

Polk County Observer

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OBSERVER PRINTING COMPANY

EUGENE FOSTER.
W. H. TOTTEN.

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

WELCOME GOAT MEN.

To the goat breeders of the Northwest Angora Goat association, the people of Dallas extend warmest welcome today, and we hope that your exhibition will be the best ever held and far surpass all former efforts. To the friends of the goat breeders, and all others who will visit the city during the next three days, Dallas extends the hand of welcome and bids you make yourselves at home. We are glad to have you here and we want you to enjoy every minute of your stay to the end that you return to your homes singing the praises of this city.

Polk county is the pioneer of the angora goat industry in Oregon and the Pacific coast and it is entirely fitting that the show should be held here. Dallas knows the worth of the angora and commends the efforts of her enterprising citizens who are engaged in the industry and who are trying to make it one of the leading pathways to prosperity in this favored land. We have seen the angora bring prosperity to their owners and the extension of the industry to other communities is significant of the progressiveness of Polk county growers who are the pioneers in this branch of stock breeding.

So here, in the heart of the great Willamette valley, in this home of the angora industry we welcome those who are striving to build up and promote its welfare. You fellows are all right and we hope you'll come often and remain longer. If you don't see what you want, ask for it.

SOMEWHAT PERSONAL.

The Observer prints today a number of the complimentary notices it has received relative to the Progress Edition of this newspaper issued on December 5. While to some it may appear egotistical on the part of the publishers to reproduce these utterances of public officials, noted boosters and newspapers, they are not published in that spirit but to show the many readers of this paper just what others think of the edition and to demonstrate the effectiveness of such issues in advertising Polk county. The Observer regrets that it has not space to print all of the complimentary notices received. The people of Dallas have been profuse in their congratulations regarding the publication of the edition and we thank them one and all. Each and every notice printed in other newspapers is just that much advertising for Polk county and cannot fail to be beneficial.

Progress editions are no uncommon efforts. They have been issued by every progressive newspaper and many times we find publications that make annual affairs of these boosting advertisements in which merchants and business men generally willingly place their advertising. These enterprises have their place in the boosting literature of the land and it is safe to say that no other one thing has aided so materially in building up a community. Of necessity they cover their fields in a comprehensive manner. The conscientious publisher will not permit anything to find room in the columns of his paper that verges on untruth or exaggeration. He tells the truth about his town or his county and homeseekers know this. They depend upon the statements contained in a progress edition to a far greater degree than in any other boosting literature.

The Observer is proud of the notices the edition has received. Although the issue was not a bonanza from a financial standpoint that fact did not deter them from putting into it their very best effort. Nothing was slighted, and it could have been issued in no more complete or effective style had there been "thousands in it." That it met with the approval of the people of Dallas and

Oregon Boosters and Newspapers Unite in Praise of Observer's Recent Polk County Progress Edition

From Governor West.

December 27, 1911.

The Observer Printing Co.,
Dallas, Oregon.

Gentlemen: I wish to acknowledge receipt of your Progress Edition of the Polk County Observer, and I desire after having looked it through carefully, to compliment you upon the scope and the effectiveness of the publication. You have covered the field in an efficacious and readable manner and the edition will I am sure prove of much value to the City of Dallas and to Polk County.

Wishing you the compliments of the season, I am, yours sincerely,

OSWALD WEST.

SECRETARY OF STATE OLCOTT

Salem, December 13, 1911.

The Observer Printing Co., Dallas, Oregon.

Gentlemen: I wish to acknowledge, with thanks, receipt of a copy of your recent Progress edition.

Typographically, the edition is a work of art; as an exposition of the resources and advantages of the good old county of Polk, it is complete and convincing, and I am satisfied will prove of permanent and substantial value to the community.

Those who patronize an edition of this kind not only get their money's worth out of the publicity obtained, but also render a public service by making it possible for the publisher to produce a paper creditable to the craft and the community.

Respectfully, Ben W. Olcott, Secretary of State.

SUPERINTENDENT ALDERMAN.

Observer Printing Company, Polk County, Oregon.

Gentlemen: I was very much pleased with the Progress Edition of the Polk County Observer. The Observer had a good reputation in Oregon, and this will add to its prestige. We are planning to have a permanent exhibit of Oregon schools and industrial work here in the Capitol building, and I would be pleased to have a number of copies for this exhibit.

Yours very truly, L. R. Alderman, Supt. Public Instruction.

LABOR COMMISSIONER HOFF

Salem, December 11, 1911.

Editor Polk County Observer, Dallas, Oregon.

My Dear Sir: I have received your Progress Edition of December 5, 1911, and in thanking you for the courtesy, I wish to congratulate you upon the work contained in this edition. Besides being interesting, and giving valuable information, it is put up in a style to make it handy for filing and a reference book when information is sought of your county. Again thanking you, I remain,

Sincerely yours, O. P. Hoff.

GENERAL FREIGHT AGENT LOUNSBURY.

Portland, Ore., Dec. 15, 1911.

The Observer Printing Company, Dallas, Oregon.

Gentlemen: On my return from San Francisco, I find copy of the first newspaper booster edition of the "Polk County Observer," issued December 5th, which I have gone through carefully and consider a very conservative and practical publication, setting forth as it does the agricultural and industrial resources of Polk county. I looked particularly to see if there was an article on dairying, and I find it is included under the heading of "The Live Stock Industry in Polk County" on page 32; this because I believe firmly that the Willamette valley is ideally adapted to dairying and that in advertising for settlers and homeseekers too much publicity cannot

vicinity is evidenced by the fact that hundreds of them have been sold to people who have praised its appearance, and the comprehensive matter it contained, and who have declared their intention of mailing them to friends in the East with the hope of inducing them to eventually make Oregon and "the blue ribbon county" their home.

With the assurance of the hearty good will of its clientele, and the further knowledge that the Progress Edition is all that its name implies, The Observer is more than willing to accept full responsibility for the publication and to make the statement here and now that it is the aim of the publishers to duplicate the performance at some future time

be given to the advantages of your section for carrying on this particular branch of agriculture. Steps are being taken to foster and develop the poultry industry, also, and attention should be drawn to the benefits to be derived therefrom at every opportunity. When we consider that between 50 and 100 carloads of eggs are imported from other states into Portland annually, it is apparent that there is no question that the market can possibly be overstocked, and at the same time by drawing the public attention to the possibilities for successful poultry raising in Polk county, as well as other parts in the Willamette valley, also dairying, there is greater chance of interesting men with small capital to seek a location for engaging in the business.

If you have not already done so, would suggest the advisability of sending a copy of this publication to Mr. John M. Scott, whom I am sure would be glad to assist by using all the means at his disposal in distributing this booster edition throughout the East.

Yours truly, H. E. Lounsbury.

SECRETARY STATE TAX COMMISSION.

Salem, Dec. 7, 1911.

Mr. Eugene Foster, Dallas, Oregon.

Dear Mr. Foster: The Progress Edition of Observer came to the desk this morning and I have read it with much interest. First, I am interested because it treats of Polk county, but the edition is remarkably interesting from many viewpoints. Typographically it is a work of art which would be a credit to any printing plant. You have covered the county fully and fairly with facts and figures and have eliminated the "gush" usually found in such publications. Few counties in issuing advertising literature have done so well and you are to be heartily congratulated, especially so when I remember your brief residence in the county.

Very truly yours, C. L. Starr.

AMERICAN TYPE FOUNDERS COMPANY.

Portland, Or., Dec. 7, 1911.

Messrs. Foster & Totten, Dallas, Oregon.

Gentlemen: I am just in receipt of a copy of the Progress Edition of The Observer, and without question it is the finest specimen of its kind that we have seen produced in a country office for a good many years. In fact it is a credit to any office. In addition to being a specimen of excellent printing, the arrangement of the matter, the illustrations, and general make-up go to prove without question that the edition was handled by men of experience. We, who are familiar with special editions, know that it takes a great deal of ability and energy, as well as money, to turn out an edition such as you have. It is a credit to the people of Polk county, as well as yourselves, and we sincerely hope that your readers will give you the credit due you.

Yours truly, American Type Founders Co., O. R. Ball, Manager.

SHOULD BE PROUD OF IT.

Grants Pass, Or., Dec. 7, 1911.

Observer, Dallas, Oregon.

Dear Sirs: Your Progress Edition is a publication Polk county should be proud of.

Sincerely, Bert R. Elliott.

BOOSTING POLK COUNTY.

The Tuesday, December 5, issue of the semi-weekly Polk County Observer was dressed in its Sunday best. The issue, titled the Progress Edition was devoted to boosting Polk county resources. In booklet form it made an attractive sheet.

Hood River Glacier.

MOST PRACTICAL OF ANY.

The neatest and most practical special edition of any newspaper recently printed in Oregon outside of

when it shall be their endeavor to issue a still better exponent of the advantages, attractions and resources of this fruitful country in "the vale of the Willamette."

The Oregonian issued its usual anniversary number of Monday, January 1. The edition eclipses all former efforts and shows clearly and in emphatic completeness the wonderful strides toward the front which the metropolis is making. Aside from the city, the paper also contains much valuable information relative to the state at large and comprises, in its entirety an issue which is bound to attract attention to this commonwealth and its live and enterprising city.

Portland is the "Progress" edition of the Polk County Observer published at Dallas. The number in question was issued on the fifth of the present month. It was printed in magazine form, three columns to the page, and on enameled book paper. It contained forty pages besides the cover and is a model of the printers' art. Besides many half tone illustrations of buildings and various products of Polk county, Oregon's progress for ten years is briefly reviewed, prune culture, the oil industry, the Angora goat industry, English walnut industry, and many other features of life in Dallas and Polk county are very exhaustively and practically presented. The Progress number of The Observer is one of the very best advertisements that can be sent out by either the Commercial club or individuals to boost that section of the state. It is a great credit to both the city and the publishers of The Observer.—Albany Evening Herald.

AN OREGON PAPER

The Polk County Observer, published at Dallas, Oregon, has just issued a "progress edition" which is devoted to singing the praises of Dallas and Polk county, the "blue ribbon" county of Oregon, as The Observer calls it. The edition is interesting here because it is the result of the efforts of Eugene Foster and W. H. Totten, owners of The Observer, who formerly lived in Aberdeen. Mr. Foster, editor of The Observer, was a member of The World staff for some years. He was conscientious and capable, and in his work on The Observer he exhibits these same qualities in the same degree that made him valuable to The World. Mr. Totten is master of the mysteries of the composing room, and credit for this excellent special edition of The Observer is in large measure due him. The edition is handsomely printed, well edited and compiled and arranged. It is as much indicative of the progress Mr. Foster and Mr. Totten have made since assuming control of The Observer as it is of the progress of Polk county. They have taken a country paper, that was devoid of modernism and ambition and have converted it into a bright, newsy publication that is quite worthy of Dallas and Polk county and probably somewhat in advance of both. Aberdeen is always interested in the fortunes of its citizens wherever they may go, and it is a pleasure to record a success in this instance.—Aberdeen Daily World.

BEAUTIFUL EDITION OF DALLAS PUBLICATION.

The first booster newspaper edition ever issued in Polk county, the Progress edition of The Polk County Observer, is just from the press, and it speaks volumes, not only for the blue ribbon county of the Willamette Valley, but for the enterprise of the publishers of the paper. It is a magazine printed on fine book paper, richly illustrated with half-tones, and gives a clear account of the great resources of that section, the operations in fruit growing, livestock, farming, lumbering and business. The descriptive matter of the various sections of the county and the accounts of the progress made in all lines of endeavor, conservatively written, tell a story of activity and intelligent effort. Typographically, the magazine is one of the best ever published in the Northwest in one of the smaller cities. With its rich title page, it makes an attractive as well as interesting contribution to the booster literature of the state, and should bring good results in the present development

DALLAS DEFEATS FAST AMICUS BALL CLUB

(Continued from Page One)

We were outclassed. Your team is a wonder as an aggregation, and each is an individual star.

"Best in the State."

"In your man Captain Shaw you have, perhaps, the best center in the game—couldn't ask for better. As for ourselves, the Amicus quintet, we are just starting out, and have played but four games and our team work is not of the best, owing to very irregular practice periods. Yet, as captain, I think we have a very good team and, later in the season, hope to have an aggregation worthy

of Polk county, the blue ribbon division of Oregon.—Portland Telegram.

IT'S A BEAUTY.

Chock full of interesting reading and handsomely illustrated are the forty pages of the Polk County Observer's issue of the 5th inst. There is not a commonplace page in it, an extra-fine quality of bookpaper was used and the cuts stand out with remarkable clearness. Messrs. Foster & Totten have rendered the people of Dallas and its vicinity a most valuable service in their display of enterprise and public spirit. This publication should have a large sale. Certainly no better advertising material could be sent back east than this issue of the Polk County Observer.—Newberg Enterprise.

MOST CREDITABLE EDITION.

The Polk County Observer, Dallas' liveliest newspaper, has issued a most creditable "Progress Edition," devoted to the exploitation of the industries and resources of Polk county. The cover is in brown and green and is illuminated by a splendid half tone showing hopyards, prune orchard and oak-clad hills. The articles are well written and much solid reading about the county is presented. As a community publicity medium it will be effective. While there is considerable space given to local advertisers the edition reveals the development of Polk county's resources in an admirable manner.—McMinnville News-Reporter.

POLK LEADS THEM ALL.

What is called the Progress Edition of the Polk County Observer, dated December 5, is a credit to Messrs. Foster & Totten, the publishers. In addition to the regular semi-weekly issue, there are forty pages, tabloid size, of book paper, bound in a handsome cover, devoted to exploitation of industries and resources of what they term "the blue ribbon" county of Oregon. From the showing made, disputants of the honor must put up a good case to win against Polk.—Oregonian.

GEM IN WRITE UPS.

The Polk County Observer this week issues its Progress Edition. It is a gem in both typographical appearance and the writeups it contains relative to the industries of Polk county, showing that we have the dope right here to fully equal the printing done anywhere in the world and the men who can properly boost the country with their pens. It is a 9x12 booklet of 40 pages, and a credit in every way to our contemporaries.—Itemizer.

"POLK COUNTY SNAP."

The Polk County Observer, under date of December 5, issues a progress edition that does her great credit. It cannot be done without money and good judgment, and it is evident that The Observer has used all of these. We like the snap of Polk county people in promotion work. They are making it tell, too, for their good.—McMinnville Telephone Register.

REPLETE WITH INFORMATION

The "Progress Edition" of the Polk County Observer has been received at this office and is a valuable number. It contains 40 pages, is printed on good paper, is profusely illustrated, and as well as being a work of art from a printer's standpoint, is replete with useful information for the prospective homeseeker. It reflects great credit on the publishers and merits a wide circulation.—Santiam (Seio) News.

VERY CREDITABLE EDITION.

The Polk County Observer got out a very creditable progress edition of their paper under date of December 5. It contained forty 7x10 pages of well written and illustrated mat-

of only praise.

"As to hospitality I wish, on behalf of my team mates, to thank the people of Dallas for the many courtesies extended us during our interesting but brief visit to your city, which we all greatly appreciate and we hope to reciprocate at some future time. This we know we cannot do to the extent shown us here, but we assure your team, upon their visit to Portland, a royal good time."

Deals in Dirt.

Those having farms to sell at reasonable prices will do well to write Courter & Vick of Salem, stating the location, price and terms you wish to sell on. We have at present several parties who wish to buy

ter pertaining to Dallas and Polk county.—Amity Standard.

GOOD VALUE TO COUNTY.

The Dallas Observer has just issued a Progress Edition of 40 pages on calendered paper, profusely illustrated and giving a wealth of information about the industries and resources of Polk county. The edition is just what its name purports to be and cannot fail to be of great value to the city and county in which it is such an able exponent.—Newport Signal.

A SPLENDID NUMBER.

The forty-four page Progress Edition of the Polk County Observer is at hand and we extend congratulations to the enterprising publishers for the success of the undertaking. It is a splendid number and the people of Dallas and Polk county will make a grievous mistake if they fail to show their appreciation by giving it a wide circulation.—Newberg Graphic.

A CONCISE STATEMENT.

The Polk County Observer, published at Dallas, has issued a very creditable booster number, giving a concise statement of the resources of Polk county and nicely illustrated with cuts of public buildings and farms and other scenes.—Brownsville Times.

ATTRACTIONS FOR NEW SETTLERS.

The Progress Edition of the Polk County Observer was issued last week. It is of a high degree of typographical excellence, contains numerous engravings depicting the progress of the county and brimful of descriptive matter which sets forth attractions offered to new settlers.—Hillsboro Independent.

ALL ADEQUATELY TREATED.

The Progress Edition of the Dallas Observer, with its 40 pages and titled cover, in magazine form, has appeared. Hops, goats, walnuts, fruit dairies, mills and many other things are on its boost list, and all adequately treated and artistically illustrated.—Portland Journal.

ARTICLES WORTH MUCH.

The Progress Edition of the Dallas (Ore.) Observer has reached us a time for perusal before this issue.

It is especially well gotten up, but what appeals to us mostly is the space devoted to the Angora and mohair industry as found in Polk county. The articles and the matter contained are worth much to those who are interested in the industry.

Polk county was the pioneer in bringing Angoras to the front as a money maker and in showing their usefulness in the clearing up of new lands. Therefore the matter contained is valuable, coming as it does from a section where they are better understood than anywhere else in the great Northwest. The matter is of such importance and so clearly put, that we take this occasion to advise all those who wish authentic information on the subject to write for a copy. It is well worth your trouble.—Angora Journal.

HERE'S THE OTHER SIDE

The Itemizer is not given to extra editions of any kind, believing that our merchants in giving us their weekly patronage are doing their full duty, and all that should be asked of them. We are grateful for the advertising patronage accorded our paper, believing it fully justified by the returns received, and for that reason are not asking extra advertising. We have never endeavored to persuade advertisers to try out schemes of doubtful merit, considering that legitimate and persistent newspaper advertising is the best that can be devised to increase a business. And we believe that many of our business men concur with us in this view of the matter.—Dallas Itemizer.

farms. We also have a number who would buy cheap land for an investment.

What have you to offer? Write or call on Courter & Vick, room 100, Ladd & Bush Bank Building, Salem, Oregon.

Died Near Monmouth.

Funeral Director R. Chapman was called to Monmouth New Year's day to take charge of the funeral of J. H. Chapin, who died near there Saturday at the age of 58. The body was buried in the Monmouth cemetery. The wife and two children survive.

Trespass notices, weather proof for sale at the Observer Job Office.