandoning other forms
of publicity in its favor.

The merchants of Hood River, Ore-
gon, carry more inches of advertising
in their local newspapers than are
carried by the merchants of any other
interior town in the state; in fact,
they are running the big department
stores of Portland at a close race in the
amount of space used each week. They
find that it pays. Eastern mail order
houses find little encouragement in the
prosperous Hood River Valley, and
the business men say that few of their
customers go away from home to
trade, notwithstanding the fact that
Portland is only two hours distant,
with a half dozen fast trains running
every day. Instead of permitting the
trade which rightfully belongs to them
to slip away, these merchants adver-
tise their bargains and constantly
widen their circle of customers in
their home country.

As the Observer has often remarked,
the tendency of the times is toward
centralization in all lines of business.
The constant trend is away from the
country towns and toward the larger
cities. This condition accounts for the
enormous and rapidly-increasing patron-
age enjoyed by the big department
stores. The only way for the mer-
chants of the interior towns to hold
their own against the city stores and
wealthy mail-order houses is to fight
them with their own weapons—modern
stocks and liberal advertising. People
buy of these city establishments
because the city merchant tells them
what he has to sell, what he
charges for it, and why it is to their
interest to buy it. In other words, he
makes the task of buying comparatively
easy, by assisting his customers
to make up their minds what they
want. There is no reason why the
smaller merchant should not pursue a
like course.

The average man or woman would
rather buy of the home merchant than
to purchase from a stranger. It is
true that there are a few people in
every community who think nothing
is quite so good as that which comes
from a distance, but, fortunately, this
class is small. The merchant, printer,
baker or candlestick maker who keeps
his establishment up to date; who sells
good goods at reasonable prices, and
who lets the people know that he
wants their trade, is not often found
complaining of a lack of business.
The man who asks the people for their
patronage is usually the man who gets
it, and the experience of successful
merchants the country over has proved
that the best place to make that in-
vitation public is in the columns of
the home newspaper.

The bill authorizing the Salem,
Dallas & Falls City railway company
to build a bridge across the Willamette
River at Salem, will doubtless be
passed by the Legislature by a unani-
mous vote, as it would hardly seem
possible that any obstruction would be
placed in its way by any person or
community. The proposed bridging
of the Willamette at this point is in
line with the movement for the devel-
opment of the Willamette Valley, and
is an important step in the march of
progress. Connection with the Hill
road at Salem and the East Side lines
of the Southern Pacific will mean
much for the prosperity of the entire
West Side country.

the time between now and the closing
hour of the session. Otherwise, they
are sure to do worse.

We are pleased to announce that
we have made arrangements with the
publishers of "Better Fruit" whereby
we can supply that splendid horticul-
tural journal, together with the Twice-
a-Week Observer for only \$2 a year.
"Better Fruit" is a strictly high-grade
fruit magazine and has the indorse-
ment of the leading horticulturists and
orchard authorities of the State and
Nation. Every experienced fruit raiser
should read it; no beginner should be
without it. Clubbing subscriptions will
be received at the Observer business
office, or by mail.

Oh, by all means let Dallas blow
\$400 or \$500 more for one of those
flexible street scrapers—whatever they
are. The city sack has no bottom to
it, anyway, and such a contraption
would be a fitting companion piece
to that big steam calliope which re-
moves at least a peck of mud from the
streets every three hours. But we
rather guess the taxpayers will say
"nix"—if not now, at least at the April
election.

JAY BOWERMAN ANALYZED.

(Western Leader.)

Were the Legislature a melodrama,
Jay Bowerman would shine as the
sinister villain of the play. Jay loves
to scheme and plot, and about two-
thirds of the unpleasantness which
marks the present session may be as-
cribed to him and his following.

Bowerman is a young man, but he
is an ambitious disciple of the old
school of Oregon politics, which would
subordinate the state's interests to in-
dividual aggrandizement. He belongs
to that class of people who believe
that politics is a game whose chief
function is to reward one's friends and
punish one's enemies. And although
he was defeated for governor and lost
the control of the Legislature which
he enjoyed two years ago, he has
yet a large following.

Bowerman is a past master in the
art of playing "peanut politics." He
may be described as a noteworthy
specimen of the genus peanut, fresh
from a human goober patch. He it
was who stirred up the needless row
over the Oregon insane asylum because
he disliked its superintendent. He al-
tered extravagance, when the facts
show that the Oregon asylum is con-
ducted at a less expense per inmate
than that of any state in the Union,
with the single exception of Georgia.

Bowerman really much use
for facts anyway, when they interfere
with his program. When he meets
with a brilliant and obnoxious fact he
promptly sidesteps and climbs a tree.
He prefers assertion and exaggeration
to facts. He will take a bald-
faced lie to his bosom and fondle it
lovingly if he can make it serve his
purpose. When clubbing the Oregon
Normals he made the amazing claim
that their graduates cost the state
\$10,000 each—and incredible as it may
seem this statement was believed in
some localities. As a matter of fact,
they cost \$420 each, or only a few
cents more than the average cost
throughout the United States.

Bowerman is a man of courage and
resource, and a doughty fighter, which
explains much of his strength with
politicians of the same fur and feather.
Yet he is not popular with the people.

FOR CHURCH UNIFICATION

Doctor C. C. Poling Returns From
Successful Convention in Chicago.

Doctor C. C. Poling, of this city, has
returned home from his trip to Chicago,
where he went to attend the conven-
tion of delegates from the United
Evangelical Church, held there for the
purpose of consolidating the two Evan-
gelical bodies, the United Evangelicals
and the Evangelical Association. The
doctor is highly pleased with the re-
sults of the meeting, and believes that
he has the hoped-for unification will be
perfected. A committee was appoint-
ed to work out the details and it is
thought that it will have no trouble in
fulfilling its purpose. In the mean-
time the two organizations will affili-
ate temporarily, and their various
missionary branches will act in con-
junction.

While away Doctor Poling visited
his son, Daniel A. Poling, formerly of
Dallas, who is now located in Colum-
bus, Ohio.

Monmouth Basketball.

One of the fastest basketball games
of the year will be played in Mon-
mouth, Saturday evening, February
11, at the Normal School gymnasium,
between the Monmouth High School,
and the Silverton High School team,
champions of the East Side. Craven,
who is coaching the Monmouth team,
will have his hands in the best condition
of the season, and Silverton will have
to earn their victory if they defeat
them. The Monmouth team was in-
correctly reported as playing Philom-
ath. Instead they defeated the
Chemawa second team, by a score of
27 to 11. Saturday night's game will
start promptly at 7:30.

Prize Orchard Sold.

The Egermont apple orchard, one
of the best-known tracts in the Hood
River Valley, was sold last week by
M. F. Egert, of Portland, who has
held the property since the fall of
1896, to a Hood River syndicate com-
posed of the Hall brothers and the
Davidson brothers. The price is said
to be in the neighborhood of \$100,000.
This orchard produced the carload of
Yellow Newtown Pippins that won the
first prize at the Spokane apple show
last fall. The property comprises 126
acres, of which 20 acres is bearing or-
chard. It is divided about equally into
three varieties—Spitzenbergs, Yellow
Newtowns and Jonathans.

Talented Reader.

Miss Henrietta Beatrice Honey, the
talented reader and impersonator, will
be heard in a pleasing and varied pro-
gram at the Methodist Episcopal
Church in this city, this evening, Feb-
ruary 10. "The readings of Miss
Henrietta Beatrice Honey greatly
pleased a large audience in Jefferson
church last evening. It was her first
appearance in Spokane and she made
a most favorable impression. Her ver-
satility was shown in the wide range
of her selections, and she scored in
all of them."—Spokane Chronicle. The
price of admission for adults will be
25 cents, children 15 cents.

Falls City Bonds Sold.

At a meeting of the Falls City coun-
cil, held Wednesday evening, the
water bonds were sold to Farnon, Son
& Company, of Chicago. The amount
of the bid was \$15,851. Four other
bids were received, all from Chicago.

PRaises THE PRUNE

SALEM AUTHORITY EMPHASIZES
ITS VALUE TO FRUIT MEN.

Area of Orchards Could Be Quad-
ruple Without Danger of Over-
Production.

"I am more firmly convinced than
ever that the best opening for the av-
erage man of average intelligence with
average means at his command is not
in the line of high-grade apple and
pear growing, but are fully convinced
on the other hand that the average
man described above may find it great-
ly to his advantage to consider care-
fully the prune culture." Such is the
opinion of H. S. Gile, of Salem, one of
the leading authorities in Oregon on
the subject of prunes. Writing to the
Oregonian, he says:

"The Oregon prune is now quite as
widely and as well known as the Ore-
gon apple, and unobtainably takes its
place side by side with it on the tables
in the homes of the very best people
on two sides of the world.

"The Oregon prune has won its
fight for trade recognition entirely up-
on its merits. It is large and meaty,
and the value of any prune is calcu-
lated according to its size, the larger av-
erage size the more value a pound;
and if this Oregon prune ever was
guilty of being tough, that difficulty
has been entirely remedied by the im-
proved process of cleaning and steriliza-
tion used by all modern packers.

Demand Widespread.

"Thousands of acres of land well
located for the production of Oregon
prunes can yet be secured in the
Northwest at reasonable prices, and it
does not require the vision of a seer to
forecast certain success for the man
who makes such an investment. It is
only necessary that he should carefully
choose his location, using the experi-
ence of other orchardists as a guide as
to soil and elevation, and in the mat-
ter of ordinary cultivation his success is
assured. Furthermore, it will not be
necessary that he be schooled in all
the fine knowledge of horticulture
necessary to successful production of
most other varieties of fruit; and then,
too, the expense of an acre properly
care for by his prune orchard will only
be a trifle by comparison.

"The consumptive demand for Ore-
gon prunes is now distinctive and
wide-spread. This is not only true in
nearly all the markets of the United
States and Canada, but this fruit has
gained a strong foothold across the
water and the quantity which is an-
nually used in Europe may be measured
by the quantity which the Northwest
is able to prepare and dispatch in time
to meet the requirements of their
trade conditions.

No Over-Production.

"This fact alone has safely removed
any fear which may have been present
in the minds of prune growers con-
cerning over-production for very many
years to come, if ever; and we must
remember that Oregon prunes of the
best average type are successfully
raised only in a limited area of the
Northwest, while apples, pears, peach-
es, etc., are grown to some extent ev-
erywhere.

"The acreage planted to prunes in
the Northwest might easily be dou-
bled twice with reasonable hope of con-
tinued good returns.

"The prune crop of the Northwest
for 1910 was estimated early in the
season to be little more than a full
crop, and these early estimates proved
to be correct. The harvest was early
and shipments began moving out of
the country fully ten days before the
usual time. The quality of the fruit
produced the past season was good,
and probably never in the history of
the business was the entire crop moved
so early. It is a well known fact
among dealers that there does not re-
main in the Northwest enough prunes
today to supply the ordinary home de-
mand until the next crop is pro-
duced. The position of the Oregon
prune grower, therefore, is most con-
fortable; he has finally 'come into his
own.'

FIERCE STRUGGLE AWAITED

Woodburn Militia About to Encounter
Dallas Soldiers in Basketball.

Basketball, with military trimmings,
will be seen at the skating rink Sat-
urday, February 11, when Company I,
Third Infantry, O. N. G., of Woodburn,
and Company H, Fourth Infantry, O.
N. G., of Dallas, will meet in desperate
combat. All overtures of peace have
been declined and a serious engage-
ment is expected by those familiar
with the situation. Strategic positions
are rapidly being taken, and a hand-
to-hand struggle is inevitable. The
news from the front is hourly growing
more alarming and great anxiety is
felt.

Company I has defeated some of the
best forces in the state, having been
victors of the Mt. Angel College squad,
which lost to Portland by but two
points. Company H has recruited its
team with Ballantyne, Rice and Gates,
all veterans of the great Portage Re-
bellion.

Owing to the topography of the bat-
tlefield, spectators may obtain a good
view of the onslaught, without danger
of drawing the fire of the enemy.
Points of vantage may be reserved at
Fuller's Pharmacy, at 25 cents per
person. General admission, the only
general present, will be 25 cents. At
the conclusion of the fight, the field
will be cleared by the Hospital Corps,
and the spectators and camp followers
will be given an opportunity to fur-
ther increase the list of wounded by
appearing on roller skates. The battle
will sound the charge promptly at 8
p. m.

Made in Switzerland.

Further information relative to the
old-time watch owned by Mrs. R. L.
Dashiell, of this city, which was men-
tioned in Tuesday's Observer, is fur-
nished by L. W. Zorin, marshal of
Falls City, whose knowledge of the
French language entitles him to be
considered an authority. Writing to
the Observer, he says: "Regarding
your description of ancient timepieces
I have to say, you say there
is nothing on the watch to indicate
where it was made, further than the
name, 'R. D. Girard, an Locle.' R. D.
Girard, without doubt, is the maker's
name. 'An Locle' means 'made in
Locle,' a town in the canton of Neu-
châtel, Switzerland, which has been
celebrated for its manufacture of
clocks and watches, since its establish-
ment in 1288."

For Sale.

Oak and Cedar posts. Soehren
Warehouse Company. 11-15-tf.

FREIGHT RATES REDUCED

Will Benefit Dallas Shippers About
Three Cents Per Hundred.

The Southern Pacific Railroad Com-
pany has adopted the new freight rates
recently prescribed by the Oregon
Railroad Commission, and they were
put into effect Wednesday morning.
Under the new ruling, the cost of
shipping goods between Portland and
Dallas, is reduced from one to three
cents per hundred, according to classifi-
cation.

In hundred-pound lots, the new
rates are: First class, 27 cents; sec-
ond, 24; third, 19; fourth, 17. In car-
load lots, the reduction runs about the
same.

These rates apply from the Park
Street depot in Portland, as well as
from the Jefferson Street depot, ad-
ditional charge was added to shipments
originating at Park Street.

The Epworth League will give a Val-
entine social at the home of F. H.
Morrison, Tuesday evening, February
14. All the young people of the con-
gregation are cordially invited to be
present.

BUSINESS LOCALS.

(Advertisements under this head
are charged at the rate of 1 cent per
word, first insertion; 1/2 cent per word
for each insertion thereafter; 30
words or less, \$1 per month. No ad-
vertisement inserted for less than 15
cents.

For Sale.

Open rubber tire buggy, auto seat;
also set single harness. Outfit nearly
new, and in first-class shape. Harry
Hill, Glen Del, Dallas, Or. 27-11

For Sale.

Four crystal white Orplington cock-
ereels, Kellerstrass strain. C. H. Kugel,
Dallas, Or. 2-7-2t

Store Room to Rent.

Anyone desiring a store building for
general merchandise or a department
store, now has an opportunity to rent
the only strictly modern store room in
Dallas. Apply to J. B. Thompson, at
Hotel Gail. 12-7t

For Rent or Sale.

A fine place for sale or rent. Plaster-
ed bungalow and five acres of land, in
city limits of Dallas. A. H. Baird, Box
256, Dallas. 12-7t

Wanted.

Wanted, 100 Brown, White or Buff
Lophorn pullets. Monmouth Real Es-
tate Company, Monmouth, Oregon. 25-1t

Hay For Sale.

Nice, clean baled oat hay for sale.
H. G. Campbell. 13-11t

For Sale Cheap.

Solid black walnut child's bedstead
and springs for sale cheap; good as
new. H. G. Campbell. 13-11t

Wanted.

Wanted, 20 or 30 good, fresh dairy
cows. R. A. Campbell, Sheridan, Ore-
gon. 12-6-tf.

For Rent.

For rent, the Francis Wrightson
place of 240 acres, in Pedee precinct,
Oscar Hayter, Agent, Dallas, Oregon. 9-23-tf.

Wanted.

All kinds of iron, rubber, brass, cop-
per, zinc and hides. Highest cash
prices paid. A. N. Halleck, Monmouth,
Oregon. 3-12-tf.

Contract to Let.

Six acres, half mile from Dallas, to
grub and burn; stumps are blasted;
owner to furnish machine and horse.
Address, Box 84, R. F. D. 1, Mon-
mouth, or Independent Phone, Albu-
querque. 13-5-1t

Donkey Engine For Sale.

Seattle donkey, 2 by 10 1/2. Fifteen
hundred feet 1-inch line; about 2500
feet trip rope; all necessary blocks.
Inquire of Pedee Lumber Company,
Arling, or D. D. Good, Dallas, Oregon. 210t

Notice to Water Consumers.

For the accommodation of our pa-
trons who find it inconvenient to call
at the company's office, we have ar-
ranged to leave our books at the Gay-
nor Shoe Store from the sixth to the
twentieth of each month, where water
bills can be paid and receipts will be
issued for all payments.
DALLAS WATER COMPANY. 210-1m

For Sale.

Fir Vista farm, 207 acres, John L.
Riggs, owner. Excellent for farming,
dairying, hops and fruit. Will divide.
Also, other North Polk County farms,
and a sawmill. Barton Z. Riggs, Real
Estate, Amity, Oregon. Route 2,
Phone Dallas 525. 13-11t

Your Winter's Wood.

Order your slab wood now and be
sure of having a good dry supply for
winter. I can sell you either slabs,
blocks, or trimmings. Can furnish any
other kind of wood desired. Plenty of
good oak and fir. Send in your orders
by either phone. Mutual, 1196 Bell,
442. AUGUST BOMAN.

STAR

PHOTOPLAY

THEATER

The Home of Good Pictures

Running the same kind of pictures
as the famous Star Theater of Port-
land. Using only licensed pictures,
which are approved by the National
Board of Censorship of New York
City. The names of the films are the
famous

Biograph,
Edison,
Eastman,
Gaiety,
Kalem,
Lubin,
Urban Eclipse,
George Melies,
Pathe Freres,
Selig,
and Vitagraph.

which are the best pictures to be had
and are used by all the leading picture
houses of the East and West.

Eggs For Hatching.

S. C. Rhode Island Reds, Barred
and White Rocks, at \$2 per setting of
15. Mrs. Winnie Braden, P. O. Box
200, Dallas, Oregon. 23-1t

Notice to Creditors.

Notice is hereby given that the un-
designed has been duly appointed ad-
ministrator of the estate of John L.
Guttry, deceased, by the County Court
of the State of Oregon for Polk Coun-
ty, and has qualified. All persons
having claims against the said estate
are hereby notified to present the
same duly verified, together with the
proper vouchers therefor, to the un-
designed at his residence in said
County, within six months from the
date of this notice.

Dated and first published February
10, 1911.

ALVAH HUGH GUTTRY,
Administrator of the estate of John L.
Guttry, deceased. Address, R. F. D.
No. 1, Sheridan, Oregon.
Oscar Hayter, Attorney.

Notice to Creditors.

Notice is hereby given that the un-
designed has been appointed guardi-
an of the person and estate of Joseph
Tharp, an insane person, by the Coun-
ty Court of the State of Oregon for Polk
County, and that Wednesday, the 8th
of March, 1911, at the hour of ten
o'clock in the forenoon of said day, at
the Court room of the said County
Court in the City of Dallas, Oregon,
has been appointed by said Court as
the time and place for the hearing of
objections to the said final account and
the settlement thereof.

Dated and first published February
10, 1911.

MARY ALICE THARP,
Guardian of the person and estate of
Joseph Tharp, an insane person.
Address, Willamette, Oregon.
Oscar Hayter, Attorney.

Notice of Final Settlement.

Notice is hereby given that the un-
designed as administrator of the es-
tate of Andrew J. Norris, deceased, has
filed his final account in the County
Court of the State of Oregon for Polk
County, and that Wednesday, the 8th
of March, 1911, at the hour of ten
o'clock in the forenoon of said day, at
the Court room of the said County
Court in the City of Dallas, Oregon,
has been appointed by said Court as
the time and place for the hearing of
objections to the said final account and
the settlement thereof.

Dated and first published February
10, 1911.

R. L. CHAPMAN,
Administrator of the estate of An-
drew J. Norris, deceased.
Oscar Hayter, Attorney.

Notice of Final Settlement.

Notice is hereby given that the un-
designed as executor of the estate of
Franklin A. Link, deceased, has filed
his final account in the County Court
of the State of Oregon for Polk Coun-
ty, and that Saturday, the 10th day of
March, 1911, at the hour of ten
o'clock in the forenoon of said day,
at the Court room of the said County
Court in the City of Dallas, Oregon,
has been appointed by said Court as
the time and place for the hearing of
objections to the said final account and
the settlement thereof.

Dated and first published February
3, 1911.

MARY E. LINK,
HOMER E. LINK,
NELLIE E. LINK,
Executors of the estate of Franklin A.
Link, deceased.
Oscar Hayter, Attorney.

Notice of Final Settlement.

Notice is hereby given that the un-
designed as executor of the estate of
Alexander H. Collins, deceased, has
filed his final account in the County
Court of the State of Oregon for Polk
County, and that Wednesday, the 8th
of March, 1911, at the hour of ten
o'clock in the forenoon of said day,
at the Court room of the said County
Court in the City of Dallas, Oregon,
has been appointed by said Court as
the time and place for the hearing of
objections to the said final account and
the settlement thereof.

Dated and published January 31,
1911.

SARAH E. COLLINS,
Executor of the estate of Alexander
H. Collins, deceased.
Oscar Hayter, Attorney.

Registration of Land Title.

In the Circuit Court of the State of
Oregon for Polk County.
In the matter of the application of
H. E. Schoenfeld, to register the title
to the following described premises,
to-wit:

Being lots 8 and 9 in the division
of the real property in the estate of
J. B. Syron, deceased, and more par-
ticularly described as beginning at a
post set 29.12 chains East and 5.20
chains South from the South East
corner of Section 16 in Township 6
South Range 6 West, said post being
5.20 chains South of the South East
corner of the said Section 16, and
C, and running thence East 20
chains to a post, thence North 32.50
chains to a post from which a corner
12 inches in diameter bears South
27 1/2 degrees West 226 links, thence
West 20 chains to a stake from
which an oak 6 inches in diameter
bears North 33 1/2 degrees West 50
links, thence South 32.50 chains to
the place of beginning, containing 66
acres, said land being in Polk
County, Oregon.

And W. P. Bates, Geo. L. Baker, Freder-
ick R. Baker and all to whom it
may concern, defendants.

Application No. _____
Take notice that on the 4th day of
January, 1911, H. E. Schoenfeld filed
his application in the Circuit Court of
the State of Oregon, for Polk County,
for initial registration of the above
described land.

Now unless you appear on or before
the 18th day of February, 1911, and
show cause why the said application
should not be granted the same will be
taken as confessed, and a decree will
be entered according to the prayer of
the application and you will be fore-
ver barred and estopped from disputing
the same.

As witness whereof I have hereunto
set my hand and affixed the seal of
the said court this 4th day of January,
1911.
(SEAL). E. M. SMITH,
Clerk.
W. O. Sims, Attorney for the Appli-
cant.

Notice to Creditors.

Notice is hereby given that the un-
designed has been duly appointed