

Polk County Observer

J. C. HAYTER,
EDITOR AND PUBLISHER

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DALLAS, OREGON, MAY 20, 1911.

The way to build up Dallas is to pat-
ronize Dallas people.



NEWSPAPER ADVERTISING BEST.

The question of whether or not cir-
culars thrown about from house to
house constitute a paying method of
advertising is one on which seekers
after publicity widely differ. Says the
Northampton, Mass., Gazette. When
a householder finds a bank of them in
the vestibule or stacked up on the
front piazza he does not pause to in-
quire as to their efficacy as an ad-
vertising medium, but immediately votes
them a nuisance and removes them to
the wastebasket unread much more
frequently than they receive a careful
perusal, or even a cursory glance,
from the recipient. The New York
Press has been gathering statistics
regarding mailed circulars, which are
interesting and instructive and apply
equally as well to this locality, though
the size of the figures given are rather
appalling. The conclusion of the
New York investigator follows: "In
Greater New York there are more
than 1,000,000 families. To put a
circular into every one of them would
cost, for one-cent postage alone, more
than \$10,000. They, upon inquiry, it
was found that the paper, envelopes,
labor of addressing, carting to the
postoffice, etc., would cost about an-
other \$5000. Fifteen thousand dol-
lars for something that would not
even be looked at by the public to
whom it was addressed! The investi-
gator got so interested in his investi-
gation of circular waste that he con-
sulted the advertising manager of his
paper for further facts, and then his
eyes opened wide. The average cir-
cular, according to that expert, does
not say as much as could be told in
two and a half columns of a news-
paper—about 200 lines. He said that
an advertisement of that size placed
in all the morning newspapers, could
be put before every New York family
reading English newspapers—about
1,000,000—for some \$600. The in-
vestigator couldn't believe there was
such a difference, but the advertising
manager worked it out for him in
black and white with the various
newspapers and their rates. So news-
paper publicity, as to direct cost alone,
is the cheapest there is in many
times."

An Eastern writer, whose verbosity
is exceeded only by his lack of knowl-
edge of what he is writing about, says
the Initiative and Referendum is not
a substitute, but a palladium, for rep-
resentative government. He says
"when this reform is once in full op-
eration, it will be seldom used—prob-
ably never except on great and burn-
ing fundamental issues." Here in Or-
egon, where we think none will deny
that the reform is in "full operation,"
the voter found 32 proposed measures
on his ballot last November. Judg-
ing from present indications, he will
be called to pass upon twice or three
times that number next year. We
cannot help wondering if this Eastern
writer would call county division
measures and laws to raise the sala-
ries of surveyors and coroners "great
and burning fundamental issues?"
After our friends back East have had
a little experience with this great
"cure-all," they will know more
about it.

In spite of all argument to the con-
trary, there are good trusts and bad
trusts. When manufacturers in any
line find their business demoralized
through over-production, reckless
competition, or ruinous cut-throat
they have a moral right to combine
for the purpose of protecting their in-
vestments and establishing a scale of
prices that will bring the profit to
them and not give it to the consumer,
who is in no way entitled to it. Such
trusts are good trusts. When strong
concerns combine to crush the weaker,
to restrain trade, or to keep out or
to wring the last possible cent out of
the consumer in the shape of profits
beyond all proportion to the amount
of capital invested, such a combina-
tion is rightly termed a bad trust.
The good trust should not be wiped
out of existence by indiscriminate
between the two should not prove a dif-
ficult task.

The stories of wholesale robbery
and murder of Americans in Southern
Mexico, brought by the Pacific Mail
steamer Newport, recall the days
when the country was infested with
brigands and highwaymen, and when
a stranger traveling in the interior
took his life in his hands. With the
reign of Diaz came the stamping out
of organized outlaws and for the last
many years one could travel from one
end of Mexico to the other without
fear of violence or molestation. It
is a sad fact, but true, that the peo-
ple of Mexico are incapable of self-
government. That country can exist
as a republic in name only, all the
talk of long-haired sentimentalists to
the contrary notwithstanding. The
ignorance of true conditions in Mex-
ico in this and other countries would
fill several volumes. Men who know
that country and its people best are
the ones who have had the least to
say in criticism of the reign of Por-
firio Diaz.

PROTEST FROM YAMHILL.

Those opposed to the appropri-
ation for the State University and
State Normal School have succeeded
in filing petitions that will hold up
these appropriations until the election
in November, 1912. They have won
the first round in their battle against
educational advancement in Oregon,
and should be given credit for their
acts in full. There is no doubt but
that the State of Oregon as a whole
will vote to support and build up
their schools when the time comes to
register the views of the voters.—
Amity Standard.

New Automobile.

The new 25-horse-power Morris road-
ster which was recently purchased by
Shoreline Garage makes the twenty-
eighth motor car on the list of Dallas
owned cars, which is at the rate of
one machine to every 75 people in the
city.

BIRDMAN TO FLY AT SALEM

Great Attraction in Salem Next Sun-
day—Reduced Train Rates.

Residents of Polk County will have
an opportunity to see a birdman in
flight next Sunday afternoon, at 2
o'clock, when Eugene Ely will give an
exhibition with his aeroplane at the
State Fair Grounds in Salem. Ely
is the famous aviator who, in a
recent test at San Francisco bay,
flew from the shore and lit on the deck
of a battleship, for all the world like
an immense bird. Through the ef-
forts of the Board of Trade and Sa-
lem business men Mr. Ely was induc-
ed to stop at Salem on his way to
Portland. They had to guarantee him
\$1000 to make a flight there. He has
given the Board of Trade a written
contract, stating what he will do, and
among the feasts which he has con-
tracted for are some of the most dar-
ing known to the aviation world.

Autos and teams will be admitted
to the fair grounds free of charge.
Small children up to the age of 12
will also be admitted free of charge.
Adults will pay a dollar and children
between the ages of 12 and 16 years
50 cents. There will be a special rate
on all the railroads and first-class mu-
sic will be furnished at the grounds.

The Salem, Falls City & Western
Railway Company will provide ample
accommodations for all who wish to
go by train, and the public will also
get the benefit of the new reduced
Sunday rates, which go into effect on
that date. No special trains will be
required, as the regular Sunday sched-
ule will meet all requirements.

The train will leave Black Rock at
11:45 a. m., Falls City at 12 noon,
and Dallas at 12:35 p. m., and will ar-
rive at West Salem at 1:15 p. m.

On the return trip the train will
leave West Salem at 5:50 p. m., and
arrive at Dallas at 6:30 p. m., and will
be run on through to Falls City and
Black Rock, to accommodate excu-
sionists from those points.

MEMORIAL DAY OBSERVED

Fitting Tribute Paid To Dead In Dal-
las Cemetery Today.

The rites and ceremonies that cus-
tom and sentiment have decreed as
fitting and proper for the observance
of Memorial Day were performed in
this city today on a larger scale than
has ever been attempted here before.
The public offices and practically all
of the business houses were closed all
day, and in the forenoon large num-
bers of people were in the cemeteries
dressing up the lots.

In the afternoon, a lengthy and
well-organized parade was formed un-
der the direction of Grand Marshal H.
L. Fenton, in accordance with the
program previously announced in the
Observer, and proceeded to the I. O.
O. F. and Dallas cemeteries, where
the usual musical and literary pro-
gram was rendered in honor of the
dead, after which floral tributes were
strewn over the graves alike of civil-
ian and of those who gave their
lives that the Nation might live.

SUNDAY EXCURSION RATES

Reduced Round Trip Fares For Rec-
reation Seekers on Railroad.

Commencing next Sunday, June 4,
the Salem, Falls City & Western Rail-
way will inaugurate its special sum-
mer outing excursion rates, which
have made travel over that road so
popular to Sunday recreation seekers.
They will be in effect to and including
Sunday, October 1.

The reduced-rate fares between sta-
tions named are as follows:
Between Dallas and West Salem,
75c; Dallas and Falls City, 50c; Dal-
las and Black Rock, 75c.
Between Falls City and West Salem,
51c.

Between Black Rock and West Sa-
lem, \$1.25.
Tickets will be good for continuous
passage in each direction for Sundays
only, and are good only on date of
sale. Children of half fare age, one-
half of the adult fare. No baggage
will be checked on these tickets.

First Local Strawberries.

The local strawberry market was
opened Saturday by Peter Reddekopp,
who brought in a small quantity of
"Oregon" strawberries. Monday Mrs. Peters
sent in a fine crate of "Bitterwoods,"
and today J. L. Castle further in-
creased the supply by some very nice
samples of "Gold Dollars." The ber-
ries are being retailed at 15 cents per
pound box. It is expected that the
warm, sunny weather of the past few
days will bring on the crop in a hurry
now.

Satisfaction of Mortgage.

The Observer has added Satisfaction
of Mortgage to its stock of legal
blanks. Notaries and attorneys may
now secure them in any quantity de-
sired. Phone orders for legal blanks
given prompt attention.

The Coquille Lumber Company.

is installing the machinery in its new
mill at Coquille. The mill's capacity
is to be 55,000 to 70,000 per day.

Sealed Bids Wanted.

In the District Court of the United
States for the District of Oregon. In
the matter of P. E. Chase, Bankrupt:
The undersigned will receive sealed
bids at his office, No. 7 First street,
Room 3, Portland, Oregon, up to 12
o'clock, noon, of Wednesday, May 31st,
1911, for the following property be-
longing to said estate: A stock of
merchandise of the inventory value of
\$2938.71, consisting of the following
lines:

Jewelry \$1421.83
Furniture 629.83
Paints, Oils and Glass 377.05
Also a lot of store fixtures of the
inventory value of \$142.26, all of said
property being located in the store
of said bankrupt at Monmouth, Polk
County, Oregon; also 4 shares of
stock in the Monmouth Creamery
Company of the par value of Ten Dol-
lars per share. An inventory of the
above property is on file at the office
of the undersigned, and the property
may be inspected on application to the
Western Realty Company at Mon-
mouth. Bids may be made for the
said stock as a whole or for each sepa-
rate line of merchandise. Cash or a
certified check for ten per cent of the
amount offered must accompany each
bid, and the right is reserved to reject
any and all bids, said bids being made
subject to confirmation by the Court.
Dated at Portland, Oregon, May
26th, 1911.

H. L. SARRIN, Trustee.

NEWS OF PEOPLE YOU KNOW

Comings and Goings as Told by Our
Exchanges.

Mrs. Huber and children visited in
Dallas Saturday evening and Sunday,
the guests of Mr. and Mrs. W. A.
Griffin. Mr. Huber went over Sun-
day morning and he and family drove
home in the evening.—Monmouth
Herald.

Miss Eva Chapin returned to her
home in Dallas Saturday, after a
week's visit with Mrs. Granville Shad-
don.—McMinnville Telephone-Regis-
ter.

Early Dallas News.

The appended brief item has to do
with a matter of news that occurred
in this town 50 years ago, and was
published in the Daily Oregonian of
May 29, 1861. It was reprinted in the
Oregonian of Monday, in the series
of extracts published under the head
of "Fifty Years Ago." We learn that
the union meeting at Dallas last Sat-
urday was one of the largest gather-
ings ever held in the state. Patriotic
addresses were delivered by J. I.
Thornton, Judge Hodgdon and oth-
ers.

Improving Track.

The Southern Pacific Company has
commenced to lay 90-pound rails on
both the west side and Yamhill divi-
sions. The work is to be pushed as
rapidly as possible from Sheridan
street in Portland to Beaverton on
the West Side division and from Jef-
ferson street to Oswego and from Cook
to Dundee on the Yamhill division.
Already the work of replacing ties and
ballasting the track has begun at va-
rious points on both divisions.—Mc-
Minnville Telephone-Register.

First Oregon Berries.

What is believed to have been the
first real Oregon strawberries were
brought to the city yesterday, or rather
the first of Marion County berries.
George W. Weeks delivered a few
crates of the Gold Dollar variety, for
which he received \$5 a crate. The
first berries were delivered on the
fifth of May last year, fifteen days
earlier than this year.—Salem States-
man.

Will Go East.

Henry J. Pfandhoefer, son of Dr.
Pfandhoefer, of Falls City, and stu-
dent in the electrical engineering de-
partment of the Agricultural College,
at Corvallis, will enter the works of
the General Electric Company at
Schenectady, New York, this fall,
where he expects to spend two years
in electrical testing and practical
work.

To Return East.

L. Lough arrived from Estherville,
Iowa, last Saturday to take his fam-
ily back East, where he has resumed
his position as a locomotive engineer.
Mr. and Mrs. Lough and their three
children have been living in Dallas
since last fall, while he was away on
leave of absence, and their son, Har-
old, has been a faithful employee in
the Observer office.

Buy Second-Hand Store.

The Matthews second-hand store,
on Court street near Main, has been
bought by E. W. and George W.
Hinshaw, who took possession Mon-
day morning. E. W. Hinshaw will
manage the store, and George W.
Hinshaw will run the Western remedy
warehouse. A supply of the medicines
will be kept on sale in the store.

Legal blanks for sale at this office.

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; 10
words or less, \$1 per month. No ad-
vertisement inserted for less than 15
cents.)

Sale or Trade.

Big house and seven lots, for sale
or trade in on a good farm. Albert
Pennell, Dallas. 2621526

Horses For Sale.

Some fine young horses and colts for
sale at the C. N. McArthur farm, one
mile east of Rickreall. 2541519

For Sale.

Two good brood sows; will weigh
about 150 pounds each. C. W. Min-
nich, Phone 4 on A. D. line. 265-539

For Sale.

\$175 piano credit check, or ex-
change; write terms. Box 335, Dallas
State of Oregon. for the amount of Three & 66-120 (\$3.66) Dollars, the same
being the amount then due and delinquent for taxes for the year 1909, to-
gether with penalty, interest and costs thereon upon the real property ap-
peared to you, of which you are the owner as appears of record, situated in
said County and State, and particularly bounded and described as follows,
to-wit:

South West 1/4 of South East 1/4 in Section Fifteen (15), Township Seven
(7) South, Range Six (6) West of the Willamette Meridian, in Polk County,
State of Oregon.

You are further notified that said Ruth Graves has paid taxes on said
premises for prior or subsequent years with the rate of interest on said
amounts as follows:

Year's Tax.	Date Paid.	Tax Receipt.	Amount.	Rate of Interest.
1908.	March 11, 1909.	1123	\$2.91	15 per cent
1909, 1st half.	March 16, 1910.	2725	1.45	15 per cent
1909, 2nd half.	Sept. 15, 1910.	2845	1.45	15 per cent
1910.	March 15, 1911.	2845	2.15	15 per cent

Said Daniel Rodgers, as the owner of the legal title of the above de-
scribed property as the same appears of record, and each of the other per-
sons above named are hereby notified that said Ruth Graves will apply
to the Circuit Court of the County and State aforesaid for a decree fore-
closing the lien against the property above described, and mentioned in said
certificate. And you are hereby summoned to appear within sixty days after
the first publication of this summons exclusive of the day of said first pub-
lication, and defend this action or pay the amount due as above shown to-
gether with costs and accrued interest, and in case of your failure to do so
a decree will be rendered foreclosing the lien of said taxes and costs against
the land and premises above named.

This summons is published by order of the Honorable Ed P. Cook,
Judge of the County Court of the State of Oregon for the County of Polk,
and said order was made and dated this 15th day of April, 1911, and the date
of the first publication of this summons is the 15th day of April, 1911.
All process and papers in this proceeding may be served upon the under-
signed, residing within the State of Oregon, at the address hereafter men-
tioned.
L. B. BROWN, Attorney for the Plaintiff.
Address, 610 Mill Street, Dallas, Oregon.

For Sale.

Ten sacks of seed potatoes. Soeh-
ren Warehouse Company. 260-530

Girl Wanted.

Good girl for housework; wages \$5
per week. N. Selig, Falls City. 2631526

Rhubarb For Sale.

Come to my garden in East Dallas
and get your rhubarb for 1c a pound.
Delivered in Dallas in 50-pound lots
at 1 1/2c; smaller quantities, 2c. Phone
1554. W. P. Miller. 2571523

For Sale.

Ten tons haled vetch and oat hay,
first class; 200 bushels white oats, ex-
tra good. G. W. Carroll, Rickreall,
Oregon. 245-530

Men Wanted.

Ten men wanted to work on steam
hay baler during July and August.
Engage now. C. G. Warkentin, Dallas.
Phone South Red 251. 259m-616

To Rent.

Five-room house, barn, garden
nearly all planted; from June 15, to
April 1, 1912, or longer, to right per-
son. Inquire at E. E. McVicker's on
Ellis street, between Washington and
Court; or phone 404. 2561523

Sweet Cream For Sale.

Get cream for your strawberries of
W. P. Miller, delivered anywhere on
Holman's milk route at 20c per pint
for 30 per cent cream. W. P. Miller,
Phone 1554. 2581523

Ducks For Sale.

Twenty-five Indian Runner ducks.
Inquire S. D. Steffy, Dallas, Phone
535. 2501516

Mare For Sale.

Weight 900, age 4 years. Phone
1594. 2531519

To Let.

A furnished house. Inquire at
Lynch's blacksmith shop. 2521519

For Rent.

Two furnished light house-keeping
rooms with use of bath. Phone 774.
2481516

New Wall Paper.

Wall paper, direct from the factory
—a very select line—at W. P. Hol-
man's.

For Sale.

Old buggy and harness, and set of
double work harness; cheap. A. H.
Harris, jeweler. Phone 453. 2331425

For Sale.

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

Wanted.

All kinds of iron, rubber, brass, cop-
per, zinc and hides. Highest cash
prices paid. A. N. Halleck, Monmouth,
Oregon. 3-12-11.

For Sale.

Fir Vista farm, 307 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. 1311f

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,
443. AUGUST ROMAN.

GUTENBERG

Invented Printing,
and Since His Day



TYPE has done more for the

than any other thing. Our type
will ADVANCE YOUR BUSINESS.
Let Us Do Your Printing

CRAVEN BROS., Agents

DALLAS, OREGON

SALE CONTINUES

Our Big Sale has been a marked success and the trade is not yet through taking advantage of our many bargains. We will make further reductions in many broken lines to close out.

A Special Sale in Some Department Each Day

A Drummer's line of Ladies' Tailored Suits and Long Coats arrived today included in this sale.

Two large stocks of Clothing and Dry Goods now on sale in Dallas.

IT WILL PAY YOU TO VISIT THESE SALES

Dallas Mercantile Co.

SHERIDAN MEAT MARKET

Dealer in all kinds of Fresh and Salt Meats. I also make a specialty of marketing all kinds of Live Stock, including Dairy Cows, Sheep, Goats and Hogs.

R. A CAMPBELL, Proprietor Sheridan, Ore.

SCREEN DOORS AND WINDOW SCREENS

CRAVEN BROS., Agents
DALLAS, OREGON

Open Season For Trout Fishing April 1st

Long recognized as Fishermen's Headquarters for Polk County, we are better than ever prepared to supply your needs.

Rods, Lines, Reels, Leaders and the Best Flies on Earth

Baskets to carry the fish in when you catch them

W. R. Ellis' Confectionery

MR. FARMER

WHY NOT MAKE HAY WHILE THE SUN SHINES?

This is true in more than one way. Lumber is cheaper now than it has been for several years.

Doors and Windows, Laths, Shingles and Cement are in proportion.

We have them all and being satisfied with one Profit on the whole.

We Can Save You Money

Let us figure with you.

Agents for the famous
Mt. Diablo Cement--Arden Plaster
"Best on the Market"

Falls City Lumber Co.

Polk County's leading Lumber Firm. Saw and Planing Mills at Falls City. Retail Yards at Salem, Ore.

DENTIST
B. F. BUTLER
Office over Fuller Pharmacy.
Office hours from 9 to 12 a. m.; 1 to 5 p. m.

M. OLIVE SMITH
Teacher of
PIANO AND ORGAN
Studio, Room No. 2, Wilson Building